UMASS/AMHERST
312066 0333 3187 7

LIBRARY
OF THE

MASSACHUSETTS
AGRICULTURAL
COLLEGE

SOURCE College funds

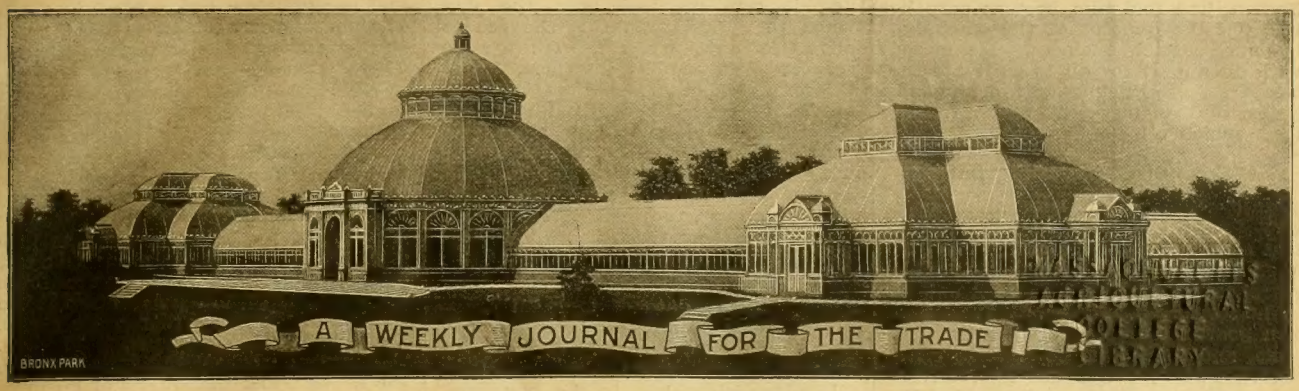
[redacted]

v. 52

FL FLOR.
DEP. DEPT.

MASSACHUSETTS
AGRICULTURAL
COLLEGE
LIBRARY

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, JANUARY 18, 1919. No. 1598

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Annual meeting and exhibition, Cleveland, O., January 29-30, 1919. CHAS. S. STROUT, Biddeford, Me., President; CARL HAGENBURGER, Mentor, O., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., secretary. Next annual exhibition, June, 1919.

PUBLICITY CAMPAIGN OPENS.

Florists' Club of Philadelphia, at Interesting and Largely Attended Meeting, Starts National Movement for 1919 Auspiciously.

Prominent Men of Trade Urge Progress.

The January meeting of the Florists' Club of Philadelphia, held on the roof garden of the Hotel Adelphia, that city, January 7, was with its attendance of some 250 members of the craft, many of them from out of town, a very important gathering. There was a great galaxy of speakers of national fame, whose subject, "Publicity," made this meeting truly the opening gun of the 1919 campaign.

Over 90 members of the club, with the speakers as guests, enjoyed a dinner which was served at 6 p. m. An exhibition of cut flowers, new varieties of roses and carnations, was also a feature.

In opening the meeting, Charles Grakelow, of Philadelphia, who took the gavel at President Harvey's request, made a short address of welcome in which he emphasized the importance of publicity, and the progress that was being made by such gatherings as these, which would soon place it in the niche of importance to which it is entitled. In his introductions of the various speakers, Mr. Grakelow was at his best, the audience receiving a fulsome measure of what to expect, generally emphasized with appropriate stories.

Penn Tells of Success During 1918.

Henry Penn, of Boston, Mass., was the first called on. He thought that men who stood back of the campaign under the distressing business conditions of the past year, were very long-headed, as the results had been wonderful, and if kept up with renewed interest, would show much greater returns. He had been greatly impressed at the get-together movements of the trade, growers, retailers and wholesale men particularly in some of the western cities, citing Cleveland, O., and Detroit, Mich., as examples, where publicity had worked wonders in increasing the business. Retailers should take the lead in this campaign, and all other interests should back them up, as all benefited alike from any movement that helped to increase the demand for plants and cut flowers. He particularly emphasized the importance of the use of the slogan, "Say it with Flowers," and of living up to the well planned campaign of the committees, by retailers using the electros of the ads., as they appeared in the magazines in their local papers. His story of a customer wanting the very best roses in the shop for his mother-in-law, who was ill at a time when they were the scarcest, and who paid the price, raised a great laugh. He cited the old days, with business being done in a leisurely way, when 12 to 15 customers a day was satisfactory. Now all was life and activity when stores catered to the multitude, and the greater number of sales, many of them small, made up the volume of trade. It was up to the retailers to follow the publicity campaign outlined by Major P. F. O'Keefe; the whole trade would then feel the great impetus to the business. The growers and other interests should back up the committees, until instead of $50,000, the fund would be $150,000 with corresponding benefits. Great interest was taken by other lines of trade in the florists' campaign. Mr. Penn said he thought we were on a plane with that of the sun-kissed oranges, which history and success he described. He liked to see contributions to the fund, no matter how small. A $5 pledge showed that interest was being taken. His part in the work as chairman of the publicity committee was not mercenary. He wanted it to succeed and

634.405
Am3t
v.52

did all he could to help it along. His business showed an increase over the year before, of over 50 per cent, while Thomas Roland, a large grower of Boston, had told him he was sure he had felt the impetus of the campaign in much better business. He closed with an appeal for all to cultivate the co-operative principle of working together and an increased fellow feeling from which all would benefit.

O'Keefe Gives Interesting Data.

Major O'Keefe, of Boston, made a very forceful address, saying he felt that all branches of the craft should be interested in this campaign, which in his years' experience, was the most unique he had ever undertaken. Advertising men generally were watching the outcome, and there was no adverse criticism. Twenty-five years ago, advertising was much misunderstood. He had grown up with the business since a boy. A man that spent $50,000 then was a plunger. The largest accounts were patent medicines, which sold as long as the ads. kept up the interest. Stop these, and sales diminished rapidly. There is no mystery about advertising. To his mind, it is salesmanship on paper. Application of common sense to the publicity problem. Any store that existed alone on the people that passed its doors, would fail. Advertising interests and brings the necessary additional business. Phonographs could not be retailed from the factory, but advertising finds customers everywhere in this country of 107,000,000 people.

Some think an advertising man a genius, who can dash off an ad. in a minute; others like to experiment with the work as they run their business. Both are wrong. One must first know all about the article, also be well grounded in methods of publicity, and then carefully prepare his selling campaign. If it is as good as you say it is, you are creating good will and good will is a definite, tangible asset. A mill or factory can burn down and its contents totally destroyed, but that is only an inconvenience. The public know nothing of the fire, the good will you have created cannot burn; it is still a living, tangible and valuable asset. Five thousand dollars a page for a single issue of the Saturday Evening Post, looks like a lot of money, but people who are not crazy, keep using this space year in and year out. Million dollar a year advertising campaigns are now quite common. Examples of successful large campaigns were given, notaby that of the Liberty Loan, which could never have been so quickly successful without such publicity, or if depending on word of mouth. The Waterman Fountain Pen Co.'s first advertising account amounted to $65 borrowed money. Compare their great success with the much greater start of the florists' publicity fund and its possibilities.

People claim that advertising adds to the cost of the article; on the contrary, it cheapens, by enlarging its market and increasing the supply which lessens the cost of production. To send a postcard to each person reached by a $5,000 page of the Saturday Evening Post would cost $23,000 and not tell the story nearly as well. Thirty to thirty-five thousand dollars of the florists' publicity fund money, spent last year, went into magazines of nation-wide circulation. Other similar campaigns are financed by taxing the advertised articles. One cent a box was levied on sun-kissed oranges, which was gradually paid, and raised a very large sum. Philadelphia retailers had seen the day when they said "What is the use to advertise now, when flowers are so scarce?" To combat this idea, Major O'Keefe cited that $450,000 is being used to advertise Irish linens, of which we could not buy a dollar's worth at this time, but they are taking time by the forelock, and as soon as the ocean liners are ready to bring the goods over, they will have made a market for them.

Publications of about 2,000,000 circulation must go to press two or three months before date of issue in order to get their immense quantities out and in the hands of dealers all over the country on time, so that all advertising has to be prepared for long in advance. Matter put in now, will not be out before early spring, when it is hoped there will be plenty of flowers. It is the men who look ahead that win out. Florists ought, and no doubt are, proud of their business. They should therefore interest people in flowers and make them like them. Advertising in the face of the unfavorable conditions of last year was a bold thing to do, but it turned out wonderfully successful. Even had it kept business up to normal, it would have been a great achievement. This is the time to keep it up, each year building on and adding to what has gone before. The January and February campaign will be carried in 36 magazines with a circulation of 11,000,000 at a cost of one-twentieth of a cent to each number. In each ad, the slogan, "Say it with Flowers," will be featured.

You cannot force, but you may advise a customer. Flowers are words even a babe can understand. Flowers will talk for you, "Say it with Flowers." The trade should by all means tie up with the campaign advertising, using it on bill boards, in their windows and newspaper notices. Three hundred and fifty thousand of the magazine circulation is in Philadelphia homes. Retailers in the local field should make the most of it. Advertising is an investment. Even when flowers are scarce, the interest must be kept up, so as to retain the good will. Once they buy, they are new customers, and will continue. Flowers must be made to take the place of other things. There are 3,000 birthdays in Philadelphia's population every week, an opportunity in everyone of them. Major O'Keefe closed with an earnest appeal for the success of the campaign in Philadelphia.

Pierson Discusses Past and Present.

Wallace R. Pierson contrasted the standing of the greenhouse employe of the early days with the same position to-day. The pioneer had to do all kinds of work and sleep in the shed over the boiler. Two dollars a day was high wages for the most skilled men. That was the status for many years. Now the tail is wagging the dog, and the growing of flowers is entirely a different business. Growers can claim a right to an honest and respectable living. American people claim as a right, won by the experience of the war, a love for that which is better and the nicer things of life. There is one thing certain—and the speaker was very positive in this—that we will never get back to the old scale of wages prevalent before the war. Living costs have increased very much. Our employes can now save and enjoy better living conditions. It is their right, as they stood by and saw us through the trying experiences of war times.

Wholesale prices of cut flowers are higher, and they must be maintained to keep pace with the greater cost of production. The majority of the money subscribed for publicity comes from the growers, who should be organized or of one mind in seeing that we get the money we are entitled to as producers, that will enable us to give our men a living wage. Flowers are worth so much. Growers must not let the retailers have more than their share. There must be an equitable division. The retailer is absolutely dependent on the grower, and the wheels of business have now to run true, or somebody will throw a wrench into the machinery.

Gude Predicts Great Future.

W. F. Gude, Washington, D. C., president of the Florists' Telegraph Delivery, opened his address with the Rotary slogan, "He who serves best, profits most." Make friends, and customers will follow. If the florists of the country had taken hold of the F. T. D. idea 20 years ago, as they have during the past five, the benefits to the business would have been wonderful. Service should come first. Give satisfaction, please the customers, and the profit will follow. The publicity campaign will be a great factor in stimulating the business. Everyone benefits, so all must contribute. Do not stand to one side and "let George do it." Send your check at once. Take an interest in the work, tie up to it, make it your personal campaign, and watch your business grow. Read the trade papers. Follow them closely, they are full of good suggestions. He doubted the wisdom of the present great increase in prices, three times as much as a year ago, but it seems inevitable on account of the short supply. The growth of the business in Washington for the past 25 years had been wonderful. War conditions had greatly handicapped the trade as in the Gude establishment, 32 men wearing the uniform. He predicted a great future for the business, which was rapidly rising along a higher plane into that of a magnificent profession working eight hours a day instead of 16. The percentage of failures in business was much greater in other lines than in the florist's trade. It was an important factor in the industries of the country, consuming a year ago 1,750,000 tons of coal. In closing, he said: "My message to you is, take new heart, boost your business, believe in it, advertise and keep up your stock. Give the public optimistic stories of plants and flowers. Ask a price that gives a reasonable profit, and the public will pay it. I anticipate a great business the coming spring."

Secretary Young Tells of Work Done.

Secretary John Young of the Society of American Florists, said: "We are all, I believe, agreed that this publicity campaign has been the greatest movement ever organized for the benefit of the trade. It originated in this city, and I am glad to see, after a year's trial, such interest taken as shown here to-night. The florists of the country feel that the S. A. F. is doing

something for them. The live men of the trade, all over the land, are actively in the campaign contributing their time and money to make it a success. A fine showing was made last year, and I feel sure it will be better the coming season, as the movement is growing rapidly. The first two days' mail after the bills had gone out contained $3,000, and there was a pledged fund of $27,000 to start with. Those who contributed and tied up with the campaign received the most benefit. The electros, glass signs, window cards, stickers and the literature are sold practically at cost, and all are great business bringers. A part of the work is moulding public opinion through timely articles and interesting stories about flowers, which are sent to the newspapers, many of which gave them place in their columns, which is the best kind of advertising at only the cost of preparation."

He urged the retailers, who advertise in newspapers, to use the electros and connect up with the magazine ads. as they appeared. The S. A. F. journal, with up-to-date news of what the society is doing, will soon make its appearance. The numbers should be kept and filed for future reference. He asked for support of the publicity fund and membership in the society, which now numbered 2,600, but which he hoped would ere long reach the coveted 5,000, which was but a small proportion of the 20,000 members of the trade in this country.

Craig Urges Support of Entire Trade.

Robert Craig, introduced as the noblest Roman of them all, was given an ovation. This, he said, was an inspiring and gratifying moment, as he saw so much optimism in this great gathering after the many trials of the past two years. The publicity movement, which was doing so much good, and deserved the support of the entire trade, reminded him of that master mind in advertising, Peter Henderson, who many years ago, among other successes named, featured, and advertised the moon flower to such an extent that the whole trade was greatly benefited. Mr. Henderson gave a druggist, who helped him rid his place of rats, a slogan or name for the preparation, "Rough on Rats," which made the man a millionaire.

Credulity underlies the principle of much of the advertising seen in the newspapers, people believing in the wonderful stories of the cure-alls. How much safer ground are we on, whose products reach the strings of the human heart. Love of beauty exists in every mind. Some admire pictures, or jewels; others like horses or dogs, but everybody loves flowers. Emerson said nobody has been able to define beauty in the abstract. We see the beauty of the grain covering the ground with green, and later its full clusters of golden brown. There is beauty in the full-sailed ship outlined against the blue sky of the distant horizon. But the countless forms of beauty to be found in the wondrous coloring and fragrance of the flowers is irresistible.

Therkildson Says Boost the Slogan.

W. F. Therkildson, presented as the father of the publicity movement, is a great believer in slogans. "Say it with Flowers," he considers a wonderful slogan. He cited the slogan, "Burpee's seeds grow," which had been a wonderful trade success. The publicity campaign was a splendid idea and should have everybody in the trade back of it. He thought the most should be made of the present moment, and asked those who had faith in the movement, to come forward now with their money. Secretary Young was on hand with the blanks, and in a few minutes over $2,000 in four annual payments was secured.

Addresses were also made by Victor Ridenour and Robert Pyle. Everyone in attendance was delighted with the speaking, and the great enthusiasm and inspiration of the meeting, which was declared the most interesting ever held by the club.

Out-of-town visitors included the speakers, Major P. F. O'Keefe and Henry Penn, Boston, Mass.; Wallace R. Pierson, Cromwell, Conn.; Secretary John Young, New York; W. F. Gude, Washington, D. C.; Wm. F. Keys, Jr., W. F. Ekas, W. E. McKissick, M. Lohr, J. Stevenson, Wm. Lehr, T. H. Cook, R. L. Graham, Jr., and Isaac H. Moss, all of Baltimore, Md.; F. H. Thompson, Theo. Thompson, Lawrence Thompson, Harry Palmer and J. E. Barnard, Kennett Square, Pa.; John Horn, Allentown, Pa.; Wm. Geiger and R. Mayhew, North Wales; J. M. Andre and Hilborn Darlington, Doylestown, Pa.; A. M. Herr, H. K. Rohrer and B. F. Barr, Lancaster, Pa.; Adolph Gude, Jr., G. W. Hess, Washington, D. C.; D. B. Edwards, Atlantic City; M. J. Brinton, Christiana, Pa.; W. H. Vance, Wilmington, Del.; A. B. Miller, Jamaica, N. Y.; W. H. Fox, Parker Ford, Pa.; Robert Pyle, West Grove, Pa.; and H. C. Huseman, Reading, Pa.

St. Valentine's Day Posterette.

Issued by the Chicago Florists' Club. Color Red—Lettering White.

RHINEBECK, N. Y.—A burglar entered the violet house of Ethan A. Coon, recently, and stole 50,000 violets, valued at about $250, which were to be shipped to the New York market.

NASHVILLE, TENN.—The annual conventions of the state florists', nurserymen's, fruit growers' and beekeepers' associations will be held in this city January 28-31 respectively. The programmes include many interesting features.

ERIE, PA.—With prices 25 per cent higher than in 1918, this year's Christmas business showed a corresponding gain. The supply of cut flowers was short of the demand with quality about as usual, according to J. V. Laver. Plant sales showed an improvement over former years.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

St. Valentine's Day Posterettes.

The Chicago Florists' Club offers for sale a limited number of the heart-shaped posterettes for advertising St. Valentine's day, the same as issued a year ago upon which the following special prices are quoted:

500 posterettes $2.00
1,000 posterettes 3.00

First come, first served. Send all orders and remittances to F. Lautenschlager, 440-472 West Erie street, Chicago. Make all checks payable to Otto H. Amling, Treasurer, Chicago Florists' Club, Chicago.

CHICAGO FLORISTS' CLUB,
Advertising Committee,
F. LAUTENSCHLAGER, Chairman.

Next Week in the Flower Shop.

After the excitement and hustle and bustle of the holidays, business seems very quiet. On no account, however, must the machine be allowed to stop. Shake off the lethargy, put your best foot forward, make the store in all its departments most inviting. Feature the various items of stock that are likely to be most saleable at this time; many articles are sold by bringing them to the attention of customers in this way, that otherwise would remain on the shelves.

While cut flowers are so expensive, it is well to push plants. Very well flowered cyclamens, that failed to make the holidays, will be good stock to carry, as will primulas of the malacoides type with their wealth of bloom, also the obconica, which are now coming well set with flowers. Freesia in pots is also a great favorite.

Pussy willows should always be on hand as additions to boxes of cut flowers, both inside, and also as an outside decoration after the package is tied up. A spray or two, with a cone bearing branch of pine or other fancy evergreen, costs but little and makes a finish that is sure to attract attention They are also useful in featuring small pot plants. Two selected sprays opposite one another in a pot, bent over and entwined, make a handle, to which can be tied a knot of ribbon the color of the flower. A few sprays can also be stuck in at one side to fill up where it is necessary to round out the plant. They also arrange nicely and add greatly to the appearance of the small baskets of cut flowers. Bunches of the willows will themselves sell better, if tied and spread out fan-shaped with a fluted sheet of wax paper as a background.

The little post card notice is a great factor in keeping one's trade awake to the fact that the store is eager to serve them. The first daffodils are in, also the fragrant freesias and a new assortment of ferns to freshen up the table fernery, as well as the full flowered cyclamens and other plants that will bring cheer to the sick-room. It only costs $1 a hundred to mail these printed cards, which are sure to get at least a once-over glance that calls the shop to mind and perhaps suggests that one of the items is just what is wanted.

Canton flannel bags or sacks open at both ends, of various diameters and lengths as will admit of being drawn up over pots or tubs from eight to 12

JUN 4 1921

inches or larger, will be found useful in quickly covering plants for decorating purposes these cold days. Many an expensive palm has lost a leaf or had the tips frozen, that would have carried safely with this protection. The cover is quickly drawn up over the plant, holding the leaves together and protecting them from the frost. A drawing string, or stout rubber band, ties the sack at the top and bottom, if necessary. It is quickly removed by loosening the bottom and pulling up over the top.

In the clean-up, putting away and rearranging of the stock after the first of the year, it is well to make a different setting of the movable store furniture. Display tables that have occupied one position for awhile, can be changed about to make a different setting and the groups of plants rearranged to fit in with the new order. Customers appreciate such changes, at least, they often speak of them, and say they look better. One of the best furnishings for the store is a good swinging cheval glass or mirror, before which a lady can arrange or pin on the corsage bunch. A handsome folding screen is also decorative, while a choice majolica jardiniere or two on pedestals, which, if kept clean, never look shopworn, add an air of refinement and furnishing that is well worth their price.

The new year is now under way, and the outlook is one of great promise. The S. A. F. publicity campaign committees need the support of everyone in the trade. They are working and giving their best thoughts to increase your business. Help them now with your money. Connect up your advertising with theirs and identify your shop with their large ads. It will help your customers to want to "Say it with flowers."

Edward Sceery.

Edward Sceery, well known among the leading retail florists of this country, and who has a fine retail business in Paterson, Passaic and neighboring cities of New Jersey, was, on January 8, chosen for the twelfth consecutive term as president of the park commission of Paterson. This is a fine tribute to Mr. Sceery and a favorable contrast of Paterson to some other cities, where park business is the football of politics. But he deserves it, as he has good executive abilities, is a good florist, and last, but not least, a good citizen.

A. F. F.

ITHACA, N. Y.—February 10-15 will be farmers' week at the Cornell College of Agriculture.

LITTLE ROCK, ARK.—A new flower shop known as the Kirby Flower Palace has been opened in this city.

WINDSOR, ONT.—The business of G. H. and Emma Emery has been purchased by Miss Lucretia J. Bamford.

BRIDGEPORT, CONN.—A branch store at the corner of Golden Hill and Main streets has been opened by John Reck & Sons.

TORONTO, ONT.—W. McClure, formerly of the Dale estate, Brampton, is now on the staff of H. G. Dillemuth, of this city. D. J. Cooke, after two and one-half years' service in France, has again taken his position at this establishment.

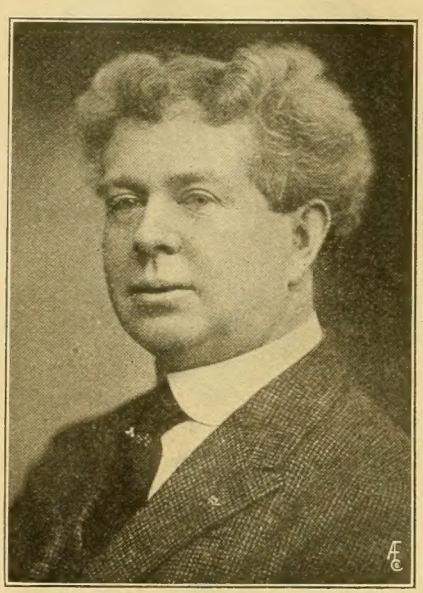
LINCOLN, ILL.—Gullett & Sons are having labor trouble, 13 day and night shift firemen being on strike. The firemen have the support of the Miners' local and other unions in their demand for an 8-hour day and overtime, which is equivalent to $175 per month.

New York Florists' Club.

The monthly meeting of the above named club was held in its rooms on the night of January 13. The meeting was called to order by retiring President Schenck, and after the reading of the minutes of the last meeting, he read his address, which was heartily applauded. He said:

PRESIDENT SCHENCK'S ADDRESS.

"As this will be the last meeting at which I shall have the honor to preside, I want to take advantage of the occasion, to thank every member of the club who has attended our meetings during my administration for his assistance and kind support. The past year has been fraught with many vicissitudes for the florist, and I might say that if it were not for the organ-



Edward Sceery, Paterson, N. J.

Well-Known Retail Florist Elected President of Paterson's Board of Park Commissioners for the Twelfth Consecutive Term.

ized action of the New York Florists' Club and the Society of American Florists, a great many growers today would have had empty and desolate houses staring them in the face. However, while it may not appear on the surface, and a great many who have not taken an active part in our work may not realize it, I can state, on positive authority, that the persistence of our committees made the government take notice of the importance of our industry, which they termed as purely non-essential; and so modified their terms that we at least could keep our ranges going. In proof of this, I can safely state that there is not a greenhouse establishment, managing to secure more than the allotted 50 per cent of coal, which was molested by the local fuel administrator. Other businesses did not fare so well, as we had proof daily, in our papers, of dealers who were fined and had to pay penalties for violating the rules, the government had laid down.

"Our annual flower show has been postponed until 1920 simply for the reason that the government has taken over the Grand Central Palace, and there was no other suitable building. But I do hope that every member will take a keen interest in the 1920 show, that it may keep its place as the leading society affair in the great metropolis.

"Our work in the sale of Liberty Bonds was another example of what organization can do. When we were given a quota of $250,000 the committee stood aghast, yet we sold over $350,000 of the third bond issue, and over $400,000 of the fourth. We were highly commended by the government, and the florists' and allied trades stand high in the estimation of the government today.

"In the work of assistance to the soldiers, both over here and over there, we have done a goodly share. Besides liberal money donations to the Red Cross, we have sent an automobile to France. We have liberally donated flowers in the past year to the sick soldiers in the base hospitals, and we have taken part in a great many other affairs for the relief and entertainment of the soldiers.

"To the various committees, I wish to extend my sincere thanks; and particularly to the chairman of each, who have so ably assisted in the consummation of a successful year for the club. I wish to inform them that the club, as well as myself, has recognized their ambition to keep the morale of the organization at the peak of the high standard made.

"To our secretary, John Young, I shall feel that I owe an everlasting debt of gratitude. It was a pleasure to work with him. Through his knowledge of the different works of the craft gained by so many years of experience, he was always ready and willing to assist in dealing with any of the perplexing questions which occasionally arose during my administration. I believe the club is well served by a thoroughly experienced and able secretary.

The club during my administration has taken a step which for some years has been felt to be a necessary one—it has secured office quarters, where all our business can be transacted in a manner befitting its dignity as the largest and most influential club in the trade. The need of an office and headquarters could scarcely be better demonstrated than during our last Liberty Loan drive, when it was the seat of direction for our entire division.

"It has been pleasing to note that there have been many additions to our membership from the retail trade. I am sure that the representatives of this branch of our calling have seen that our work is in their interests as well as in the interests of the various other branches, and we ought to have a very much larger representation of the retail ranks in our organization.

"Our club has been particularly well represented in the service, made necessary by the gruesome war just ended. Our honor roll carries the names of members who have been called from their activities in the trade, and I trust it will be our good fortune to welcome all of them back, safe, sound and hearty.

"Gentlemen, it is with sincere regret that I relinquish my honorable position, but if in your opinion, I have served you faithfully during my occupancy of the chair, I am well satisfied. I regret exceedingly to realize that there are many things for the good of the club which I have not done. However, in my capacity as an ex-president, I am still yours to command. I sincerely hope that my successor will receive the support you have given me, and with it I can surely bespeak a continued success for the New York Florists' Club."

President Kessler was then escorted to the chair by Alexander S. Burns,

oldest ex-president of the club. President Kessler read his address, as follows, which was also well received:

PRESIDENT KESSLER'S ADDRESS.

"I have the honor tonight to be installed as the thirty-third elected president of the largest and most important local organization of florists in this great country. In taking over the reins of office, I deeply appreciate my responsibility for a continuance of the successful progress of the club in the various lines of work so ably directed by my predecessors, work which has given our body the prestige it enjoys today, as an important factor in the development and advancement of American horticulture. Happily, the adverse conditions under which your retiring president labored during the year just passed have ended, and we may look forward to peaceful and prosperous times, favorable to our projects and conducive to the healthy development and growth of our organization.

"While our membership is large in comparison with that of many similar institutions, it is by no means as large as it might be. Of, perhaps, 2,500 florists who, in their own interests, should be connected with us, we have only about one-fifth of this number. The benefit accruing from organization, needs no exploitation from me. The day when an individual could raise his voice in protest against trade evils or unjust legislation passed many, many years ago, and its passing resulted in the establishment of this club as a most necessary organization for the protection of our interests as a whole, and the advancement of our business as one essential to home life.

"During my administration, I feel assured that I shall have the support of my fellow members in the promotion and carrying out of whatever is decided upon as a necessary part of our work. It shall be my object to encourage and help any endeavor which may come from our younger members as likely to increase interest in our meetings and promote our usefulness as a trade body. Our discussions are free and open, and none should feel that because his membership is more or less new, his views or ideas should not be presented. The motto of our club, "All one," is intended to be taken literally. We are really all one, and no one more than another.

"We shall have many things to engage our attention this year, not the least of which will be the securing of more adequate accommodation for our meetings. All must admit that we have outgrown our present quarters, but what we can do, in the present rather congested housing conditions so apparent in our city, is a matter for serious consideration.

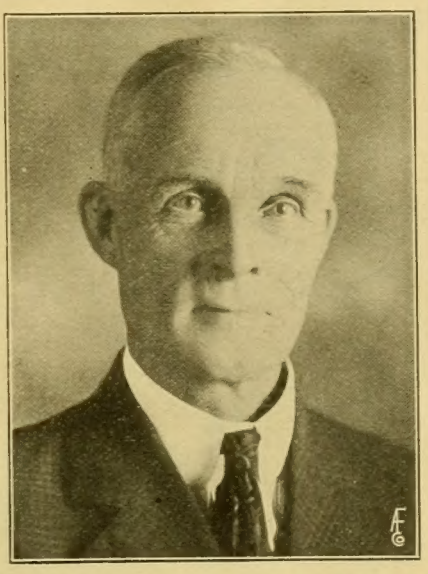
"In taking the gavel of office from my worthy predecessor, I realize that there is a surrender from an officer who has been tried in the fire and found absolutely true; and when I am called upon to make a similar surrender, it is my fondest hope that the same can be said of me, and I shall do my best to have it said worthily."

The vice-president, P. W. Popp, Secretary John Young, Treasurer Wm. C. Rickards, Jr., and Percy B. Rigby, trustee, were in turn introduced and made appropriate remarks. President Kessler announced his committees as follows:

Treasurer Rickards read his report for 1918, showing the club to be in good financial condition, with a balance on hand in bank deposits and Liberty Bonds of $15,566.12.

Appropriate resolutions were read and adopted, on the deaths of Mrs. Milliot, of Yonkers, N. Y., and Captain DeLamare of Glen Cove, N. Y.

The following new members were elected and presented to the club, each making brief remarks: R. H. C. Bard, Syracuse, N. Y.; F. G. Sealey, 3056 Perry avenue, Bronx, N. Y.; O. J. Van Bourgondien, 147 Magnolia avenue, Arlington, N. J.; Bornatt Klugman, 3917 King's Highway, Brooklyn, N. Y.; Simon Schnierow, 3917 King's Highway, Brooklyn, N. Y.; Isadore Landsman, E. 38th street and Lenox road, Brooklyn, N. Y. Eleven names were proposed for membership. D. J. Pappas, who was elected some months ago, was present and introduced, making appropriate remarks. Secretary Young read his report. He also reported on the recent publicity meeting at Philadelphia, which he said was successful. G. E. M. Stumpp made an interesting talk on the slogan, "Say it with Flowers." Wallace R. Pierson spoke for the publicity fund. There was a good attendance and the new president made a good impression.



Wm. A. Kennedy.

Now Serving His Fourth Year as President of the Milwaukee Florists' Club. Mr. Kennedy is Identified With the Greenhouse Department of the C. C. Pollworth Co.

CLUB COMMITTEES FOR 1919.

Legislative—W. H. Siebrecht, Jr., Queen's Plaza Court, Long Island City, N. Y.; P. O'Mara, 35 Cortlandt street, New York; F. R. Pierson, Tarrytown, N. Y.

Awards—Chas. W. Knight, Oakdale, L. I., chairman; A. Herrington, Madison, N. J.; Peter Duff, Orange, N. J.; Jos. A. Manda, West Orange, N. J.; W. H. Siebrecht, Sr., Chappaqua, N. Y.; S. G. Milosy, Bay Ridge, N. Y.; W. R. Pierson, Cromwell, Conn.

Flower Show—C. H. Totty, Madison, N. J., chairman; Chas. Schenck, New York; F. H. Traendly, New York; G. E. M. Stumpp, New York; Wallace R. Pierson, Cromwell, Conn.; W. H. Duckham, Madison, N. J.; Max Schling, New York; P. W. Popp, Mamaroneck, N. Y.; A. L. Miller, Jamaica, N. Y.; John Young, New York; P. F. Kessler, New York.

House and Entertainment—Peter Gerlaird, New York, chairman; Ayres Booth, New York; Alex. N. Donaldson, Englewood, N. J.; Edw. A. Hanft, Henry Hoffman.

Exhibition—Roman J. Irwin, New York, chairman; L. T. Rodman, Brooklyn, N. Y.; Fred'k Cowperthwaite, A. Buchholz, Woodside, N. Y.

Essay and Lecture—E. C. Vick, Newark, N. J., chairman; John H. Pepper, Hempstead, N. Y.; A. T. DeLaMare, New York.

Publicity—J. H. Pepper, Hempstead, N. Y., chairman; G. E. M. Stumpp, New York; E. C. Vick, Newark, N. J.

Dinner—Charles Schenck, Andrew Scott, A. T. Bunyard, W. H. Siebrecht, Jr., Emil Schloss.

State Florists' Association of Indiana.

A successful and largely attended meeting of the State Florists' Association of Indiana was held in the palm room of the Claypool hotel, Indianapolis, January 14, among those in attendance being President J. F. Ammann of the Society of the American Florists and William Walker and son of Louisville, Ky., the out-of-town guests being entertained at a luncheon at the Commercial club. The annual banquet of the association was held in the Florentine room of the hotel at 7 o'clock.

A feature of the meeting was a fine display of flowers, among them the new carnation, Ruth Baur, grown by Baur & Steinkamp, Indianapolis, which will be disseminated in 1920, and which scored 88 points. This variety was also well received when shown at a meeting of the Chicago Florists' Club January 9, where it was awarded a certificate of merit, and also received a certificate at a meeting of the Cleveland Florists' Club, December 2. It is larger than the average commercial variety, of a pink color similar to Gloriosa, with perfect calyx. It is said to be a free bloomer with long, wiry stems and does not split.

The E. G. Hill Co. staged Rose Premier, and some excellent plants of cyclamens and primulas were exhibited by local growers. A new seedling of the Chatelaine type, named Christmas Gift, the product of E. E. Temperly, is almost identical to Chatelaine but the color is a beautiful light red. W. Frank & Sons, Portland, exhibited a splendid vase of assorted roses.

In the election of officers for the ensuing year, Anders Rasmussen was chosen president. The other officers are: Herman Junge, first vice-president; E. E. Temperly, second vice-president; O. E. Steinkamp, secretary; Charles Pahud, treasurer, all of Indianapolis.

Pittsburgh.

LIGHT SUPPLY AND DULL BUSINESS.

A light demand has been the rule during the past week, with just about enough stock being received to fill the few orders that come in. Roses are very scarce and about the only item called for. Carnations are quite plentiful, but prices have held up fairly well. With increased arrivals, a drop will be in order. It is believed that lower prices will help the general situation. Paper Whites are in good supply and are now down to $4 per 100. Sweet peas are arriving in larger numbers and there are also calendulas, violets, mignonette, lily of the valley, primroses and other miscellaneoeus stock. American Beauties are off crop, but there is little call for them. Funeral work constitutes the bulk of the business just now.

CLUB MEETING.

The regular meeting of the florists' club was held January 7 and the following were placed in nomination, the election to take place at the February meeting: For president—Fred Hopton, James Moore, Neil McCallum and August Frishkorn. Vice-president—E. P. Reinemann and A. A. Leach. Secretary—Carl Becherer and Neil McCallum. Treasurer—T. P. Langhans and Carl Becherer. Trustees—William Semple, August Frishkorn, P. S. Randolph, J. W. Ludwig and James Moore. The topic for the evening was "Carnations" and two exhibits were made, one

of Laddie, extremely large flowers, by James Murphy, of Sewickley, and the other of Ruth Baur, a cross between Laddie and Pink Delight, staged by Baur & Steinkamp, of Indianapolis. It is a very pleasing pink of the Winsor shade, a little darker than Laddie, and will be disseminated this year. Mr. Steinkamp, who was present, gave a very interesting talk on carnations, and another visitor, Walter Cook, of Cleveland, O., also spoke, urging the members to fight the nursery embargo regulations recently adopted by the federal horticultural board. The following committee was thereupon named to present the club's protest to the congressmen in this district: E. J. McCallum, Samuel McClements and T. P. Langhans. A committee consisting of Neil McCallum, T. Tyler and A. Leach gave prizes for the exhibits. A certificate of merit was awarded Laddie and a first-class certificate was given for Ruth Baur. The flowers were donated to the government hospital at Hoboken, Pa. The installation of officers will be celebrated by a smoker; the president and secretary being authorized to make all arrangements.

NOTES.

Most of the stores have found plenty of time to redecorate and make necessary changes and present the appearance of spring housecleaning time.

Oliver Langhans has received an honorable discharge from the army and arrived home January 12.

William Loew and Joseph Thomas are planning a trip to the southern states next month. M.

San Francisco.

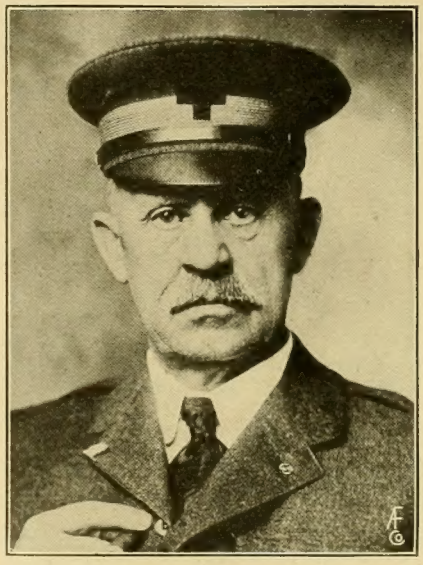
ACTIVE DEMAND FOLLOWS HOLIDAY TRADE.

Ever since experiencing the best Christmas demand in the history of this city, trade shows no let up at all. New Year's business was the best ever, and no previous occasion showed the buying public more eager to invest in flowers and flowering plants. Since then trade has been excellent. There is no let up in the demand for flowers. Roses are still on the short side and bringing very high prices, but all are eagerly bought up. We must say the splendid quality of the stock offered is one of the chief factors in the ready sale of all roses. Russells were never better. Ophelia and Hadley are also fine. American Beauties are sold occasionally, but not of the old time quality. Killarney is more prominent just now than for many months. When this old time favorite is well done, it is just as popular as ever. Red Radiance is among the varieties on sale. Shawyer is a sort that is now at its best in this market and is in great demand, owing to its pleasing color. Mrs. Aaron Ward is always popular. Very few Cecile Brunners are coming in at present. Freesia is a flower that has helped out wonderfully during the past few weeks. They are of the best quality and the call for them is steady. Gardenias have improved very much of late and are in moderate supply. Sweet peas were being offered rather freely during the past week. The quality is poor, but they are a welcome addition to the limited supply of flowers. Violets are again becoming plentiful and are having a steady call, especially from the shippers. Some fairly good white chrysanthemums are to be had, but are quite expensive. Gaillardias are finding a ready market at $3 per 100. Phalænopsis amabilis is now at most of the prominent stores and is eagerly sought for all weddings, as it so readily takes the place of lily of the valley, of which we have none at all. Cattleyas are not very plentiful and have a brisk call. In pot plants, ericas, in variety, and cyclamens have first call. Poinsettias sold out almost completely at the holidays. Good cyclamens are in great demand, as there was not enough to go around at Christmas. Lorraine begonias are to be seen at all stores, as also are Primula obconica. Farleyense ferns were offered more freely by the stores this year than at any other season, and cleaned up in great shape.

NOTES.

Henry Maier, manager of the Hillsborough Nurseries at Burlingame, is in the hospital as the result of an automobile accident at San Mateo. Mr. Maier had just been discharged from the hospital after recovering from an automobile accident several months ago and on his first day out was again injured. We hope to see him about soon and trust this will be his last misfortune in this respect.

Joseph B. Lynch, superintendent of buildings and grounds of the University of Nevada, at Reno, spent the holidays in this city, accompanied by Mrs. Lynch. This was his first visit for a number of years and he was warmly greeted by the trade. He expects to return to his duties at the university after a few weeks' vacation at his old home at Menlo Park.



The Late W. W. Seley.
Patron of Horticulture and Honorary Life Member of the Texas State Florists' Association.

Manager Jack Sievers, of the J. B. Boland store on Kearny street, is enthusiastic over the amount of holiday trade handled by his firm. He reports the heaviest call for pot plants to be for those ranging in price from $4 to $6. Larger sizes did not sell so well. Louis Matroni, who for many years owned a store in this city, is Mr. Sievers' chief assistant.

The Chas. C. Navlet Co. of San Jose, recently opened a large store on Market street, and report themselves as greatly pleased with the way business is opening up. They are planning to carry a full line of cut flowers, plants and fruit trees. Mr. Navlet formerly operated the flower stand in the Emporium in this city.

An instance of the great variations in the price of flowers may be gleaned from the fact that carnations, which in former years were very plentiful at this season of the year, are now retailing at $2 per dozen. The short supply of this flower is no doubt the cause.

Pelicano, Rossi & Co. have been showing some grand orchids and Farleyense during the past week. Frank Pelicano, of this firm, says they had a wonderful Christmas trade and the only complaint he had to offer was the shortage of cut flowers.

Mrs. E. Ferrari, widow of the late Emil Ferrari, has applied for letters of administration upon the estate of her late husband. The estate is valued at $75,000.00 and was bequeathed to Mrs. Ferrari and her children.

M. H. Ebel, of Sacramento, is in town, and tells us he had the largest holiday season in the history of his business. Like all the rest, he was short on most items, and cleaned up completely.

G. Rossi is mourning the loss of his sister, Mrs. K. Salvatore, who was a victim of the influenza.

JAMES T. LYNCH.

Fort Wayne, Ind.

WEATHER CONDITIONS UNFAVORABLE.

Weather conditions have been very poor for producing flowers during the week just passed, as we have had several snowstorms, with zero temperatures, the thermometer dropping to six degrees below. Carnations, which are inclined to be soft, wholesale at $6 per hundred. Roses are very short in supply, the local production falling far short of the demand. Narcissi and freesias are getting more abundant. Sweet peas are increasing in numbers. The supply of orchids is large and the quality, especially of the cattleyas, is excellent. Blooming plants are helping out in the scarcity of cut flowers. The demand since the first of the year has been very satisfactory in all lines of the trade. Wedding work has been good and the call for flowers for funerals quite heavy. Counter trade continues good.

NOTES.

Miss C. B. Flick, of the Patten Flower Shop, Toledo, O., is in this city for a few days visiting relatives and friends on her way to Los Angeles, Calif., where she will spend the remainder of the winter.

W. J. & M. S. Vesey are cutting some fine specimens of cattleyas. They report a heavy demand, with the supply all out of proportion to the call.

The Flick Floral Co. has had a number of weddings, including decorations, and funeral work has made heavy inroads on the stock.

The Doswell Floral Co. had a number of good weddings lately, and are showing some fine cyclamens, primroses and begonias.

Henry Freese, of the Freese Floral Co., is suffering from a nervous breakdown and is confined to his bed.

H. K.

Cleveland.

ROSE SUPPLY SHORTENS.

The most noticeable feature of the cut flower market the past week was the scarcity of roses. White seemed especially short of the demand. Carnations were quite plentiful, but moved well. Paper White narcissi are in good supply, and so far have been cleaning up nicely. A few sweet peas arrive and move quickly. Freesias, calendulas and mignonette are part of the daily receipts. Callas and Easter lilies have met with a better call the past week. Greens are plentiful and in good demand.

NOTES.

Fire originating in rubbish surrounding the ice box in the rear of W. Q. Potter's wholesale store, 421 High street, did an estimated damage of $50, January 10. Several bales of moss were burned, and the balance of the damage was done by water and smoke.

John Knor, of the Brookline Floral Co., Parna, O., will spend a few days visiting friends in Sidney, O.

C. F. B.

OBITUARY.

Lieutenant William Aherne.

Lieutenant William Aherne, a well-known florist of Columbia, Pa., died at his home in that city January 9 of valvular disease of the heart. He enlisted as a private in the Pennsylvania national guard on October 6, 1878, and was subsequently promoted until he reached the rank of first lieutenant in 1891, and commanded his company during the Homestead strike.

As a florist, he was of the old school, with a knowledge of plant life and culture that one seldom meets with today and a deep love for his plants and flowers that made it a pleasure to see him among them. He was a member of the Lancaster County Florists' Association, was prominent in church circles, honored and respected by all who knew him, and his loss will be keenly felt. His wife, who preceded him to the "great beyond" several years ago, was Miss Mary Brady, of County Wexford, Ireland.

ALBERT M. HERR.

Thomas E. McAllister.

Thomas E. McAllister, for many years in charge of the plant department at the establishment of A. Lange, Chicago, died suddenly of pneumonia at his late place of residence, 849 Cass street, January 11. He was at business in his usual good health the previous Wednesday evening. He was ill at home Thursday, but in answer to telephone inquiry, was reported better Friday. Early Saturday morning he was found dead in bed, to the great surprise and sorrow of a host of friends.

Mr. McAllister was born at Spennymoor, Durham, Eng., of Irish parents, 52 years ago. In early life he was employed in various gardens in the vicinity of his birthplace. Coming to the United States, he arrived at Boston, Mass., in 1888 and was engaged for a time in various parts of that state. Later he was with Pitcher & Manda, at Short Hills, N. J., and was employed at various commercial establishments in Philadelphia, Pittsburgh, and other places on his way west. He had a good knowledge of indoor plants and their culture.

Mr. McAllister was a member of the Chicago Florists' Club and well known to the trade throughout the country. He was popular with his associates, always agreeable about taking the other fellows' Sunday or night work, sympathetic and helpful to those in distress. He was a trusted and loyal employe, beloved by all who knew him for his unfailing courtesy and blameless character.

Some distant relatives reside at Worcester, Mass., and Uniontown, Pa., and it is said his father and a brother survive in England.

Funeral services will be held at the Holy Name cathedral, January 16, with burial at Mt. Olivet cemetery.

W. W. Seley.

W. W. Seley, of Waco, Tex., patron of horticulture, honorary life member of the Texas State Florists' Association, and one of the most prominent bankers in the state, died at his home, December 26, age 65 years, succumbing to an attack of pneumonia. In every community enterprise that has ever been inaugurated for the upbuilding of Waco during nearly 50 years that he had lived in the city, his name was always prominent. One of his gifts to the city was the C. M. Seley park, a memorial to his father. He had great faith in the future of central Texas and as president of the Brazos River and Valley Improvement Association, accomplished much for that section. He was also head of the Texas Conservation and Reclamation Association, and was selected as chairman of the fund raised for bringing relief to farmers of the state following the drought that wrought great havoc last year. He held numerous offices of trust both city and state, was city treasurer for 20 years and prominent in many fraternal organizations. An example of his public-spiritedness is shown in his activities in connection with the work of the Red Cross in his community, acting as chairman of a big organization, and setting aside all of his business to devote his entire time to this worthy cause.

Mr. Seeley was a man of sterling character in all that the term implies.

The Late Thomas E. McAllister.

No man in Texas had friends that clung to him more loyally, and his passing is a great loss to the community in which he lived a long and useful life.

John H. Slocombe.

John H. Slocombe, widely known as an originator and grower of dahlias and chrysanthemums, passed peacefully to rest on the night of January 11, at his home, 555 Townsend avenue, New Haven, Conn., aged 74 years. He had been ill for about a year. He was born in Devonshire, England, and came to this country in 1873. For two years he lived at Morristown, N. J., and then removed to New Haven, where he worked with Robert Veitch for five years. For the next 17 years, he was gardener for Mr. Mitchell, a member of congress. In 1899, he started in business for himself, and soon became prominent in the trade. He had, during his commercial career, been awarded many prizes at various shows, for his fine stock in dahlias and chrysanthemums. The deceased was a man of fine character and had an honorable career.

He is survived by a widow, three sons, William and Herbert, of New Haven, and the Rev. Edwin Slocombe, of Worcester, Mass., and one daughter, Miss Emma Slocombe; also, four sisters who reside in England, Miss Annie Slocombe, Mrs. Mary Dobson, Mrs. E. Taunton, and Mrs. Ellen Fowner, and one brother, Nathaniel Slocombe, of Farmington, Conn. The funeral was held at the family home on the afternoon of January 14, Rev. R. L. Tucker and Rev. William Roberts officiating. Interment was in Evergreen cemetery, New Haven.

A. F. F.

Mrs. Thomas Page.

The many friends, throughout the United States, of Mr. and Mrs. Thomas Page of Great Barrington, Mass., will be shocked to learn of the sudden death of Mrs. Page, on Saturday, January 4, 1919, following an operation at the House of Mercy hospital, Pittsfield, Mass. Mrs. Page is survived by her husband and three young children. She was a charming and accomplished Edinburgh woman and will be gratefully remembered for her wholesouled hospitality and kindness to visiting horticulturists at "Brookside." She had been active in Red Cross and other women's war work since 1914. Her death is a severe loss to Great Barrington and to her multitude of friends everywhere.

ARTHUR T. BODDINGTON.

Mrs. Patrick McGovern.

Mrs. Patrick McGovern, widow of the late Patrick McGovern, who was for many years a well-known florist of Brooklyn, N. Y., died after a lingering illness, at her home, 122 Prospect Park, West Brooklyn, January 7.

A. F. F.

OLNEY, ILL.—The trade will regret to hear of the death of Gus Schlegel who had been ill for some time. He was laid to rest in Waldheim cemetery, Chicago. Mrs. Schlegel will continue the business.

BOISE, IDA.—With prices 25 per cent better than in 1917, this year's volume of Christmas business was about equal to that of previous holiday periods, due to a shortage of stock in all cut flower items, throwing the big demand to pot plants, is the report of the Boise Floral Co. There was no complaint regarding prices.

HARRISBURG, PA.—With a good supply of roses, carnations and violets, although bulbous flowers were not at hand, Charles L. Schmidt reports that Christmas trade here was better than in 1917 with prices twice as high, and the quality of the stock offered much better than a year ago. Everything in cut flowers sold well and an increased demand was noted in the call for flowering plants. Foliage varieties went slow.

SEDALIA, MO.—The State Fair Floral Co., reporting on the Christmas trade in this city, says that prices charged for flowers were about 75 per cent higher than in 1917, while the volume of business showed an increase of but one-third. The supply of cut flowers was only 50 per cent of normal, and when this was exhausted, plants moved fast, with poinsettias in the lead. It is feared the great advance in prices will create a bad impression among the flower buyers here.

NEW ORLEANS, LA.—Christmas sales were 25 per cent better than in 1917, with a complete cleanup by the night of December 24 at prices double those of last year, according to C. W. Eichling. The supply of cut stock was limited and the quality in general excellent, especially in carnations. No bulbous stock was offered. There seemed to be little preference for any particular kind of flower and there was an increase in the demand for flowering plants. People knew in advance what prices would be and these were paid without complaint.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

THIS ISSUE 48 PAGES WITH COVER

CONTENTS.

Publicity campaign opens..... 1
—Prominent men of the trade urge progress.. 1
—Penn tells of success during 1918..... 1
—O'Keefe gives interesting data..... 2
—Pierson discusses past and present..... 2
—Gude predicts great future..... 2
—Secretary Young tells of work done..... 2
—Craig urges support of entire trade..... 3
—Therkildson says boost the slogan..... 3
The retail trade..... 3
—St. Valentine's day posterettes (illus.)..... 3
—Next week in the flower shop..... 3
—Edward Sceery (portrait)..... 4
New York Florists' Club..... 4
William A. Kennedy (portrait)..... 5
State Florists' Association of Indiana..... 5
Pittsburgh 5
San Francisco 6
Fort Wayne 6
Cleveland 6
Obituary 7
—Lieutenant William Aherne..... 7
—Thomas E. McAllister..... 7
—W. W. Seley (portrait)..... 7
—John H. Slocombe..... 7
—Mrs. Thomas Page 7
—Mrs. Patrick McGovern..... 7
American Carnation Society..... 8
Society of American Florists..... 8
High prices may change flower customs..... 8
Albany, N. Y..... 10
Chicago 12
Chicago Florists' Club..... 14
St. Louis 16
Detroit 17
Cincinnati 17
Boston 18
Washington 18
Philadelphia 20
New York 22
The seed trade 30
—British seed trade boycott enemy..... 30
—Seed experts sent to Europe..... 30
—Washington rulings and regulations..... 30
—Frost damage in California uncertain..... 31
—Imports on S. S. Nieuw Amsterdam..... 32
Market gardeners..... 36
—Vegetable markets..... 36
—Adaptation of vegetables..... 36
—Dr. W. W. Tracy (portrait)..... 36
The nursery trade..... 38
—National Association of Gardeners..... 38
—Viburnums 38
Rochester 38
Omaha 43
Waco, Tex. 43

For all human beings, always.

"Let us cultivate our garden."—Voltaire.

AFTER we have beaten our swords into plowshares, the next thing will be to straighten out our corkscrews into hatpins.

EXPERTS familiar with the coal situation say buyers should not take in over two week's supply at a time except through fear of congestion in deliveries, as all indications are for continually lowering prices.

WAR losses due to acts by the enemy to American merchant shipping from the beginning of the war until the signing of the armistice was 145 vessels, a total of 354,449 gross tons, with the sacrifice of 775 lives.

LEAD is down to 5½ cents per pound. According to tinfoil makers, prices of that article are based upon the cost of tin, which is still sold at about 75 per cent of mid-war high figures, and an early decline in the tinfoil market is not anticipated.

American Carnation Society.

CLASSES ADDED TO PREMIUM LIST.

By request of the Cleveland Florists' Club, the following classes have been added to the premium schedule for the exhibition of the American Carnation Society to be held at Cleveland, O., January 29-30. Entries for these classes may be made any time previous to the time set for staging, which is one o'clock, January 29. The prizes in each class given below are first $8, second $4 and third $3.

Fifty blooms any variety, white.

Fifty blooms any variety, light pink, being not darker than Winsor.

Fifty blooms any variety, dark pink, being darker than Winsor.

Fifty blooms any variety, red.

Fifty blooms, any other color.

Please bear in mind that entries for all classes except the above should be in the hands of the secretary not later than January 19. This date falling on Sunday, all entries in Monday's mail will be accepted as having been made within the time limit. After Monday, $2 will be charged against each class in which entry is made.

Entries are especially desired from growers in the middle west. For several years past, the growers in this section have failed to hold up their end, leaving the making of the exhibition largely to the growers from the far east. Cleveland is centrally located and easily reached from all directions, therefore there is no reason why we should not have entries from all sections. Come and bring an exhibit with you.

A. F. J. BAUR, Sec'y.

Society of American Florists.

EXECUTIVE COMMITTEE MEETING, DETROIT.

President Ammann authorizes the call for a meeting of the executive committee to be held at Detroit, Mich., January 31-February 1, following the meeting of the American Carnation Society at Cleveland, O., the name of the hotel or meeting place to be announced later.

PUBLICITY COMMITTEES MEETING.

Henry Penn, Boston, Mass., chairman of the publicity committee, and George Asmus, Chicago, chairman of the publicity finance committee of the Society of American Florists, have issued a call for a session of said committees during the meeting of the American Carnation Society at Cleveland, O., January 29, 1919.

PRESIDENT'S ADDITIONAL APPOINTMENTS.

Arno H. Nehrling, Crawfordsville, Ind., has been appointed state vice-president for Indiana, North, vice W. J. Vesey, Jr., previously appointed, but who is still in the service of the United States army.

President J. F. Ammann has reappointed the committee on memorial resolutions, as follows: Michael Barker, Chicago, chairman; John G. Esler, Saddle River, N. J., and J. A. Peterson, Cincinnati, O.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that the Conard & Jones Company, West Grove, Pa., submits for registration the new plants mentioned below:

Canna Nokomis: A hybrid of the famous Firebird, without any of the bad habits of the parent plant. Height, five feet. The foliage is a combination of emerald green and bronze, beautifully veined, making a lovely setting for the large, vivid crimson flowers. The flowers are most attractive, having a rich silky sheen on the petals, and the color is darker than that of any other bronze-foliaged canna with bloom near this size.

Canna The President. Height four feet. In color it is a rich, glowing scarlet, and the immense, firm rounded flowers, seven inches across when open, are produced on strong, erect stalks well above the large, rich green foliage. The President is superior to any other red variety in the quantity, and also quality, of bloom, and the firm flowers are able to resist drought and heat to a remarkable degree.

Any person objecting to this registration, or to the use of the proposed names, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Secretary.

January 15, 1919.

High Prices May Change Flower Customs

The recent and even present great scarcity of flowers is being viewed seriously by thinking men of the trade, who see in this dilemma a condition that might bring about a change of customs, such as, far instance, the sending of flowers to funerals. Flowers may be wanted to convey sympathy for a deceased friend, but on consulting the florist, prices are found so extraordinarily high that a wreath of magnolia, decorated with artificial flowers, is made to do, or just a letter or card of condolence, is sent in place of the flowers. At the funeral, it is seen there are few flowers and those who sent cards of condolence are satisfied that the customs are changing, and they have done the right thing. In trying to bridge over these harmful conditions, some retailers, in order not to frighten their customers away, are selling carnations for which they paid $12 per 100 at $2 per dozen, practically, with the overhead expenses, at cost. Other stocks are also sold on the smallest margin of profit possible, in the hope that flowers will soon become more plentful with a corresponding decline in prices.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Grand Rapids, Mich., January 20.—Grand Rapids Florists and Gardeners' Club, at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Orange, N. J., January 20, 8 p. m.—New Jersey Floricultural Society, J. O. W. A. M. hall. Geo. W. Strange, secretary, 84 Jackson street, Orange.

St. Louis, Mo., January 20, 8 p. m.—Retail Florists' Association of St. Louis. No definite place of meeting. Chas. Young, secretary, 1406 Olive street, St. Louis.

Boston, Mass., January 21, 7:30 p. m.—Gardeners and Florists' Club, Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Portland, Ore., January 21.—Portland Floral Society, Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Toronto, Ont., January 21, 8 p. m.—Gardeners and Florists' Association, St. George's hall, Elm street. Geo. Douglas, secretary, 309 Merton street, Toronto.

Hartford, Conn., January 24, 8 p. m.—Connecticut Horticultural Society, County building. Alfred Dixon, secretary, Wethersfield.

Dobbs Ferry, N. Y., January 25, 8 p. m.—Dobbs Ferry Horticultural Association, Odd Fellows' hall. Henry Kastberg, secretary, Dobbs Ferry.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class gardener; married, one child; will consider commercial place; prefer small private place where house or quarters are furnished; best references. Address
L. LE CLERE, Eagleville, Mo.

Situation Wanted—By A1 storeman of good address. Just out of the army; would like a permanent position; no particular choice of location.
Gilbert P. Josephson,
561 Gates Avenue, Brooklyn, N. Y.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.
S. Foulsham,
Ridgefield, Conn.

Situation Wanted—I wish to connect myself with a live concern; am a capable all around grower of roses, carnations, chrysanthemums, pot plants, and holiday stock. Am thoroughly familiar with modern retail methods and can produce results from a financial standpoint. Will consider any proposition that pays. State full particulars and salary. Address
Key 340, care American Florist.

Help Wanted—Gardener for kitchen and perennial flower garden. Must be a married man, to live in cottage on place. Address
Mrs. James E. Caldwell,
R. F. D. 9. Nashville, Tenn.

Help Wanted—Competent grower for general retail greenhouse crops; plants and cut flowers; no roses. 25,000 ft. of glass. Permanent place to right man.
W. H. Culp & Co.,
Wichita, Kan.

Help Wanted—Gardener competent to take charge of country home, 40 miles from Chicago; must understand shrubbery, flowers and vegetables; all year position. State experience and references.
Key 350, care American Florist.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. $550 per acre.
E. Franklin,
69 W. Washington St., Chicago.

For Sale—Two very large greenhouses for raising cucumbers, radishes and lettuce. Will be sold at about one-half their value owing to ill health and advanced age. Money makers; 24 miles from New York City. Send for description.
W. K. Mackey, Plainfield, N. J.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address
Box 452, Hummelstown, Pa.

WANTED.

Man to drive auto for our retail department; must be intelligent and of good appearance; married preferred; must have experience in the florist business.

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.
The Nussbaumer Floral Co.
San Angelo, Texas

WANTED.

Plain and Ornamental Plantsman.
Vaughan's Seed Store, Chicago

For Sale

Good paying retail establishment in Chicago (south side), for $600. This is a big bargain and a chance of a lifetime for the right party.
Key 948, care American Florist.

FOR SALE

Large sized retail business in Chicago, including store and greenhouses. Big bargain.
Key 949, care American Florist.

GREENHOUSE LOCATION

In Kansas City. Have splendid location for first-class greenhouse in best and most rapidly growing section in city. Will take interest and help finance, if desired. Wonderful opportunity for right party. All communications confidential. Address
Key 352, care American Florist.

Will Buy or Rent

Range of greenhouses near Chicago, consisting of 75,000 to 200,000 square feet of glass. State full particulars in first letter.
Key 353, care American Florist.

Help Wanted

Several good men for our pot plant department. Steady work and charge of section for the right men.
POEHLMANN BROS. CO.,
Plant "A," Morton Grove, Ill.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Magnolia Leaves

Gnatt's Queen Quality Magnolia Leaves.

Non-Mouldy Flexible Uniform Size.

Our Magnolia Leaves are treated by a special process which makes them non-mouldy and flexible. The natural leaves are specially sorted for us by experienced pickers in the South which assures a uniform size. If you want better magnolia wreaths use **"Gnatt's Queen Quality Brand"** leaves. **Colors: Brown, Green and Purple.** Cartons contain approximately 750 to 800 leaves. **Price, $1.75 per Carton; in 100-pound Cases, $22.00 per Case.**

5% cash discount allowed on orders accompanied by Check or Money Order.

THE OVE GNATT CO., La Porte, Indiana

MANUFACTURERS AND IMPORTERS OF

Preserved Foliages, Baskets and Florist Supplies.

Albany, N. Y.

LIVELY CLUB MEETING.

Protest against the horticultural import prohibition by the federal horticultural board at Washington, was an important feature of the January meeting of the florists' club. In addition to a lively discussion during the regular business session of the club, the members enjoyed the annual dinner at Keeler's, State street. The action of the club in the matter of the import prohibition was due to the presence of James J. Karins, representing Henry A. Dreer, Inc., Philadelphia. Mr. Karins handed the secretary at the meeting a copy of a circular embodying the reasons for the protest of the horticultural trade against the action of the federal horticultural board that would prohibit the importation into this country, after June 1 next, of the most valuable stock that the wholesaler has to offer and the retailer can use to hold his trade. The circular was read in full, after which a motion was put by Frederick A. Danker, that a petition be drawn up and signed, and that copies of the petition with letters accompanying be mailed to the congressional representative from this district and to John Young, secretary of the Society of American Florists. The petition was signed by all present, 35 in number. President William Newport named a committee of four to present the matter to the Hon. Martin H. Glynn, editor of the Albany Times-Union, formerly representative in congress from this district, and later governor of the state, for his assistance. The committee is made up of: Frederick A. Danker, chairman; William C. Gloeckner, Edward P. Tracey and Frederick Henkes.

The club committees for 1919 were announced by President Newport as follows: Finance—Frederick Henkes, Frederick Goldring and Edward P. Tracey; Entertainment—Louis H. Schaefer, John J. Haggerty and Fred A. Danker; Sick Visitation—Thomas F. Tracey, Harvey Woodland, Samuel Hanson and John A. Murnane Jr.; Flower Show—Fred A. Danker, Frederick Henkes, William Hannell, Byron C. Holmes, Howard Menard and George E. Nagengast, Jr.

At the dinner Fred A. Danker was toastmaster. The number present was 40, most of whom made short responses when called upon. A telegram was read from Roman J. Irwin, of New York, who sent word from Larchmont that he regretted his inability to be present this year. The three traveling men present, James J. Karins, Philadelphia; Stephen Green Philadelphia, and Morris M. Cohen of New York, also spoke. Mr. Karins enlarged somewhat upon the remarks made earlier in the evening on the horticultural import prohibition, and urged each of the growers and retailers present to get in touch with the congressional representative for this district. After he sat down, somebody remarked that he had never heard Karins say so much in his life—a point well taken, from the fact that at previous dinners of the club no one had ever been able to persuade him to get on his feet to respond to a toast. A local entertainer by the name of Dennis McCarthy made a hit during the dinner by a paredy on "Smiles." Mr. McCarthy, who was the guest of Thomas F. Tracey, of the Albany Cut Flower Exchange, sang the following:

"We get plants and ferns from Karins,
We get baskets from Steve Green;
We get heather fine from Hannell;
And Fred Henkes' carnations are supreme;
We get ribbons from our old friend Cohen,
And from Goldring cut flowers too.
But the retailers' salvation was the
Dear old plague, the Flu."

NOTE.

The society columns of the local newspapers have carried the announcement of the engagement of Miss Harriet Isabel, daughter of Mr. and Mrs. Harry G. Eyres, of 19 Chestnut street to F. Leigh Hichman of Little Falls, N. Y. Miss Eyres is a graduate of the Albany Academy for Girls and of St. Margaret's School, Waterbury, Conn. The date for the wedding has not been announced.

R. D.

Holyoke and Northampton Club.

The monthly meeting of the Holyoke and Northampton Florists and Gardeners' Club was held January 7 at Butler & Ullman's greenhouses at Northampton, Mass., with a good attendance. The club decided to offer a prize for the best exhibit at each meeting for the coming year to stimulate interest. Being carnation night, there were displays of 23 vases from four growers in the vicinity. Butler & Ullman won the first prize with Laddie and were also awarded a certificate of merit for the extensive decorations at their establishment for the occasion.

A. H.

JAMESTOWN, N. Y.—Charles Cotter, in charge of the Lake View Rose Gardens, has volunteered to co-operate with the Red Cross and the federal vocational educational board in teaching maimed soldiers to grow flowers and garden vegetables.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO. **L. D. Phone, Randolph 35.**

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

BIG SUPPLY OF

Cattleyas, Easter Lilies and Carnations

Everything Else in Seasonable Cut Flowers and Greens

PLANTS WE ARE NOW OFFERING

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Whitmanii, 5-in., 50c, $6.00 per doz.; 6-in., 75c each, $9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each.

PRE-INVENTORY SALE

Now Is the Time to Take Advantage of Our

Special Sale of Florists' Supplies

Write for List of Offerings and Quotations

For January Sales

Many retail stores find artistically arranged baskets of cut flowers a good item to feature at this time. We have a **SPECIAL TUMBLER BASKET** that we are offering at **$25.00 per 100,** in assorted colors, that is just what you want for this purpose. Send in your order now.

HOME GROWN ROSES

Fresh cut twice a day and ready to fill orders after being cut and hardened. **WE GROW ALL THE ROSES WE SELL** and their uniform even run is the best in this market. Our Beauties, Carnations and other flowers as well as all kinds of Greens are the same dependable class of stock.

Current Price List.

RUSSELL

$1.50 to $4.00 per dozen, according to grade.

HOOSIER and OPHELIA

Long	$16.00 to $20.00 per 100
Medium	12.00 to 15.00 per 100
Good short	8.00 to 10.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 to $8.00 per 100, depending on quality.

We handle the best **Ferns** in this market, price, $4.00 per 1000.
Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ROSES ARE IN SHORT SUPPLY.

Business has been good the past week and stock of all kinds cleaned up nicely in all lines at satisfactory prices, especially roses, which are in short supply. American Beauty roses are moving nicely at high prices and there is seldom a surplus in this variety. Mrs. Chas. Russell cleans up early regularly and the same holds true for Columbia. Roses in general are very scarce and continue to command high prices. Carnations are in large supply, but are moving much better now than they have since the holidays. Lilies are seen at some of the stores in large numbers, but are selling well, and while they need pushing, there are very few left when the day's business is over. Callas are included in the offerings, but not in any great quantities. Sweet peas are in brisk demand and are not arriving in great numbers. Violets have been quite plentiful the past week, but did not move any too lively considering the general scarcity of stock. Lily of the valley, orchids and gardenias appear to be holding their own at the advertised quotations with very little stock obtainable. White and yellow narcissus, freesia, pansies, daisies, stevia, mignonette and calendulas are among the offerings together with a limited supply of Proserpine tulips and single and double stocks. Greens are plentiful and while a scarcity exists at times in one or two items, there is pretty nearly always plenty to go around. Some especially fine leucothoe and galax are noticed at some of the stores, where they find ready buyers owing to the high quality. The shipping trade was unusually brisk the past seven days and the city demand was better than it has been for the past two weeks. Large quantities of stock, especially carnations, were shipped to eastern wholesale houses the past 10 days, especially to Boston, where stock was scarce and prices high. One of the large rose growers for this market was more than pleased with his returns for October, November and December, which helped to offset the first nine months, which, taken as a whole, were as poor as the last three were good.

NOTES.

Philip Foley, Jr., who enlisted in the aviation department at the Great Lakes naval training station shortly after war was declared, has been honorably discharged and is now attending to his duties as vice-president of the Foley Greenhouse Manufacturing Company. James Foley, who is in the quartermaster's department, is hoping for an early mustering out so he can also get back on the job with his father and brother in the near future.

The suggestion that a memorial statue of Theodore Roosevelt be erected somewhere in the forest preserve district of Cook County has met with the enthusiastic approval of Peter Reinberg, president of the county board and head of the forest preserve commission. Mr. Reinberg is in favor of the idea that a committee of bankers be named to receive subscriptions to the fund for the monument so that the job can be done speedily.

George Wienhoeber devoted his entire window space on South Wabash avenue the greater part of last week to the memory of the late Theodore Roosevelt, former president, soldier, adventurer, possessor of many other titles too numerous to mention, and last, but not least, the idol of the majority of the local people.

Under the heading of "Bankruptcy Petitions" in the daily papers the past week was that of Irene Williams, doing business as the Atlas Floral Shop, 176 North Wabash avenue; liabilities, $8,428.40; assets, $618.

Frank Schleiden, formerly with Chas. W. McKellar, who enlisted in the navy shortly after this country entered the war, was mustered out at the Boston navy yards recently and is visiting friends here.

Ernest Farley, who has been with the colors at Camp Wadsworth, S. C., was mustered out at Camp Grant, Rockford, this week. He was with the 6th anti-aircraft company.

First Lieutenant Chas. T. Johnson, son of C. W. Johnson, recently relieved of army work, resumed his former position at Mt. Greenwood cemetery, January 2.

A. S. Brouton's retail store at 3201 Fullerton avenue was destroyed by fire January 12, together with several other business concerns in the same building.

F. A. Zenke, well-known to the local trade, especially with the growers, is back in the game again and is representing The Excell Laboratories.

Adolph Benesch, manager of the E. F. Winterson Co.'s supply department, was confined to his home the past week with the Spanish influenza.

Herman Rogers, with Gust H. Taepke Co., Detroit, Mich., was here on a combined business and pleasure trip this week.

Ed. Martin, with Kennicott Bros. Co., has been confined to his home for several weeks with rheumatism.

John Ziska, of Joseph Ziska & Sons, left January 12 to take the bath treatments at Excelsior Springs, Mo.

H. N. Bruns has been elected director of the Madison and Kedzie State Bank.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Choice Carnations in Large Supply at Reasonable Market Prices

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

		Per 100
MRS. CHAS. RUSSELL		
	Extra Special	$35.00
	Specials	30.00
	Select	25.00
	Medium	$15.00 to 20.00
	Short	12.00
RICHMOND		Per 100
	Select	$15.00 to $20.00
	Medium	10.00 to 12.00
	Short	8.00
MILADY		Per 100
	Select	$20.00
	Medium	$15.00 to 18.00
	Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland		Per 100
	Specials	$18.00
	Select	15.00
	Medium	$10.00 to 12.00
	Short	6.00 to 8.00

		Per 100
ROSES, OUR SELECTION		$ 6.00
Carnations	3.00 to	6.00
Valley	8.00 to	10.00
Smilax	per doz. strings	3.00
Adiantum		2.00
Asparagus, per bunch		75c
Ferns, per 1,000		$5.00
Boxwood	per bunch, 35c	
Galax, bronze and green, per 1,000, $1.50		
Leucothoe Sprays		1.00

Leucothoe Sprays

BEST IN COUNTRY

$6.00 per 1000

Asparagus Sprays

NONE BETTER ANYWHERE

$2.00 to $3.00 per 100

PERCY JONES
INC.
FLORISTS' SUPPLIES

56 E. Randolph St., **CHICAGO**

The Central Floral Co. devoted one of its windows of its North State street store to the memory of the late Theodore Roosevelt in which a large portrait and a magnificent wreath played important parts.

J. M. Johnston, of McKeesport, Pa., who is a large buyer in this market, was a visitor at Bassett & Washburn's store January 13. He is on a pleasure trip to New Orleans, La., and California.

Patricia Rudd Speed is the name of W. N. Rudd's latest grandchild, born to Maj. and Mrs. Kellogg Speed in London, Eng., December 17.

Martin Schoepfle, son of John Schoepfle, 933 Belmont avenue, who has been with the colors, was honorably discharged this week.

George Sykes, Sr., of the Lord & Burnham Co., wife and daughter will leave this week for Florida.

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, **30 E. Randolph St., CHICAGO**

Mention the American Florist when writing

A. L. Vaughan, of A. L. Vaughan & Co., wife and daughter, Thelma, left January 16, for Florida to spend a few weeks.

Jean Dramm, of Meyer & Dramm, Elmhurst, who has been with the colors for some time, was mustered out at Camp Grant, Rockford, this week.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00
RICHMOND	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00
KILLARNEY BRILLIANT	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00
ROSES, OUR SELECTION	7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS	**Per 100**
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

The next monthly meeting of the Florists' Club will be held at the Randolph Hotel, Thursday evening, February 6, when the annual novelty show will take place. Every one in the trade who has anything new or worth while to offer is cordially invited to make an exhibit and if they intend to do so, notify the president, Allie J. Zech, care of Zech & Mann, 30 East Randolph street, or A. T. Pyfer, care of A. T. Pyfer & Co., 164 North Wabash avenue.

Fred Henoch, Harry Henoch and George Hussman, of the Ove Gnatt Co., La Porte, Ind., attended the Victory banquet given by the Florists' Club at the Hotel Randolph, January 9. Mr. Gnatt passed through here this week on his way back from the east, where he made a short business trip.

Practically all the local wholesale houses received a letter from the Retail Florists' Association asking them to co-operate with its members for the general betterment of the business. Everyone appears to be willing to do so and have signified same in writing.

Poehlmann Bros. Co. reports business from out-of-town points as very satisfactory, many orders being received from eastern cities right along, which evidently means a scarcity of stock or an unusually brisk demand in that section.

Oscar Hamchild, formerly florist at the Hotel McAlpin, New York, arrived in this city from France with the Black Hawks January 13. Mr. Hamchild expects to start business in his home city as soon as released.

It is rumored that one of the leading local retail florists will retire February 1, when his business will be continued as a stock company. Further particulars will be announced later.

H. Van Gelder was more than pleased with the business that Percy Jones, Inc., enjoyed during 1918, when the total sales established a new record.

Vaughan's Seed Store is moving gladiolus bulbs in considerable quantities, while travelers' mail carries very liberal flower seed orders.

J. A. Budlong reports a brisk demand for lily of the valley, which has been scarce all the past year at high prices.

The Chicago Retail Florists' Association held its regular monthly meeting January 14 at 75 East Monroe street.

Wietor Bros. are making deliveries of carnation cuttings.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 **CHICAGO, ILL.**

Mention the American Florist when writing

E. C. Amling, of the E. C. Amling Co., wife and daughter will leave soon on a pleasure trip to California.

Geo. Reinberg will build twelve 300-foot houses at Niles Center, beginning in March, if help is obtainable.

Dwight L. Harris, of the Pulverized Manure Co., has been on the sick list with ptomaine poisoning.

Ernst Rober, who recently returned from Mentor, O., is planning a new start in business here.

Sinner Bros., 6516 Ridge avenue, expect to start up their greenhouses about March 1.

Peter Reinberg has been elected director of the Lincoln Trust and Savings Bank.

A. Miller, of the American Bulb Co., is expected home from the east this week.

Visitors: Rolf Zetlitz, Lima, O.; C. C. Pollworth and wife, Milwaukee, Wis.; Julius Dilloff, representing Wertheimer Bros., New York; William Pennington and wife, Valparaiso, Ind.; Earl Mann, Richmond, Ind.; Oscar H. Carlson and Ralph A. Latham, Minneapolis, Minn.; William Lubliner, Milwaukee, Wis.; A. F. J. Baur, Indianapolis, Ind.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, January 9, President Lautenschlager in the chair. There was a good attendance, the special occasion being the club's Victory banquet with the ladies in attendance in celebration of the close of the great war in favor of the allied nations.

A feature of the short business session was the installation of the new officers elected at the previous meeting, Allie Zech, president; Walter Amling, vice-president; Otto H. Amling, treasurer; A. T. Pyfer, secretary; F. Lautenschlager, trustee. The annual reports of the secretary and treasurer were presented, showing a substantial balance in the club's favor. A letter was read from Secretary John Young, of the Society of American Florists, inquiring as to the club's representation on the board of directors and the officers were instructed to give this matter early attention. The club voted to extend the American Carnation Society an invitation to hold its annual convention in this city in 1920.

President-elect Zech on assuming the chair, called upon the assembly to spend in silence a moment as a mark of respect to the departed past president of the club, the late Wm. H. Amling.

YOUR

PROTECTION

THE MARKET PLACE

We maintain certain constructive and practical ideas and ideals which we believe eventually will be promoted by

WHOLESALE GROWERS and RETAIL FLORISTS

whose interests are identical with ours.

KENNICOTT BROS. CO.

Wholesale Dealers in Cut Flowers and Plants since 1881

CHICAGO

Mention the American Florist when writing

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

CARNATIONS

Good supply of fancy stock in all the best leading varieties grown for this market. We can take just as good, if not better care of you than any house in this or any other market.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Mignonette, Calendulas, Stevia, Freesias, White and Yellow Narcissus, Violets, Daisies, Greens, Etc., Etc.

Mention the American Florist when writing

IN THE
HEART
OF THE
Great Central Market
Everything in
CUT FLOWERS

A. T. Pyfer & Company
Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

to which there was a reverent response. Mr. Zech said the attendance on this occasion would have been much larger, but for the fact that many members were in mourning for the death of relatives. The visitors included C. C. Pollworth and wife, Milwaukee, Wis.; Henry M. Robinson, Boston, Mass.; A. F. J. Baur, Indianapolis, and Fred Henoch, Henry Henoch and George Hussman, La Porte, Ind.

Baur & Steinkamp, of Indianapolis, Ind., exhibited a splendid vase of their new carnation, Ruth Baur, a fine rose pink of good form and average size, the flowers well carried on long stiff stems. The club's special committee consisting of C. W. Johnson, Geo. Asmus and A. T. Pyfer, awarded this new variety a certificate of merit with a score of 87 points.

ROSES BEST QUALITY CARNATIONS

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

As we are in HEAVY CROP with CARNATIONS, we can supply you at reasonable prices. Would recommend their use in funeral work.

Split Carnations, $2 to $3; Choice Stock, $4 to $5 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Notice. Owing to the fact that the American Railway Express Company does not assume risk for shipments, we in turn can only ship at your risk.

You can increase your profits and business by sending all orders direct to

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Chairman T. E. Waters of the good-of-the-club committee then announced the feast. Tasteful menu cards had been distributed showing the American flag in colors and gold in front and the badge of the club on the back. Each lady and gentleman was presented with a bow of red, white and blue and Mr. Waters was constantly on the alert to see that every one was well supplied with the good things provided. The various courses were well interspersed with music and nothing seemed to escape the wary chairman's eye which would tend to make this part of the programme in every way pleasant to those who had the good fortune to be on hand.

When coffee had been served, Toastmaster P. J. Foley made a few remarks in his usual happy style and called on A. F. J. Baur, of Indianapolis, who reminded the audience of the coming convention of the American Carnation Society at Cleveland, O., January 29-30, urging every one to attend.

George Asmus spoke of the great publicity campaign of the Society of American Florists and thought the committee in charge had done remarkable work in securing $45,000 for publicity purposes the past year, when everybody was busy raising war funds. The committee, he said, expected to raise $100,000 this year, and he believed there would be no difficulty in doing so if the florists realized that this publicity work had done much to keep their business going during the gloomy wartime.

C. C. Pollworth said the representatives of our trades had given a good account of themselves on the battle fields abroad, while those at home, ably assisted by the ladies, rendered splendid service in holding the business together.

President W. J. Keimel, of the Illinois State Florists' Association, called attention to the annual meeting of that organization to be held at Urbana, March 4, requesting that all present arrange to be there with good exhibits.

State Vice-President Paul R. Klingsporn, of the Society of American Florists, made a strong plea for membership in the national society.

Other speakers included Messrs. Robinson, Frauenfelder, Waters, Wolf and Pyfer.

St. Louis.

FAIR SUPPLY AT REASONABLE PRICES.

Stock of all kinds is in fair supply. The quality is improved, with prices reasonable. The supply of roses could be a little stronger, to meet the demands, but business is slow and the shortage is not felt very much. Russell and Columbia are the leaders. Ophelia is also coming in good color, but the supply is a bit short. Carnations are very fine, and with the prices correct, are in steady demand for cut flowers, bouquets, funerals, etc. Sweet peas are still an uncertain quantity and need a few more weeks to bring in the big cut. Violets, too, will have to get a move on in order to be a factor in the Valentine business. Callas and Harrisii are equal to requirements. Lily of the valley is scarce, and what there is, is very poor. Greens of all kinds are equal to the demand.

NOTES.

The florists' club January meeting was held at the Wm. C. Smith Wholesale Floral Co. A good attendance turned out and an interesting session resulted. Julius Schaefer and Chas. Connon were elected to membership. A general discussion resulted from the publicity committee's report. After the meeting Messrs. Lurie and Pring presented their special lecture on "Horticulture." This proved to be quite a hit and entertaining to all.

Oscar May, of Sappington, Mo., has quite a collection of animal skins, which he has gathered this winter on his various hunting trips. He expects to realize quite a few dollars on them. Included among them are skunk, muskrat, coon, and 'possum.

Eddie Eisner, of the Grimm & Gorly staff, is on the sick list. Frank Gorly has been taking his place on the market, buying the necessary stock for the firm.

C. W. Wors' two sons, who have been home on furloughs, have returned to their respective services. Army and navy life seemed to agree with them.

The local florists are contemplating a banquet to be sponsored by the publicity committee, to be held some time in the early part of February.

Richard Tubbessing, of the Ayers Floral Co., is back on the job after serving some time in the United States navy.

Lon Rowe, of Kirkwood, has been doing quite a bit of hunting this season, according to his stories.

J. J. W.

TORONTO, ONT.—H. G. Dillemuth used a very attractive blotter, with poinsettias well done in colors, and the legend "Say It With Flowers," in advertising his holiday offerings.

PATERSON, N. J.—The Paterson Floricultural Society has elected the following officers for the ensuing year: Joseph M. Ackermann, president; Charles E. Walker, vice-president; Andrew N. Gardener, treasurer; Sebastian Hubschmitt, secretary.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3288 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady **Sunburst**

Shawyer

Ward **Ophelia**

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Callas

Mignonette

CARNATIONS

Valley **Cattleyas**

Calendulas

Single and Double Violets

Stevia **Pansies**

Paper White Narcissus

Yellow Narcissus

GREENS.

Plumosus **Sprengeri**

Galax, bronze **Galax, green**

Ferns

Adiantium **Smilax**

Mexican Ivy

Boxwood **Leucothoe**

Galax, Ferns, Leucothoe

Green goods are hard to get in our section this season, but we can get them by paying prices that will cause people to quit other work and go after them. We have advanced our paying prices to that point, and offer to sell you good quality stock as follows:

BRONZE GALAX, case lots only	$ 8.00	per case	10,000
Green Galax, case lots only	10.00	per case	10,000
Fancy and Dagger Ferns, case lots only	10.00	per case	5,000
Green Leucothoe, medium to long	3.50	per case	1,000
Green Leucothoe, short to medium	1.50	per case	1,000
Bronze Leucothoe, medium to long	3.00	per case	1,000
Bronze Leucothoe, short to medium	1.50	per case	1,000
Hemlock Sprays	4.00	per 1000	
Kalmia Sprays	5.00	per 1000	
Rhododendron Leaves, average 7-in. long	1.00		

Cash in advance; satisfaction guaranteed.

T. J. RAY & CO., ELK PARK, N. C.

Detroit.

FLORISTS' CLUB REVIEWS TRADE.

The club meeting, January 8, was well attended, about 40 members being present, and the proceedings were most interesting and instructive. Philip Breitmeyer presented his paper on "Christmas business and Its Lessons," in which he unfolded, without reserve, his close observation of the unusual conditions surrounding this, the most unique holiday business ever experienced. While the high prices prevailing were in most cases unavoidable, he sounded a note of warning to those who appeared to believe that apparently prohibitive prices were justified by the alleged high cost of production. He said we should not be unmindful of the danger of driving away trade because of this impediment. He said in confirmation of this idea, that he popularized carnations by selling them for $3 a dozen to allow no one who wished them to go without some flowers. Seasonable plants, he claimed, were so popular because of the unusual prices asked for most items in the cut flower list. He thought it a great mistake to charge $12 a dozen, the wholesale price for poinsettias, as that compelled a retail price that would and actually did allow the stock to be unsold. He deplored the giving of so much time, at such a busy season to the making up of corsage bouquets, as a quicker and easier disposition of this work should be devised. Violets were not such good sellers this year in comparison with other flowers and effects. He designated the "order taken" and delivery department of a floral store at such a time as of far more importance than clever salesmanship, as the items and effects themselves commanded the sale, but the correct, timely and careful delivery of the article was of prime importance. The discussion brought out by Mr. Breitmeyer's address was quite general and covered most of the points referred to by the speaker and much valuable data and information needed was relished by the members, particularly the retailers, who composed most of the attendance.

F. P. Walker read an address upon "Greater Efficiency," which treated particularly of the great importance of system and its application in the details of retailing. This subject, too, was thoroughly discussed, and the many participating showed the great interest now taken by most retailers, many of whom showed a realization of the actual necessity these times of knowing the precise condition of their business more intimately. By the expressed views of all retailers, it developed that with all its anxieties, and real and imaginary apprehensions, the holiday business this year was in the final results most satisfactory, even if in some cases the volume was not as great.

Resolutions of regret were adopted upon the recent passing of George A. Rackham, who had served the club as president two years and was at all times most active in its behalf until his retirement from the florist business. Similar action was taken regarding the death of Charles Warnecke, Jr., whose obituary appeared in these columns last week.

A. L. Lamond, Sunnycroft Greenhouses, Birmingham, Mich., showed a sport of Enchantress Supreme. The flowers were large, on stiff stems, but the color as seen in these did not appear so desirable. The defect, however, may be because of the age of the flowers, which had been cut several days previous.

J. F. S.

Cincinnati.

MARKET CLEANS UP QUICKLY.

The market has tightened up again. A heavy demand combined with receipts that averaged about the same as those of the previous week kept the market cleaned up throughout the period. The demand from out of town continues heavy. The cut of roses has shortened again since the last writing. All that come into the market clear readily. The supply of carnations has increased over what it was the previous week, but all the

Everything in Cut Flowers and
Greens to please the individual buyer.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

receipts meet with a steady demand. Sweet peas are becoming plentiful and meet with an active call. Easter lilies, callas and rubrums are coming into the market. All meet with good sales. The bulbous list now includes Paper White narcissus and freesia. Snapdragon and stevia both sell well. Other offerings are violets, lily of the valley, orchids, calendulas, forget-me-nots, baby primroses and mignonette.

NOTES.

Ed. Bossemeyer, of C. E. Critchell's, has the sympathy of his friends in his bereavement over the death of his mother, last week.

Arlington George, who was in the navy, Lieut. Ray Ruttle and Robert Ruttle have been honorably discharged from the service.

The meeting of the florists' society was held on Monday evening at Henry Shepherd's. There was a good attendance.

The William Murphy Company has received a large cut of carnations during the past fortnight.

Visitors: J. E. Thomas, Circleville, Ohio, and M. Presnel, Butler, Tenn.

H.

Boston.

BUSINESS SHOWS STRONGER TONE.

Trade during the past week has shown some improvement and prices have dropped to normal figures. Carnations are now offered at $6 to $8 per 100 and roses have declined to $5. Sweet peas are high at $4 and $6. Stevia is about over and violets are more plentiful at $2 per 100. Social functions are starting again and this is encouraging to the retailers who have had very little work of this character during the past two years.

NOTES.

Among the daily receipts on this market are excellent carnations, including the varieties Benora, Matchless, Pink Delight and Morning Glow.

Joe O'Donnell is back from the army and has taken his former position at Thomas Rowland's.

Joseph Sloane has been transferred from Camp Greenleaf to Camp Devens awaiting discharge.

B. A. Snyder & Son report good business in their new location.

Welch Bros. Co. reports an excellent business this season.

Albert Hudson is suffering from a nervous breakdown. Max Truckman is looking after his business.

S. K. G.

Washington, D. C.

Gude Brothers Company joined with a group of other merchants of this city in sending New Year's greetings to President Wilson. These were in the form of a cablegram to Mr. Wilson in Paris, reading: "We of Washington, at the dawn of the new year, salute you. May your vision of world peace take early shape and substance in reality. In council, may yours be the pleasurable honor, as master-spokesman of democracy, of friendly-spirited dominance. And may there be granted you safe voyage, when on the high seas homeward bound, and heaping measure of happiness and good cheer continuing throughout the year, on your return to this international capital."

The cablegram was reproduced in a full page advertisement in the Washington Post New Year's day.

B. F. L.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per case.

Natural Log Moss, per bag (100 square feet), $1.75

Perpetuated Sheet Moss, per bag (100 square feet), $3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

			Dozen
Roses,	Beauty	$ 2.00@$	7.50
"	Mrs. Chas. Russell	1.50@	5.00
			100
"	Hoosier Beauty	8.00@	30.00
"	Killarney Brilliant	6.00@	20.00
"	Killarney	6.00@	15.00
"	White Killarney	6.00@	20.00
"	Richmond	8.00@	25.00
"	Prince de Bulgarie	8.00@	25.00
"	My Maryland	8.00@	25.00
"	Mrs. Geo. Shawyer	8.00@	25.00
"	Milady	8.00@	30.00
"	Sunburst	8.00@	25.00
"	Mrs. Aaron Ward	8.00@	15.00
"	Hadley	8.00@	25.00
"	Ophelia	8.00@	20.00
"	Double W. Killarney	8.00@	25.00
"	Mrs. Moorfield Storey	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	25.00
"	Francis Scott Key	8.00@	25.00
"	Bayard Thayer	8.00@	35.00
"	Cecile Brunner		4.00
"	George Elgar		4.00
"	Baby Doll		4.00
"	Nesbit		4.00
"	Our selection		8.00
Violets, per 100			1.00
Carnations		4.00@	8.00
Cattleyas, per doz		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Stevia		2.00@	4.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		3.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz		1.50@	20.00
Mignonette			8.00
Freesia		4.00@	6.00
Ferns	per 1,000 $5.00		
Galax	" $1.50@ 2.00		
Leucothoe		1.00@	1.25
Mexican Ivy, per 1000	5.00@ 6.00		
Plumosus Strings, each,	60@ 75		
Smilax	per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case,			9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

SOUTHERN WILD SMILAX

$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

No. 63, Special Cards

1000	$1.20	3000	$3.30
5000	5.25	10,000	9.50

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

Rooted Carnation Cuttings

Ready for delivery in January. **C. W. Ward, Matchless, Alice** and **Beacon, $35.00 per 1000.**

We can also furnish all other commercial varieties. Send for complete list.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SLIGHT INCREASE IN SUPPLY.

There has been a slight increase in some lines of stock, notably carnations, which have become fairly plentiful in all the commission houses, and in consequence now range from $6 to $10 per hundred, with $8 as the price for the best medium grade. Roses are a trifle scarcer, but these also have fallen in price about 10 per cent, starting at $6, and from that up to $20 and $25 for special Hadleys and Russells. Paper Whites are now a regular stock. There is a fair amount of calendulas and mignonette, still a little stevia, violets enough, callas and Easter lilies, which still bring $25, and quite a lot of snapdragons. Sweet peas have suffered from the dull, damp weather of a week ago, dropping their buds badly. They are very popular and another week will see them in improved form and greater supply. Pink Japanese lilies appear to be good stock, their orchid-like flowers on long stems, working in to good advantage with callas in funeral clusters. Cattleyas and white lilac are two dependables that are very popular in the stores, and of which there appears to be good daily supply. Southern asparagus is keeping up with the demand. While there are signs of an increased supply of cut flowers, it is so slow in materializing that many retailers despair of ever getting into their stride again. One retailer stated that he was going to get his cash register jingling again by offering carnations that cost 8 cents, at 10 cents each, or $1.20 per dozen. Many others say that they are compelled to sell almost at cost to hold their trade and keep things moving in the sale of cut flowers. They are still able to get a fair increase in prices for funeral flowers. There is a very good demand for all kinds of flowering plants, particularly cyclamens and primulas. Malacoides is very popular and is seen in all the shops, some growers being almost sold out of a stock that they thought would last through February.

THAT HORTICULTURAL EMBARGO.

The great hardship as a result of the federal horticultural board excluding from importation so many plants grown only in Belgium is, as the time approaches for this embargo to go into effect, coming home to the florist's industry and arousing an indignant protest that should be encouraged and developed, and find expression through every congressman and senator in the United States. The department of agriculture at Washington should be required to state the reason for the appointment of this board, who requested it, and also to explain the peculiar ruling that bars some Belgium products and admits others, that are equally available as a carrier of insects or fungoid diseases. Everybody get busy at once and combat this injustice by protesting to their senators and congressmen, and explaining the great harm it will be to their business and that of the country.

BIG BOOST FOR NATIONAL PUBLICITY.

The publicity promotion meeting of the florists' club, January 7, is still the subject of much favorable comment. It was a success in every way. The dinner was delightful in the companionship of those around the tables,

Air Plants

Per dozen bunches.....$1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls.....$5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Jan. 15. Per 100

Roses, Beauty, Special	60.00@ 75.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" 1st	12.00@ 20.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 10.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Shawyer	6.00@ 15.00
Lilies	15.00@20.00
Cattleyas	60.00@ 75.00
Carnations	4.00@ 8.00
Chrysanthemums	20.00@ 30.00
Sweet Peas	1.50@ 3.00
Asparagus Sprengeri .35@ .50	
Violets	1.00@ 1.50
Ferns ..... per 1,000	3.00
Calendulas	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	5.00@ 6.00
Callas	15.00@ 25.00

BOSTON, Jan. 15. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Jan. 15. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Shawyer	4.00@15.00
" Columbia	6.00@15.00
Lilium Giganteum	12.50@15.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Narcissus	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

and the food and service could not have been better. The roof garden accommodations were ideal for both the dinner, floral exhibition and meeting. The Florex Gardens display of roses was exceptionally fine, considering market conditions. There were large vases of Columbia, September Morn, Prima Donna and Hoosier Beauty. John Cook's new white rose looks like a comer. It attracted great attention. Stevenson Bros., also of Baltimore, staged a very pretty sport of Ophelia, which in its deep orange shade was very striking. The vase of 100 blooms of Belle Washburn carnation from the Bickmore Greenhouses, Wallingford, Pa., was the best ever seen here. White Benora, from Patton & Co., at Tewksbury Center, Mass., looked very promising, while Gude Bros.' Democracy, a salmon pink, all flowers coming up to John Thorpe's dream of four inches in diameter, is a record breaker in every respect. The plant section contained splendid plants of the bird's nest fern, from Wm. K. Harris, which were first used with good effect as a decorative feature of the dinner tables, and well flowered plants of Primula malacoides Townsendii, exhibited by A. L. Miller, Jamaica, N. Y. A box of the new rose, Premier, from the E. G. Hill Co., of Richmond, Ind., unfortunately was delivered with the flowers frozen, while a box of Peter Fisher's new carnation, Red Cross, arrived too late for the exhibition.

NOTES.

James Heacock, Robert Jamison and Carl Corts, of the Jos. Heacock Co., paid a visit to the Duckham-Pierson Co.'s establishment at Madison, N. J., January 11. They found the roses in splendid condition. The five houses each 61x500 feet, are all planted to roses. Most of the stock is growing on benches four feet in width, in which the roses are planted only 12 inches apart each way. In one house, a block of Double White Killarney, had, in one crop during October, averaged 10 flowers per plant. Ten thousand Mrs. Ward had also produced something like 100,000 flowers. A house of Ophelia had given a wonderful crop, and was in splendid preparation for another, as was a house of Mrs. Russell, which were breaking in a way to please the heart of any grower.

A wholesaler, in discussing the price problem in selling cut flowers, said it was impossible of regulation, depending entirely on supply and demand. If he had several thousand roses in

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 15. Per 100

Roses, Beauty, special	60.00@	75.00
" " fancy	35.00@	50.00
" Mrs. Chas. Russell	15.00@	35.00
" Killarney	6.00@	15.00
" Hadley	10.00@	25.00
" Sunburst	10.00@	20.00
" Wards	8.00@	20.00
" Ophelia	8.00@	20.00
" Columbia	15.00@	....
Carnations	6.00@	10.00
Cattleyas.....each	$0.60@$0.75	
Lilium Rubrum	8.00@	12.00
Easter Lilies		25.00
Callas		.25
Snapdragons	10.00@	15.00
Calendulas	4.00@	8.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus String	.50@	.75
Asparagus bunches		.50
Dagger and Fancy Ferns, per 1,000	3.00@	4.00
Violets, single and double	1.50@	2.00
Sweet Peas	2.00@	4.00
Mignonette	4.00@	6.00
Stevia .....bunch	.35@	.50
Narcissus	6.00@	8.00
Freesias	6.00@	10.00

ST. LOUIS, Jan. 15. Per 100

Roses, Hadley	3.00@	10.00
" Killarney	6.00@	12.50
" White Killarney	2.00@	15.00
" Hoosier Beauty	8.00@	25.00
" Russell	10.00@	40.00
" Sunburst	6.00@	25.00
" Ward	5.00@	10.00
" Mrs. Shawyer	5.00@	12.00
" Ophelia	6.00@	25.00
Ferns		4.50
Carnations	4.00@	8.00

MILWAUKEE, Jan. 15. Per 100

Roses, Killarney, W. Killarney	8.00@	25.00
" Ward	6.00@	12.00
" Mrs. Chas. Russell	15.00@	50.00
" Ophelia	8.00@	15.00
" Columbia	15.00@	50.00
" Hoosier Beauty	8.00@	25.00
Carnations, assorted	2.00@	5.00
Cattleyas, per doz.	7.00@	10.00
Violets	2.50@	3.00
Calendulas	4.00@	6.00
Bouvardia, per bch.	1.00@	1.50
Stevia		3.00
Sweet Peas	1.50@	2.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
Roses, Carnations, Violets
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, April 16. Per 100

Roses, Beauty, special	40.00@	60.00
" " fancy	20.00@	30.00
" " extra	12.00@	15.00
" " No. 1	4.00@	10.00
" Hadley	8.00@	20.00
" Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
Cattleyas		50.00
Easter Lilies		20.00
Lilium Giganteum		20.00
Carnations	4.00@	6.00
Valley		6.00
Ferns, per 1,000		4.00
New Crop Green Galax, per 1000		$1.50
Sweet Peas	1.00@	2.00
Freesias		8.00
Calendulas		4.00
Mignonette		6.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

stock, which at current prices were not moving, he would very soon find out the reason why, and, if necessary, shade his prices so as to be in the game with his competitors. On the other hand, any increase in the demand was sure to send prices higher. Quality was also a factor, as there were always buyers ready to pay top prices for the best stock.

The troublesome question as to how to maintain prices when flowers are plentiful, has been solved by Edward Reiger. His plan is to grow less of them, and grow them better, so that each shall be a good flower, which will bring a fixed price for certain seasons. This will require less labor, fuel and other costs that will produce a greater net return to the grower.

"Here is something fine," said a salesman in a wholesale house to a customer, holding up a bundle of 25 roses. "Yes, it is," was the answer, "but I wouldn't take that man's stock at any price. We have found more short count and cheating in the grading of his roses than we can stand for. We have his number all right."

C. U. Liggit reports all kinds of florists' plant stock to be getting scarcer. Quotations are being moved up, but orders continue to come. Rooted carnation cuttings are not nearly up to quantities usual at this time, the flowers having been bringing such high prices that shoots were allowed to run to bud.

Alfred M. Campbell has taken a lease on the Elmwood Farm Greenhouses, with some 50,000 feet of glass, all modern construction, to run from April 1. These are situated near Hatboro, Pa. This, in connection with his large range at Strafford, will make his product quite a factor in the supply of this market.

H. Bayersdorfer says the troubles of the retailer have been relieved with high grade artificial flowers which are perfect in form and coloring and keep until they are used, and in many cases answer the purpose as well as the natural.

H. I. Faust, Merion, Pa., plantsman, is completely sold out, which condition is very unusual at this season. He will erect a new house, 26x200 feet, as soon as the weather is favorable in which to grow large cyclamens.

The market is said by the Leo Niessent Co. to be in a satisfactory condition. Roses are a trifle short, but carnations are coming stronger, as is snapdragon. White lilac and cattleyas are features.

Jack Deutscher, of the Philadelphia Wholesale Florists' Exchange, is very proud of Champ Weiland and Ward roses, which grade high. Lily of the valley is also a choice feature.

Benjamin Gibbs, of Eugene Bernheimer's, is laid up for repairs, as is Clarence Watson, chief of the shipping department of the Leo Niessen Co.

Edward Reid is well pleased with his carnation and sweet pea growers, whose crops are increasing. His rose men are also cutting very well.

The S. S. Pennock Co. has put a new panel body delivery car on the street. "Say it with Flowers" is prominent on both side panels.

Jack Berger, of Berger Bros., is still at home sick, but on the mend. Easter lilies, snapdragons and carnations are quantity stocks. K.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephone: Farragut 9761.
The Right People to Deal With. Consignments Solicited

New York.

DEMAND CONTINUES LIGHT.

Business, compared with what it should be at this season, was light during the past week. The weather was mild, with rain in the early days, but a cold wave arrived on the evening of January 9, and before morning, the temperature dropped to eight degrees above zero. The supply of roses has not increased, and though there is activity in the shorter grades, the special teas move slowly. Special American Beauties keep around $1 each, wholesale rates. Carnations are more plentiful, and the price has dropped, good stock now wholesaling at $8 per 100. There have been sales of the best lilies at $25 per 100 flowers, but the buyers are shy at that price. Cattleyas continue plentiful. A few of the best bring $75 per 100, but many more go at $40 to $60. Sweet peas are more plentiful, and while long stems bring good prices, the shorter grades are likely to be cheaper at an early date. Shipments of lily of the valley pips have recently arrived at this port, and the scarcity has been relieved. There is an unfortunate tendency—unfortunate for the trade in natural flowers—among the great middle class, to buy artificial stock. Like nearly every other question, there are two sides to this one. Some of the friends of natural flowers say that many of the retailers are slack in pushing the natural stock. The retailers retort that prices, particularly on roses, are beyond the reach of people of ordinary means; that they sell artificial stock in preference to selling nothing. The prophets and apostles of publicity should take this matter under consideration. A few tulips are on the market, but are short. The supply of Paper White and yellow narcissi is on the increase.

January 13.—The retailers must necessarily stock up on a Monday morning, but there is no unusual movement; in fact, business is rather quiet, though roses in particular maintain good figures. Carnations will be cheaper from now on. There is plenty of green, and smilax has taken quite a drop from Christmas prices.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Phones Farragut 167 / 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephone: 8864 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut.

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, New York
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
114 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 15. Per 100

Roses,	Beauty, special	100 00
"	" extra and fancy	50.00@ 75.00
"	" No. 1 and No. 2	12.00@ 25.00
"	Hadley	25.00@ 75.00
"	Hoosier Beauty	8.00@ 25.00
"	Francis Scott Key	12.00@ 60.00
"	Columbia	12.00@ 35.00
"	Prima Donna	12.00@ 35.00
"	Alice Stanley	10.00@ 35.00
"	Mrs. Geo. Shawyer	10.00@ 30.00
"	Double White Killarney	12.00@ 35.00
"	Killarney	8.00@ 30.00
"	" Queen	10.00@ 30.00
"	" Brilliant	10.00@ 30.00
"	Aaron Ward	10.00@ 30.00
"	Sunburst	10.00@ 30.00
"	J. L. Mock	12.00@ 40.00
"	Ophelia	10.00@ 35.00
"	Red Rover	10.00@ 35.00
"	Mrs. Chas. Russell	12.00@ 75.00
Cattleya orchids, special		50.00@ 60.00
Rubrums		10.00@15.00
Lilies, Longiflorum and Formosum		15.00@25.00
Lily of the Valley		6.00@10.00
Adiantum Croweanum and Hybridum		.50@ .75
Bouvardia		6.00@ 8.00
Carnations		6.00@ 8.00
Gardenias, per doz.		2.00@ 6.00
Violets		1.00@ 1.50
Paper White Narcissus, per doz		.75@ 1.00
Snapdragons, per doz.		2.00@ 3.00
Callas, per doz.		3.00@ ...
Sweet Peas		3.00@ 4.00
Mignonette, per doz.		1.50@ 2.00
Asparagus Plumosus..doz. bchs.		3.00@ 4.00
Smilax	doz. strings	1.50@ 2.00
Golden Spur narcissus..per doz.		2.00
Freesias		6.00@ 8.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, New York
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., Nth Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

D. FEXY
Wholesale Commission Florist
116 West 28th St., New York
Consignments Solicited.
Mention the American Florist when writing

NOTES.

The Park Garden Club of Flushing, a part of this city, is composed entirely of women. Mrs. John W. Paris was its organizer, and has ever since been its president. The object of the club is stated to be to help those who love gardens to make them more beautiful. Flower shows are held twice a year, spring and fall. The club has arranged the following program for the winter: January 20, Mrs. James Nash Webb, hostess, Mrs. Isaac W. Smth will talk on "Pruning of Roses, Flowers, Shrubs and Trees;" February 3, at the home of Mrs. C. S. Laney, Mrs. A. S. McLoughlin will talk on "Planting and Culture of Asparagus;" February 17, Mrs. Edward A. MacDougall, hostess, Mrs. Ellis Parker Butler will talk on "Preservation of Our Native Wild Flowers and Ferns;" March 3, at the home of Mrs. A. S. McLoughlin, Miss Maude M. Wilson will talk on "The Value of Small Fruits in the War Garden;" Mrs. Clarence M. Lowes will talk on "Culture and Growing of Mushrooms" at the home of Mrs. William T. Yale; April 7, Mrs. C. G. Hambridge will be the hostess when there will be a discussion of planting problems; April 14, Miss Susan Homans will talk on "The Rose and Spring Flower Market," at the home of Mrs. Fred T. Hepburn; May 5, at the home of Mrs. C. A. Nesmith, Mrs. Harold A. Vivian will talk on "Some Interesting Gardens on Long Island;" May 19, Daniel Carter Beard will talk on the "Relation of Birds and Insects to Plant Life," at the home of Mrs. John W. Paris.

The dinner given by President Philip F. Kessler, of the New York Florists' Club, on the night of January 11, to the ex-presidents and officers of the club and representatives of the press, was a most enjoyable affair. After ample justice had been done to the choice viands, the host surrendered his seat at the head of the table to Patrick O'Mara, who acted as toastmaster. The toastmaster's well-known eloquence and versatility added much to the pleasure of the occasion. Everyone had something to say, and the company voted and sang the new president a jolly good fellow. President Kessler sprung a surprise by having placed at each plate a handsome souvenir of the occasion. The ex-presidents were represented by Alex. S. Burns, Patrick O'Mara, Walter F. Sheridan, Frank H. Traendly, Charles H. Totty, Charles B. Weathered, A. L. Miller, John B. Nugent, Joseph A. Manda, Wm. H. Siebrecht, Sr., Wm. H. Duckham, Henry Weston, G. E. M. Stumpp, Charles Schenck, retiring president, and P. W. Popp, vice-president; John Young, secretary, and Wm. C. Rickards, Jr., treasurer. The press was represented by A. T. De La Mare, A. F. Faulkner and J. H. Pepper. Many good wishes will follow President Kessler through his term of office. W. A. Manda, an ex-president, was unavoidably absent.

Brooklyn to the front! In the past, some people have broadly intimated that Brooklyn was a little slow. But if any city in these United States can produce a fur coat worth $75,000, let it now speak or forever after hold its peace. But perish the thought of such a coat being worn in Brooklyn! That city is too democratic to wear such a coat, but Brooklyn is "in trade," and will make a fur coat for any one that has the ducats to pay for it. The coat is being made for Mrs. W. E. Corey, wife of the "steel king." It will be worn in Paris—probably at the celebration attending the formation of a "League of Nations," after which kings, republicans, democrats, socialists, Sinn Feiners and Bolsheviki are all expected to behave and treat each other like gentlemen. Since fur coats are going so high, we see no reason for a kick on a silght advance in the price of flowers.

A very noteworthy decoration was noticed in the Church of the Sacred Heart, in West Fifty-first street, on Sunday morning, January 12. Mgr. Mooney, the pastor, and two of his assistants, Father Harry Meyer and Father Francis Corcoran, had previously arranged an elaborate decoration for the Feast of the Epiphany. The altar, a large one, was banked with pink roses and the shrine of the Sacred Heart was beautiful with a mass of red roses.

William H. Kuebler, of Brooklyn, says that some of the florists of that borough should give more encouragement to the public to buy natural flowers, roses in particular, instead of pushing artificial stock, as they are now doing.

J. A. Peterson, the noted plantsman of Westwood, Cincinnati, O., called on Traendly & Schenk, January 9. In his visit to this city, he is accompanied by Mrs. Peterson, who is president of the Ladies' Society of American Florists.

Friends in this city of Edward Sceery, the Paterson and Passaic, N. J., florist, are well pleased over his reelection as president of the park commission of Paterson. He is a good business man, and a good friend.

S. S. Santos, the Borough Hall, Brooklyn, florist, has a neat store at 59 Court street. In his spare moments, he is reading up in history.

George C. Siebrecht, 109 West 28th street, has been handling fine cut stock of Acacia pubescens and other varieties.

At the store of James Weir, Inc., Fulton and Pierrepont streets, they are kept busy with funeral work.

Harry Anderson, representing A. N. Pierson, Inc., Cromwell, Conn., visited this city last week.

The Long Island Floral Co., 48 Willoughby street, Brooklyn, reports business active.

I. Goldstein, 114 West 28th street, has been featuring a good quality of roses.

A. F. F.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. **They are pot grown and well established.**

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch.....50 cents each 9-inch.....$1.50 each
8-inch.....$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as possible.

Kentia Belmoreana, 2¼-inch.....$1.25 per dozen
Kentia Forsteriana, 2¼-inch..... 1.25 per dozen
Kentia Belmoreana, 5-inch, made-up..... 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, $10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch.....$15.00 per 100

5% Packing charges without pots; 10% with pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. **Chicago**

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... **$8.50**

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **$9.00**

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... **$15.00**

Write for Catalog.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Chicago **The North Shore Floral Co.** (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Boulevard. Deliveries in Chicago and Suburbs.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET.

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—North Shore Floral Co.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—D. J. Pappas, Inc., 2751 Broadway.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs. High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherine St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Deliveries to Steamers and All Eastern Points.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F.T.D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

TEN EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY

McKENNEY
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

MEMBER

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER **ROSERY**

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy.
FLOWERS OF QUALITY.

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

For St. Louis
WIRE
Grimm & Gorly

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

Chicago Detroit
Central Floral Co.
132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Mar ket 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

SAN DIEGO, CALIF.—Lieut. and Mrs. Peter Henderson, New York, are here on a visit.

J. C. VAUGHAN, Chicago, was re-elected director of the Bowmanville National Bank, January 14.

LILY OF THE VALLEY pips arriving on the S. S. Nieuw Amsterdam last week are reported considerably sprouted.

JAPANESE labor in the California seed growing districts will be as high this year as during 1918, if not higher.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., was in Omaha, Neb., January 12, bound east.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; Raymond Shumway, Rockford, Ill.

J. C. BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., expects to reach Chicago this week on his eastern trip.

CALIFORNIA seed growers have experienced two weeks of frost. The first plantings of radish have been killed and replanting is in progress.

THE British embargo against the importation of Japanese lily bulbs was raised December 17, to the extent of permitting entry of 10,000 cases.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade January 15 were as follows: Timothy, $8.00 to $10.25 per 100 pounds, a drop of 25 cents in the high price of last week.

W. W. JOHNSON & SON, Ltd., well known seed growers of Boston, Eng., have placed at the disposal of the Belgian government £1,000 worth of seeds for distribution amongst the Belgian farmers and gardeners.

TOLEDO, O.—Clover closed 20 cents lower January 13, at $25.25, a gain of 10 cents during the week. April timothy was 2½ cents lower. Cash was offered at $4.90, January $4.90, February $4.95, March $5.10, April 5.10, and September $5.70.

SEED PURCHASES.—Buying at an early date of garden and truck crop seeds for next spring is urged by the department of agriculture. Seed will not in any probability be cheaper at that time and there is nothing to be gained by waiting.—B. F. L.

ARSENIC LICENSES.—A proclamation has been issued by the president, removing the necessity of all persons engaged in the importation, manufacture, storage and distribution of white arsenic or insecticides containing arsenic of securing licenses.—B. F. L.

THE department of agriculture has under consideration the promulgation of an amendment to the regulations under the proposed plant quarantine which will permit the importation of lily bulbs from Japan when packed in soil which has been sterilized by heat.

British Seed Trade Boycott Enemy.

At the annual meeting of the Agricultural Seed Trade Association of the United Kingdom it was decided not to trade with the Germans for five years. Attention was also called to the possibility of growing in that country, grasses previously imported and the question of seed testing was discussed in connection with the decision of the board of agriculture to establish a national institute of agricultural botany at Cambridge. Members of the trade, through the association, contributed £15,596 to the institute and two of its members were elected on the council.

Seed Experts Sent to Europe.

Interest is now being centered on the possible export policy of the United States with respect to various kinds of seed. The department of agriculture has sent two of its experts to Europe to gather information and statistics concerning clover, grass and vegetable seed stocks, and to ascertain the requirements of the various countries who were our allies in the late war, as well as the needs of the neutral European nations.

The department points out that the supplies of several kinds of seeds in this country must be carefully conserved to maintain crop production. Dr. A. J. Pieters, of the bureau of plant industry, and W. A. Wheeler, of the bureau of markets are to visit Great Britain, France, Belgium, Italy, Holland and Denmark.

The government may find it necessary to take chances on incurring a shortage in this country to meet pressing needs of the nations with whom we fought. On January 4, the war trade board removed from the export conservation list, garden, Mammoth clover, pea, sugar beet and vegetable seeds. These allied nations will look to the United States for seeds with which to renew their horticultural activities, and, with a shortage in this country, some action will be necessary to see to it that the seeds get to those countries, friendly to us, where the need is greatest.

B. F. L.

Washington Rulings and Regulations.

All vegetable and field seeds, except red clover, have been removed from the export conservation list by the war trade board, and shipments may now be made to England, France, Italy, Japan and their colonies, Belgium and the Belgian Congo. Exports to these countries will require no individual licenses, which, however, must still be procured before exports can be made to other countries. Exports of seed must be made solely for seed purposes and not for food, and statements that such is the case must be made on export declarations. All grass seeds and garden seeds, such as peas and beans are included, as well as all grain seed such as wheat barley, rye and oats. Red clover is excepted because of the serious shortage of that seed in the United States.

The United States shipping board has announced that it is now prepared to give its freight rates for all overseas traffic, both outward and inward bound, and also through rates from foreign countries via ports of the United States. The following telegram has been sent to the assistant directors of operation at New York, New Orleans and San Francisco:

"To avoid any chance of misunderstanding or absence of advice to parties interested, please give widespread notice through commercial associations, that the division of operations is prepared to name freight rates for all overseas trade, both outward and homeward; also, through rates from foreign markets via the United States or direct to all world markets in cargo or parcel lots. This division will also make forward quotations

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Mention the American Florist when writing

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

— We are headquarters for the **BEST OF EVERYTHING** in —

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

Big Seed Company is Distributing New Catalog.

AGGELER & MUSSER SEED COMPANY OF LOS ANGELES ISSUE 26TH ANNUAL BOOK.

The Aggeler & Musser Seed Company, the large Seed House of Western America, is distributing broadcast its 1919 Big Annual, which is claimed to be the most complete and finest yet issued.

Among the many new features incorporated is a department on "More and Better Potatoes." Important data are given on Home, School, Field and Demonstration Garden Work. Data concerning correct tools and implements to use for best results. Marketing notes on each subject, telling how and where to market. Hints on poultry, spraying, fertilizing and the use of insecticides. It is in reality several books in one, for it includes the important "Garden Manual." 1000 questions are answered and valuable information on all varieties of plants is given.

The Aggeler & Musser Seed Company has opened a large store right in the center of the shopping district, 620 South Spring street, Los Angeles, Calif., a great convenience to rural customers. A special Call Department has been installed to accommodate customers in town for a short time on business. Orders left on arriving are ready when called for. The big Mail Order Department and General Offices are all situated at the new store, while the general milling, cleaning and warehousing will continue at the big warehouse, Sixth and Alameda streets. The new catalog explains fully all the new departments and why our service has been improved 100 per cent. Sent free, postpaid, anywhere. Write for copy at once.—Adv't.

over the entire year, when circumstances warrant, all with the purpose of giving every aid and facility to American commerce and industry consistent with national interests."

B. F. L.

Frost Damage in California Uncertain.

The cold wave resulting in heavy frosts in parts of California may cause damage to fruit crops. At Riverside, producers representing 90 per cent of the citrus crop have signed an agreement to pick no fruit for two weeks, the object being to protect the market against frozen oranges. Just what damage has been done to freesia and calla bulbs has not been determined.

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write
JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS
Flower and Vegetable
WHOLESALE ONLY
ROUSTAN SERVAN & CO.
Established 1843
— SEED GROWERS —
Saint-Remy-de-Provence, FRANCE

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

PHOTO ⅔ SIZE

It is Easy to Understand Why

Vaughan's Gladiolus Are Money Makers

THEY ARE AMERICAN GROWN, ESPECIALLY SELECTED for Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000		Per 1000
America	$20.00	Mrs. Francis King	$20.00
Augusta	20.00	Chicago White	25.00
Panama	30.00	Myrtle (True)	75.00
Mrs. Frank Pendleton	45.00	Halley	20.00
Europa	60.00	Schwaben	37.00

FORCING GRADE 1⅜ inch and up including many over two inches.

SPECIAL FLOWER SEED PRICE LIST. ALL EARLY STOCKS. ASK FOR IT.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

Imports on S. S. Nieuw Amsterdam.

The Holland-America steamer Nieuw Amsterdam, which reached New York from Brest, January 5, and began to unload cargo the following morning, brought considerable horticultural stock, including rhododendrons, spireas, boxwood, roses, lily of the valley pips, bulbs, etc. Quite a number of cases are in bond for Chicago importers and various New York brokers, florists and seedsmen had shipments on board, among the growers being W. H. Siebrecht, of Astoria, and Anton Schultheis of College Point, N. Y. There were also consignments for Speilman & Son, Hoboken. Others in the list of consignees included:

F. Rynveld's Sons, 65 bags vegetable seeds.

F. B. Vandergrift & Co., 30 cases plants.

P. Ouwerkerk, 142 cases shrubs and plants.

McHutchison & Co., 8 cases roses, 111 cases trees and shrubs.

Van Waveren & Sons, 597 cases roots, 179 cases bulbs.

Zonneveld Bros. & Phillips, 35 cases bulbs, five cases roots.

J. M. Thorburn & Co., 22 cases roots.

To others: 497 cases trees and shrubs, 1,041 cases and 137 packages of roots and bulbs and five cases of herbaceous plants.

A. F. F.

E. A. HARTLAND, of Vaughan's Seed Store, New York, and wife, are rejoicing in the arrival of a baby daughter, January 8.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00..... per case of 1000
15.00..... per case of 500

J. M. THORBURN & CO.
53 Barclay Street, thro to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Dreer's Reliable Flower Seeds

New crops of most of the important items are now ready and the balance are expected shortly. Do not delay ordering your supply of the kinds that should be sown early, such as **Ageratum, Alyssum, Antirrhinum, Centaurea, Cobaea, Dracaena, Heliotrope, Moonflower, Lantana, Lobelia, Maurandia, Petunia, Pyrethrum, Salvia, Thunbergia, Verbena, Vinca, Etc.**

We call the special attention of Florists to the following:

NEW SCARLET SAGE

"America" or "Globe of Fire"

This is without doubt the finest Scarlet Sage ever sent out. It is the earliest to come into bloom, and flowers continuously till the end of the season, and what is equally as important, it is absolutely uniform in growth, about 15 inches high, with the brilliant scarlet spikes thrown well above the plant making a total height of about 2 feet. The seed we offer is our own saving. 50c per trade pkt.; $4.00 per oz.

Salvia America or Globe of Fire.

Dreer's Superb Large Flowering Fringed Petunias

Our own unrivaled strain, and too well known to require description, we offer

Double-flowering fringed, 75c per 500 seeds; $1.50 per 1000 seeds.

Single-flowering fringed, 50c per trade pkt.

Our new Wholesale Price List, just issued, containing a complete list of all the Seeds, Plants and Bulbs we offer, has been mailed. If you did not receive a copy, we will be pleased to send one to any Florist on application.

HENRY A. DREER, 714-716 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.
Mention the American Florist when writing

Northern Michigan Grown

RADISH SEED

Now ready to contract 1919 crop.
Write for contract prices.

Lou S. Darling Seed Co.
PETOSKEY, MICH.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

SEASONABLE STOCK

Abutilon. Daydawn, Salmon pink, 2¼-in. $5.00 per 100.
Achyranthus Herbsti, 2½ in., $4.00 per 100.
Ageratum, Little Blue Star, 2¼ in., $3.50 per 100.
Asparagus Sprengeri, 2½ in., $3.50 per 100.
Asparagus Sprengeri, heavy field grown in 5 in. pots, $18.00 per 100.
Begonias. Prima Donna, Gracilis Luminosa and White Pearl, 2-in. at $4.00 per 100.
Coleus, 10 market varieties, 2¼ in., ready after Jan. 1st, $3.50 per 100.
Fern, Boston, 2¼ in., $6.00 per 100.
Fern, Boston, 3 in., $10.00 per 100.
Heliotrope, 2¼ in., Purple, 4 varieties, at $3.50 per 100.
Lantanas, 2½ in. dwarf, in 6 distinct varieties, $4.50 per 100.
Manettia, Bi-color, (Manettia Vine), 2¼ in., $4.00 per 100.
Palms, Kentia Belmoreana, 2¼ in. short, bushy stock, $10.00; 3 in. short, bushy stock, $16.00 per 100.

The Storrs & Harrison Company
PAINESVILLE, OHIO

Michell's New Crop Flower Seeds

ASTER Early Wonder, pink and white, each, tr. pkt., 40c; $2.25 per oz.
ASTER Queen of the Market, blush pink, crimson, dark blue, light blue, rose pink and white, each, tr. pkt., 25c; $1.00 per oz. All colors mixed, tr. pkt., 20c; 75c per oz.
ASTER Early Royal Branching, lavender, purple, rose pink, shell pink and white, each, tr. pk., 40c; $2.25 per oz. All colors mixed, tr. pkt., 40c; $2.00 per oz.
VERBENA, Michell's Mammoth Fancy, blue, pink, scarlet, striped and white, each, tr. pkt., 30c; $1.25 per oz. Mixed colors, tr. pkt., 30c; $1.00 per oz.

Also all other Seasonable Seeds and Supplies.
Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

THE FAVORITE BLUE

DELPHINIUM BELLADONNA SEED

Do you want quality seed saved from selected stock plants, planted far enough apart to produce the best seed, cultivated and hoed with great care, hand-picked as matured from clean, healthy plants. Order now. $35.00 per lb.; $17.50 per ½ lb.; $8.75 per ¼ lb.; $2.25 per oz.

MARTIN KOHANKIE, Painesville, Ohio

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son
PEDRICKTOWN, N. J.

Vaughan's Flower Seeds for Sowing Now.

Extracts from "Florists' January Price List," just issued. Ask For It.

VERBENA—Vaughan's Best Mixture.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.50
Imperial Dwarf, White	.10	.50
Blue Perfection	.10	.60
Little Blue Star, ⅛ oz. 75c	.25	

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.20
Vaughan's Little Gem, extra fine strain, lb., $7.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.15	.80
Queen Victoria, pure white	.15	.80
Venus, apple-blossom pink	.20	
Silver Pink, ⅛ oz., $1.00	.25	
Vaughan's Special Mixture	.20	1.00

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000, $3.50.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh, Lavender. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

We Carry a Most Complete Line of Aster Seeds for Florists.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.60	$0.25
Glory de Chatelaine	.50
Prima Donna, large transparent rose flowers, 1-32 oz., $1.50	.35
Vernon, red-leaved and red-flowered, oz., $3.00, ⅛ oz., 50c	.15
Erfordia, rosy carmine, 1/32 oz., 75c	.25

BELLIS (Daisy).

	Trade Pkt.	Oz.
Mammoth Mixture. ⅛ oz., 60c	$0.25	$4.00
Mammoth, White	.25	4.00
Mammoth, Pink, ⅛ oz., 65c	.25	4.00
Longfellow, dark pink	.20	2.80
Snowball, double white	.20	2.80
Monstrosa, giant double white, ⅛ oz., 75c	.25	
Monstrosa, giant double pink, ⅛ oz., 60c	.25	
Double Red	.25	
Double Rosy White Quilled	.25	

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	1.60
Dwarf Empress, crimson, ¼ oz., 60c	.25	2.00
Childsii, Chinese Wool Flower, ⅛ oz., 75c	.25	

CENTAUREA, Gymnocarpa	.10	.50
Candidissima	.25	1.80
COBAENA, Scandens, Purple	.10	.35
Scandens Flore Alba, White	.15	.80
COLEUS, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
CYPERUS, Alternifolius, Umbrella	.15	1.00
DRACAENA Indivisa, lb., $3.00	.10	.30
Indivisa Latifolia	.10	.40
Australis	.15	.60
GREVILLEA, Robusta	.15	.60
HELIOTROPE, Mammoth Flowered, mixed, ¼ oz., 45c	.25	1.50
LEMON VERBENA, ¼ oz., 50c	.20	
LANTANA, Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids	.10	.40

LOBELIA.

Bedding Queen, ⅛ oz., 40c	.20	2.50
Crystal Palace Compacta, true, ⅛ oz., 40c	.20	
Speciosa, dark flowers and foliage	.15	1.00
Emperor William, ⅛ oz., 35c	.20	
Hamburgia	.25	
Hybrida Sapphire, best for hanging basket, 1/16 oz., 80c	.25	

MIGNONETTE.

True Machet, Vaughan's Selected Stock, ¼ oz. 40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
MYOSOTIS, Vaughan's Early and Late Flowering	.15	1.00

PANSY.

VAUGHAN'S INTERNATIONAL MIXTURE.

The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

VAUGHAN'S GIANT MIXTURE.

Oz., $5.00; ¼ oz., $1.25; ⅛ oz., 75c; Trade Pkt., 25c.

See Catalogue for list of separate varieties.

PETUNIAS.

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice. Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $4.00.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.60	$0.25
Fringed, mixed extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $1.80	.25
Triumph of the Giants, 1/32 oz., $1.50	.50
Balcony Queen. Rich velvety violet with white blotches	.50

Vaughan's Best Mixture of Large-Flowering Single Petunias. Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium Aureum, Golden Feather	$0.10	$0.40

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	2.25
Fireball	.35	3.00
Zurich	.35	3.40
Maroon Prince, rich plum purple	.25	2.40

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above ⅛ oz., 35c.	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again. Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25	
THUNBERGIA, mixed	.15	.60
TORENIA Fournieri Grandiflora, ⅛ oz., 40c	.10	

SWEET PEAS.

Write for special list, just issued.

VINCA.

Vinca Rosea. Mixed	.10	.60
Rosea, pink	.10	.60
Rosea Fl. Alba Oculata	.10	.60
Rosea Alba Pura, pure white	.10	.60
Resea Delicata, delicate pink	.15	.80

VERBENA.

(See cut above.)

Mammoth, Mixed	.10	.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Aurora Borealis. Fiery red	.25	2.00
Commandant Marchand, purple	.25	2.00
Defiance. Brilliant scarlet, true	.10	.80
Firefly. Scarlet, white eye	.15	1.40
Lucifer, Improved Defiance, ¼ oz., 80c	.50	
a new giant strain in which red shades with white eye predominate	.25	2.00
Auricula-Flowered, mixed	.10	.80
Mayflower. Beautiful pink	.15	1.00

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.

Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

Our Trade Packets Contain Double the Quantities of Most Dealers. Four Complete Catalogues Annually. We Want Your Card for Our Mailing List. Mail It Today.

10% cash discount on flower seeds if cash is enclosed except Asparagus and Cyclamen; discount on these is 2%.

Vaughan's Seed Store, 43 Barclay Street, NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Geraniums

Nutt, strong 2-in., per 100	$2.00
Viaud, strong 2-in., per 100	2.00
Ricard, strong 2-in., per 100	2.00
Dracaena Indivisa, good thrifty stock for growing on, 2-in., per 100	2.00

ELMER RAWLINGS, Allegany, N. Y.

Robert Craig Co...

High Class PALMS and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

BULLETIN No. 281, issued by the Ohio agricultural experiment station, Wooster, gives the results of soil experiments with tomatoes, cucumbers and lettuce.

RAINS have been of wonderful benefit to winter truck in South Texas. If cars can be obtained, the shipments of produce to market during the next few weeks will be the heaviest for several years.

THE California agricultural experiment station, Berkeley, has issued Bulletin No. 303, entitled "Grape Syrup," a product that would save about 250,000 tons of wine and table grapes that cannot be used in the usual way next season.

Prices of Indoor Fruits and Vegetables

Chicago, January 14.—Cucumbers, 2-dozen box, $3.50 to $5.00; celery, crate, $1.75 to $2.00; head lettuce, crate, $4.50 to $5.00; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $3.00 to $5.00.

New York, January 13.—Celery (state), per bunch, 50 cents to $1.00; cucumbers, 75 cents to $2.00 per dozen; mushrooms, 75 cents to $2.00 per basket; tomatoes, per pound, 12 to 30 cents; lettuce, per package, $2.50 to $4.50; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period January 7-14, indicate prices generally higher with increase in volume of shipments as compared with the previous week. Potato prices showed an advance of from 10 to 30 cents in consuming markets, but weakened at the end of the period owing to accumulated supplies at some points. Carlots of New York, Michigan and Wisconsin whites advanced 25 cents, reaching $2-$2.25 per 100 pounds at Chicago, but weakened to $2-$2.10. Other carlot markets made similar gains. Eastern and western sacked yellow onions advanced 20 to 50 cents, reaching an equivalent range of $1.75-$2.25 in consuming markets. New York yellow and red stock reached $1.50-$1.85 at shipping points in producing sections, closing strong. In cabbage, New York Danish Seed advanced $3 in shipping sections, closing at $25-$30 per ton bulk. Holland Seed stock sold at $28-$32 f. o. b. and reached a top of $40 at Chicago, but closed the week at $35. Golden Heart celery continued to advance, reaching $1-$1.15 in northern producing sections and 75-90 cents in the south. Prices in consuming markets also averaged higher, ranging $8.50-$13.75 per crate, but showed a weaker tone at the close. New York Golden Heart advanced about $1 in consuming markets, reaching $6-$12.

Adaptation of Vegetables.

The Massachusetts Horticultural Society's winter course of lectures opened January 11 at Horticultural hall, Boston, with an address on "Varietal Adaptation of Culinary Vegetables to Local Conditions" by Dr. W. W. Tracy, superintendent of the testing gardens of the Bureau of Plant Industry, Department of Agriculture, Washington, D. C. Dr. Tracy said in part:

"My study and work for over 50 years have been devoted to seed breeding and growing, and I have carefully examined and watched the growth of thousands of samples of varieties of vegetables and flowers grown from the same original stock, but under different climatic and soil conditions, and selected by different people. I have inspected hundreds of crops grown from seed in different locations from Maine to California and thus have had abundant opportunity to notice differences in strains grown in this country or Europe from the same original stock but under different conditions of soil and climate, which had resulted in the development, without crossing or even careful selection, but simply as the result of differing soil and climatic conditions of very distinct strains, each adapted to certain cultural conditions or consumers' requirements and often as well worthy of being distinguished by distinct varietal name as those already found in seedsmen's catalogues.

Dr. W. W. Tracy.

Bureau of Plant Industry, United States Department of Agriculture, Washington, D. C.

"Through this experience, it has become the conviction of my later years, that every individual seed carries the same sort of potentiality and limitation of development as an egg or a new born rabbit. When we hatch the hen's egg under a duck, the chick will not take to the water though the duck and the rest of the brood do so and leave it alone on the shore. Nor can we by putting a still blind young rabbit to nurse with a litter of pups, teach it to bark.

SEEDS FIXED IN CHARACTER.

Every seed is made up of a certain balanced sum of ancestral influences and fixed in character beyond the possibility of change by growth conditions before it left the parent plant. There are often distinct differences in the varietal character of seeds from individual plants of the same breeding as well as in the yield of seeds in different locations. Although the varietal character of every seed is fixed at its maturity, it is sometimes modified by climatic and other conditions while developing, and in some cases such modifications are transmitted to succeeding generations, so it is sometimes the case that local-grown seed will give a different return from that matured under other conditions, and not infrequently seed grown in one's own garden will give better returns than that grown elsewhere.

"The social conditions and ways of modern life have changed the general aims and practice of seed growing. Formerly the housewife looked each morning to her garden or called upon some nearby market gardener for her day's supply of vegetables, and table quality was of greater importance than appearance. Now, the cook orders what she may need from the gardener, or the market, and low cost and appearance are of the greatest importance. Then, the greatest interest was taken in the saving of seed from the best plants and the development or possession of a superior strain was a matter of family pride. Many of the best strains had been in the possession of certain families for many years. Now, both home and market gardeners look to the seedsmen for their supply and yield and shipping quality, and last, but by no means least, the price at which it is offered, determines the stock used.

SELECTION AND BREEDING.

"Different species and varieties, and even individuals, of both animals and plants, differ greatly in the extent to which variety of form or habit of growth occurs naturally or can be secured by cultivation and breeding. Selection and breeding have given us less than a dozen but slightly different varieties of parsnip compared with scores of distinct sorts of carrots and beets, differing in size, form, color and adaptation to certain uses.

"Although the varietal character of a seed is fixed at maturity, its development may, in some cases be modified by the climatic and other conditions in which it was matured, and it is often possible to secure local-grown strains of seed which will give better returns when planted in that vicinity than can be secured from stock equally well grown elsewhere. I think the greatest possible betterment in vegetable growing is through its greater varietal uniformity and adaptation to local conditions. I have been impressed with the uniformity of varietal character seen in some of the houses of lettuce in this vicinity, and have been told that they were from home grown and selected stock seed, and I believe that was the most important feature of their success.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

POOR SEEDERS DISAPPEAR FROM USE.

"Again, I think I can say, without exaggeration, that in the aggregate, though varying somewhat in different vegetables, fully 10 per cent of the very best and most useful varieties I have ever known have never come into general use, or have disappeared and are no longer obtainable because, though heavy producers of market products or of superior quality, they were such poor seeders that seed could not be profitably handled by the seedsmen at the prices paid for most sorts. We think that the demand of gardeners for uniform prices for standard varieties, with cut rates in years of overproduction, is one of the most unfortunate conditions in the trade, and we hope that the high prices asked and paid last year for some species may lead to a change in this respect.

HOW TO SAVE SEED.

"The home-growing and saving of seed of garden vegetables is quite practical and by no means as difficult as is commonly supposed. The principal requisite is a wise choice of superlative plants and the thorough curing of the seed before storing. The way to accomplish this varies in different species. With peas and beans, selected plants should remain in place as long as possible without serious loss from shattering, then, while still damp from dew, should be gathered and stored where there is good circulation of air until the seed is perfectly dry, when it may be thrashed out and stored in muslin bags.

"In saving seed of sweet corn, as early as the probable character of the grain can be determined, strip down the husks on one side sufficiently to enable you to make a selection; turn back the husks and hold them in place by a rubber band. Mark the selected ears by covering them with a paper bag, which will also save them from the sparrows. Allow the plants to stand in place until there is danger of a killing frost, then cut the stalks, store under shelter until thoroughly dry and save either on the ear or shelled, in paper bags.

"In saving seed of tomato, pepper, eggplant, cucumber, melon and squash, selected fruits should be left on the vine without their becoming so soft as to be disagreeable to handle, or being exposed to even a light frost. Then opened, the seed scraped out with as little of the pulp as possible and allowed to sour and ferment from one to four days, when the seed should be washed, using plenty of water and repeatedly pouring it off until seed is perfectly clean, when it should be spread out not over two grains deep until perfectly dry, when it may be stored in muslin bags and kept in an airy place.

"Selected plants of lettuce should be allowed to stand in place until there is danger of serious loss from shattering, then each plant covered with a large inverted paper bag, the lower end tied about the plant so as to save the early matured seed which drops, and allow to stand until most of the seed is matured, when the plants, still enclosed in the sacks, may be cut and stored in any place until thoroughly dry, when the seed may be winnowed clean and stored."

CARNATION CUTTINGS—Ready Now.

PINK	100	1000
Cottage Maid	$4.00	$35.00
Miss Theo. True rose pink	4.00	35.00
Mrs. C. W. Ward. True rose pink	4.00	35.00
Enchantress Supreme	4.50	37.50
Pink Delight	5.00	45.00
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00

RED	100	1000
Aviator	$4.00	$35.00
Nebraska	4.00	35.00
Beacon	4.00	35.00
WHITE		
White Benora	7.50	65.00
Crystal White	6.00	50.00
Matchless	4.00	32.50
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	4.50	37.50
VARIEGATED.		
Benora	5.00	40.00

C. U. LIGGIT, Office: 325 Bulletin Building. **Philadelphia, Pa.**

Mention the American Florist when writing

ROSE STOCK

Be independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., New York, N. Y.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Kentia Belmoreana

75,000 2¼-in. pots, good clean stock, $10.00 per 100. Cash with order.

LOUIS HANSEN

176 Paterson Turnpike, NORTH BERGEN, N. J.

Mention the American Florist when writing

Winter Stock

Write for List of Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, page 612. Correspondence solicited.

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

OF THE

United States and Canada

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

A. H. HILL, of the D. Hill Nursery Co., Dundee, Ill., is scheduled to deliver an address on the "Culture of Conifers" before the Massachusetts Horticultural Society at Boston, January 18.

National Asssociation of Gardeners.

CONFERENCE AT PITTSBURGH.

A gardeners' conference will be held under the auspices of the Pittsburgh district members of the National Association of Gardeners at the Hotel Chatham, Pittsburgh, Pa., Thursday evening, January 30. Following a reception from 6 p. m. to 6:30 p. m., David Fraser, a director of the national association, will introduce the speakers of the evening, who will include Robert Weeks, of Cleveland, O., president of the association; M. C. Ebel, of Madison, N. J., secretary; William Falconer and Neil McCallum of Pittsburgh. A general discussion of the problems confronting the gardener and his profession will follow the speakers. Gardeners and all interested in the profession of gardening will be welcomed.

A supper will be served at the conclusion of the business session. David Fraser, of Pittsburgh, is chairman, and John Barnet, of Sewickley, Pa., is secretary of the conference committee.

An executive meeting of the trustees and board of directors of the association has been called by President Weeks to meet at the Hotel Chatham, Pittsburgh, at 3 o'clock on the afternoon of January 30. A special invitation is extended by the gardeners of Pittsburgh and vicinity to the officials attending the executive session to attend the conference.

Viburnums.

The viburnums, of which the old-fashioned garden snowball and the black-haw of the roadside are the two best known examples, number in all somewhat over 100 species growing in North America, Europe, Asia and northern Africa, according to W. E. Bontrager in the Monthly Bulletin of the Ohio agricultural experiment station. Like many other good things, the value of viburnums in lawn plantings has never been properly recognized. Even in the better planned parks and cemeteries in the state they are noticeably scarce. Most shrubs display their full ornamental and landscape value only when the outline of the individual plant is merged in the mass, and this is especially true of viburnums.

Few shrubs yield richer results in the group than such species of viburnum as lantana, dentatum, prunifolium, cassinoides, acerifolium, and tomentosum (the Japanese snowball). The last named has blooms almost identical with the common snowball and is one of the most strikingly handsome flowering shrubs in cultivation, somewhat difficult to transplant, but after becoming established is long-lived and thoroughly satisfactory. V. lantana, which is called the wayfaring tree in Europe, is a rather large shrub which grows better in this country than most trees and shrubs from Europe. Viburnum lentago, the sheep berry, is an exceedingly fruitful species whose black berries when thoroughly ripened after frost are considered quite palatable by some. V. prunifolium, better known as the black-haw, is a choice native bush that ought always to be used in naturalistic, semiwild plantings. It is a first-class companion plant for the flowering dogwood and the red bud. V. cassinoides, the withe-rod, which the northern states, bears showy pink berries and glossy green leathery leaves that take on a fine autumn coloring. The maple-leaved variety, V. acerifolium, is a low shrub which has has its nome in low, moist lands of a unique value on account of its shade resisting properties, and hence is one of the best to use as an underplanting. V. tomentosum is the fertile form of the Japan snowball (V. plicatum) and while valuable for grouping with the Japan snowball is less showy in flower. All these viburnums, including the very largest ones, may be restricted to a height of six to eight feet by a light, occasional pruning.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsman should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

Rochester, N. Y.

SLOW DEMAND FOLLOWS HOLIDAYS.

Following the holiday rush, business has taken on a rather dull tone, although funeral orders have been fairly numerous. Cut flowers are very scarce with roses higher in price than they have been for many years. The carnation supply is also limited and the quality is poor but they bring good returns. Narcissi, freesias and violets are among the plentiful offerings. A few single daffodils have begun to arrive. Pot tulips and hyacinths have made their appearance during the week. There is a strong demand for flowering plants, but there is a meager supply.

NOTES.

George T. Boucher had an unusual window display representing a prairie scene, with the typical horse-drawn "schooner" and a herd of miniature buffalo. Mrs. Alma Keyes is now a member of the store force.

Charles Hoyt has returned from training camp and Mrs. Hoyt has resigned her position with J. B. Keller Sons. The newlyweds have gone to housekeeping.

Thomas J. Sullivan has returned from Montrose, Scotland, where he has been serving with the United States air forces, and is now with Geo. B. Hart.

The Rosery Flower Shop did a big holiday business. Pussy willows grown at Oswego were featured during the week.

Wallace Eiss, of the Wm. F. Kasting Co., Buffalo, N. Y., was a visitor, January 9. CHESTER.

COLORADO SPRINGS, COLO.—With prices showing a slight increase over those asked last year, the 1918 Christmas demand gained from 15 to 20 per cent in volume of sales. Cut flowers were in limited supply, no bulbous stock offered, and the quality generally was better than in former years. Calendulas enjoyed a heavy demand. Plants showed fine quality, but the call did not go over the average, according to the Pikes Peak Floral Co.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $1.50.

American Florist Co.

440 S. Dearborn St., Chicago

VIBURNUM PLICATUM

Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.

ABUTILONS.

Abutilon, Daybreak, Salmon pink, 2¼-in., $5.00 per 100. Storrs & Harrison Co., Painesville, O.

ASPARAGUS.

Asparagus Sprengeri, 2½-in., $3.50 per 100; heavy field grown in 5-in. pots, $18.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

BEGONIAS.

Begonia Vernon, 2-in., $2.50 per 100, $22.50 per 1,000; 3-in., $3.50 per 100, $30 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum. Put in cold storage free from frost and now reinspected. 7-9-in., (300 bulbs to case), $22.00 per case. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage giganteum, sound and dormant. 7-9-in. (300 per case), $22.50 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadeulphia, Pa.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

Bulbs. Cold storage giganteum, 9 to 10-in. (200 to case), $35.00 per case. A. Henderson & Co., 211 N. State St., Chicago.

CANNAS.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$3.50	$35.00
Matchless	3.50	32.00
Enchantress	3.50	32.00
Alice	3.50	30.00
Ward	3.50	32.00
Roper	3.50	32.00
Nebraska	4.00	35.00
Thenanthos	3.50	32.00
Victory	3.50	32.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

Carnation Cuttings. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COCOS.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus Brilliancy, 2-in., $3.00 per 100, $30.00 per 1,000; 3-in., $4.00 per 100, $35.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Coleus. 10 market varieties, 2¼-in., ready after January 1st., $3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

FERNS. Boston, heavy plants from 5-in. pots, $4.50 per dozen, $35 per 100. Extra heavy 6-in., $6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., $1.00; 9-in., $1.50 each. Whitmanii, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Whitmanii, 5-in., 50c each, $6.00 per doz.; 6-in., 75c each, $9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston, 2¼-in., $6.00 per 100; 3-in., $10.00 per 100. The Storrs & Harrison Co., Painesville, O.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums. S. A. Nutt, 3-in., early summer propagated, topped back and branching, $4.00 per 100. Ivy-leaved and scented, 2-in., $2.75 per 100, $25.00 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GALAX.

Galax, ferns and leucothoe. Good quality stock. For prices see display advertisement elsewhere in this issue. T. J. Kay & Co., Elk Park, N. C.

GLADIOLUS.

Gladiolus. Especially selected for forcing under glass. America, Augusta, Mrs. Francis King, Halley, $20 per 1,000; Chicago White, $25 per 1,000; Panama, $30 per 1,000; Schwaben, $37 per 1,000; Mrs. Frank Pendleton, $45 per 1,000; Europa, $60 per 1,000; Myrtle (True), $75 per 1,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. E. A. Beavan, Evergreen, Ala.

IVIES.

English Ivy, 4-inch, $15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2¼-in., $1.25 per dozen; 5-in., made-up, $9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

Kentia Belmoreana, 75,000; good, clean stock, 2¼-in., $10.00 per 100. Cash with order. Louis Hansen, 176 Paterson Turnpike, North Bergen, N. J.

Kentia Belmoreana, 6-in., $1.00 each; 5-in., 75c each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

LANTANAS.

Lantanas, Weeping, 2½-in., $4.00 per 100. The Storrs & Harrison Co., Painesville, O.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

MANETTI

Manettia Bi color, (Manettia vine), 2¼-in., $4.00 per 100. The Storrs & Harrison Co., Painesville, O.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsetti. Nice bushy plants for Christmas baskets or boxes. 4-inch, $10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

ROSES.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Bench grown, ready for immediate shipment. American Beauty, $16 per 100, $150 per 1,000. Richmond, $10 per 100; $90 per 1,000.
A. Henderson & Co., 211 N. State St., Chicago.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

Seeds. New scarlet sage, America or Globe of Fire. 50c per trade packet; $4.00 per oz. Superb large flowering petunias, 500 seeds, 75c; 1,000 seeds, $1.50; trade packet, 50c. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Delphinium, Belladonna, the favorite blue. Hand-picked from clean, halthy plants. $35 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz. Martin Kohankie, Painesville, O.

Seeds. New crop flower. Aster and Verbena. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Burpee's Seeds Grow. Write for Burpee's Annual, 1919 edition, containing complete descriptions of all varieties listed. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Flower for early sowing. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seed. Radish: Northern Michigan grown. Write for contract prices. Lou S. Darling Seed Co., Petoskey, Mich.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Winter Stocks. Write for list of soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

VINCAS.

Vinca variegated; splendid four-inch, grown cool place. $10.00 per 100. Cash, please. KLEIN'S GREENHOUSES, Spirit Lake, Ia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Augermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A. Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CAN SHIP ANY SIZE AT ONCE

Telephone or Telegraph Order at Our Expense.

KROESCHELL BROS. CO., 452 W. Erie Street, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Mention the American Florist when writing

Omaha, Neb.

THREE MONTHS OF UNUSUAL ACTIVITY.

Business in this city during the past three months showed an increase of from 25 to 50 per cent compared with the corresponding period of the preceding year, deaths resulting from the influenza epidemic being an important factor, with good trade at Thanksgiving and remarkable activity at Christmas, purchases being made freely at prices asked. Consequently it will take three weeks or a month for production to become normal. During the holiday rush all stocks cleaned up at prices never before heard of and some of the trade are pessimistic as to whether the figures during the past three months can be maintained for any length of time. Florists have long feared to raise the price of their product, regardless of the fact that cost of operation, etc., has doubled, but the few pioneers who took action found that the public paid the advance cheerfully. During the Christmas period, carnations sold at $3 per dozen, while in former years they were offered at $1.50 and $2. This year American Beauties ranged from $24 to $36 per dozen.

STATE FLORISTS' MEETING IN DOUBT.

Whether the state florists' association will hold a meeting this winter, as previously arranged, seems to be at present somewhat in doubt, due to the influenza epidemic, which has a tendency to discourage large gatherings. Local florists are now seeking information of C. H. Frey of Lincoln, president of the association, as to whether the organization will convene in January as usual.

A. E. L.

Waco, Tex.

T. J. Wolfe, the well-known florist of this city, reports that conditions for the trade throughout the state look very promising. The most beneficial rains have fallen since 1913, and if one good crop results, everything will be satisfactory. Due to the drought last season, chrysanthemums were not up to standard, but prices on what were produced more than surpassed those of previous years and florists of the state should feel grateful for the business they have had. The influenza epidemic, while to be deplored, brought a lively demand.

Among the recent deaths in this city, none is more regretted than that of W. W. Seley, a prominent banker and an honorary life member of the state florists' association, extended mention of which is made in our obituary column this week.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS

A. H. HEWS & CO., INC.
Cambridge, Mass.

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST –
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
⅝-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

George Keller Pottery Co.
SUCCESSOR TO
GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for price!
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

LOGAN POTS
ARE BEST BY TEST
Write us for Catalog and Discounts.
The Logan Pottery Co.,
LOGAN, OHIO.

Mention the American Florist when writing

Split Carnations
Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

THOMSON'S
VINE, PLANT & VEGETABLE
MANURE
FAMOUS FOR OVER 30 YEARS
Ensures success in your garden: so compounded from the finest ingredients procurable as to combine STIMULATING with LASTING effects, and produces in every crop vigorous, healthy and fruitful growth.
The direct result of LONG PRACTICAL experience in gardening.
Used by Amateur and Professional Gardeners the world over.
ALSO
THOMSON'S SPECIAL
CHRYSANTHEMUM
AND TOP DRESSING MANURE.
For Special Terms to American Trade Apply to
SOLE MAKERS
WM. THOMSON & SONS LTD CLOVENFORDS. N.B.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sy. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Index to Advertisers.

Aggeler & Musser Seed Co 31
Alfred Lozier Rosery. 28
Allen J K 22
Alpha Floral Co..... 27
Amer Bulb Co I
Amling E C Co..... 19
Anderson S A..... 28
Angermueller G H Co..... 20
Aphine Mfg Co..... 42
Astoria Florist 26
Avenue Floral Co... 28
Baer Julius..... 27
Barnard W W Co.... 33
Bassett & Washburn. 12
Baumer Aug R..... 29
Baur Window Glass. Co..... IV
Bayersdorfer H & Co. 21
Beaven E A..... 19
Begerow's..... 26
Berger Bros..... 20
Berning H G..... 20
Bodger J & Sons Co . 31
Boland J B..... 29
Bolgiano J & Son.... 34
Bramley & Son..... 29
Braslan Seed Growers Co..... 30
Breitmeyer's J Sons.. 26
Briggs Floral Co.... 28
Broadway Florist. . 27
Brown A J Seed Co.. 30
Brown Bag Filling Machine Co 34
Bryan Alonzo J..... 37
Buchbinder Bros....III
Buckbee H W..... 28
Budlong J A..... 18
Burpee W A Co..... 31
Caldwell The Woodsman Co.... 19
California Florists... 27
Central Floral Co... 29
Chicago Feed & Fertilizer Co..... 44
Chicago Flower Growers Assn..... 18
Clark E B Seed Co.. 34
Clarke's Sons D..... 28
Clay & Son.....III
Coan J J..... 23
Conard & Jones Co.. 38
Cooke Geo H..... 29
Cottage Gardens Nurs Inc..... 38
Cowee W J.....III
Coy H C Seed Co.... 34
Craig Robt Co..... 35
Danker Fred A 28
Dards Chas..... 26
Darling L S Seed Co. 34
Dietsch A & Co.....IV
Dominion Floral Co. 26
Donaghue Alfred... 26
Dorner F & Sons Co. 35
Drakos Co..... 25
Dreer H A.....33 43 44
Duluth Floral Co.... 28
Dunlop John H..... 26
Eble Charles. 25
Edwards Fold Box..III
Erne & Co..... 18
Excell Laboratories. II
Eyres H G..... 25
Fallon Florist..... 25
Fexy D..... 23
Fish Henry Seed Co.. 34
Foerster Co'Joseph.. 18
Foley Greenhouse Mfg Co.....III
Ford M C..... 23
Ford William P..... 23
Fox J M & Son Inc.. 27
Frauenfelder C ... 28
Freeman Mrs J B.... 27
Frey C H..... 28
Frey & Frey 28
Friedman 29
Froment H E. 23
Futterman Bros..... 22
Galvin Thos F..... 27
Garland Mfg Co.....IV
Gasser J M Co..... 26
Giblin & Co III
Gnatt The Ove Co... 10
Godineau R & M ... 34
Goldstein I..... 23
Gorham Printery Inc.III
Grakelow Chas H.... 26
Grand Rpids Flo Co. 28
Grossberg-Tyler-Finnermann Co.... 14
Grimm & Gorly..... 29
Gude Bros..... 25
Habermehls Sons J J. 25
Hansen Louis..... 37
Hardesty & Co..... 27
Hart George B..... 23
Hart Henry..... 25
Haven Seed Co The. 33
Heacock Jos Co..... 37
Heinl John G & Son. 28
Henderson A & Co .. I
Henderson Lewis... 26
Henry Co The John. 19
Henshaw Floral Co. 23
Hentz & Nash..... 22
Herr Albert M..... 37
Hess & Swoboda.... 26
Hession..... 27
Hews & Co A H..... 43
Hill D Nurs Co..... 38
Hoerber Bros..... 19
Hollywood G'rdens. 26
Holm & Olson..... 26
Holton & Hunkel Co. 21
Hort Advertiser..... 44
Hort Trade Journal..III
House of Flowers... 25
Hurff Edgar F..... 34
Hurst & Son 32
Huscroft G. L..... 29
Ickes-Braun Mill Co.IV
Idlewild Greenhs 29
Jahn Hugo..... 26
Jones Percy. 13
Joy Floral Co..... 25
Kasting W F Co..... I
Keller Pottery Co Geo..... 43
Keller Sons J B..... 27
Kelway & Son 33
Kennicott Bros Co.. 14
Kervan Co The..... 23
Kessler Wm..... 23
Kohankie Martin.... 34
Kottmiller A..... 25
Kroeschell Bros Co.. 43
Kruchten John..... 19
Kuehn C A 21
Kuhl Geo A..... 37
Landreth Seed Co... 33
Lang Flo & Nur Co. 28
Lange A..... 25
Leborius J J..... 27
Leikens..... 29
Leonard Seed Co.... 31
Levyl Jos J..... 22
Liggit C U..... 37
Littlefield Florist ... 23
Lockland Lum Co...IV
Logan Pottery Co... 43
London Flow'r Shop. 29
Long Island Flo Co. 25
Louis Simon Freres & Co..... 31
Louise Flower Shop. 27
McCallum Co..... 21
McGill R C & Co.... 32
McHutchison & Co.. 37
McKenney 28
Mackie William..... 23
Malandre Bros..... 28
Matthews the Flo'st. 27
Matthewson J E..... 25
May & Co L L..... 29
Meconi Paul..... 23
Metairie Ridge Nursery..... 28
Meyer A..... 29
Michell Henry F Co 34
Miller Floral Co..... 28
Miller & Musser..... 19
Moninger J C Co .. .IV
Murray Samuel..... 29
Nat'l Florists' Board of Trade.....IV
Neidinger Jos G Co... 30
Newell A..... 28
N Y Cut Flower Ex.. 23
N Y Floral Co..... 29
Nicotine Mfg Co..... 43
Niessen Leo Co.... 20
North Shore Flo Co 25
Okmulgee Window Glass Co.....III
Orchid Florists 28
Palmer W J & Son.. 27
Pappas D J..... 29
Pappas Nicholas G.. 22
Park Floral Co 27
Peacock Dahlia Fr.. 38
Pearson E W..... 28
Pedrick G R & Son.. 34
Penn The Florist.... 29
Peters & Reed Poty.. 43
Philadelphia Wholesale Floral Ex..... 21
Philips Bros..... 28
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co..... 30
Pikes Peak Flo Co... 28
Pillsbury I L..... 43
Pittsburg Cut Flo Co. 20
Podesta & Baldocchi. 29
Poehlmann Bros Co. 11
Pollworth C C Co... 21
Polykranas Geo J.... 23
Potter Floral Co.... 25
Pressing Seed Co W C.. 30
Pulverized Manure Co The..... . 42
Pyfer A T & Co..... 15
Raedlein Basket Co.. 24
Randall A L Co..... 19
Randall's Flow Shop. 29
Randolph & McClements..... 28
Rawlings Elmer..... 35
Ray T J & Co..... 17
Ready Reference.... 39
Reed & Keller... ..III
Regan Ptg House....III
Reid Edw..... 20
Reinberg Geo..... 19
Reinberg Peter..... 13
Rice Bros..... 21
Rice Jerome B Seed Co..... 31
Riedel & Meyer..... 23
Robinson J C Seed Co. 33
Rock Wm L Flwr Co.. 28
Rodgers J W..... 25
Rohnert Waldo . 34
Rosery The Flor'l Co 29
Routzahn Seed Co .. 34
Rusch G & Co..... 21
Saake O C... 25
Salzer Seed Co..... 29
Sceery Edward..... 27
Schiller the Florist.. 27
Schillo A Lum Co ...IV
Schlatter W & Son 27 44
Schmidt Chas L..... 29
Schwake Chas & Co. 22
Shaffer Geo C 29
Sharp Partridge & Co. 44
Sheppard H W..... 29
Sheridan Walter F.. 23
Siebrecht George C. 23
Simon & Son I N.... 33
Situation & Wants... 9
Skidelsky S S & Co.. I
Smith A W & Co.... 26
Smith & Co E D..... 37
Smith & Fetters Co . 28
Smith Henry..... 28
Storrs & Harrison... 44
Stumpp G E. M..... 27
Takeuchi Bros.... .III
Thomson Wm & Sons..... 43
Thorburn J M & Co . 32
Tonner O A & L A.. 13
Totty Chas H 37
Traendly & Schenck. 23
Trepel Jos..... 27
Turner Bros..... 43
United Cut Flo Co.. 23
Vaughan A L & Co.. 15
Vaughan's Seed Store 1 32 35
Vick's Sons Jas..... 34
Vincent R Jr & Sons Co..... I
Walker F Co..... .. 25
Weber F H..... . 28
Weidemann H G.... 27
Weiland & Risch ... 19
Weir James..... 25
Western Seed & Irrigation Co..... . 31
Wietor Bros.. 14
Williams Mrs E A. . 29
Wittbold G Co.....24 25
Wolfskill Bros & Morris Goldenson. 25
Woodruff S D & Sons. 34
Yokahama Nurs Co . 31
Young A L & C Co.. 22
Young John & Co... 23
Young & Nugent... . 25
Zech & Mann.... 17 19

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

ULTIMATELY

YOU'LL DEMAND
MAGIC BRAND

When Ordering Fertilizer Of Your Supply House.

WHY NOT DO IT NOW?

CHICAGO FEED & FERTILIZER CO., U. S. YARDS, CHICAGO

Eastern Office
G. G. Green, Jr., Real Est., Trust Bldg. Philadelphia, Pa.

Mention the American Florist when writing

Before

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

After

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do busines with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00. As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, JANUARY 25, 1919.** **No. 1599**

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Annual meeting and exhibition, Cleveland, O., January 29-30, 1919. CHAS. S. STROUT, Biddeford, Me., President; CARL HAGENBURGER, Mentor, O., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., secretary. Next annual exhibition, June, 1919.

SEEDS FOR SPRING PLANTING.

Plan Now for Season's Needs.

The seedsmen's advertisements in the pages of THE AMERICAN FLORIST, offering the numerous varieties of flower seeds, reminds us that now is the time to get busy with the sowing of the seed of such plants as are needed for spring planting. There ought not to be any further delay in attending to this work, because a very considerable number of the plants raised from seed for bedding purposes are slow of growth after germination, needing all the time from now until early in May to grow into salable stock ready for planting out.. This refers particularly to plants that are wanted to be nicely in bloom when offered for sale. There is still plenty of time before it will be necessary to attend to the sowing of asters, antirrhinums and other stock needed for planting out for summer flowering.

There is no part of the gardener's work that requires to be done with greater pains than that of sowing seed and its care afterwards. Carelessness in the work of sowing and after attention is more often the cause of failure than that of poor seed. Many of the flower seeds are so small that they should not be covered deeply with soil, the only covering needed being just enough finely sifted soil so that the seed is barely covered and cannot be dislodged or scattered about when the boxes have to be watered. This means that they must be watched very closely to prevent any withering up of the seed germ from dryness just as it is starting into action. Other seeds are hard of shell, needing considerable moisture to soften up the bark to enable the life germ to start into growth. The question of temperature also enters largely into the success or failure of raising flowers. Some varieties need a high temperature to germinate, while others germinate readily in one more moderate.

Shallow boxes or pans are best suited for this purpose. The regular seed pans two inches deep are best to use for small quantities of choice small seeds, but for larger lots it is best to use boxes of the same depth, but not too large. Two medium sized flats are better than one extra large one; they can be handled easier, and when set on shelves do not shade the growing plants underneath. For quick action with seeds that need bottom heat to start them a good plan is to fit up a part of the greenhouse bench into sections, so that they can have the necessary heat for their germination.

Drainage and Soil.

It is very important that every box or pan used for seed raising be provided with proper drainage so that the water can pass freely through the soil and not settle to sour it or cause a scum to form on the surface. First, be sure the receptacles are fitted with ample vent holes in the bottom, then place some broken pot shreds or coarse gravel over the holes, and on top of these a thin layer of coarse, fibrous compost. There will then be no danger of anything going wrong with the seed pan from poor drainage.

The best soil for seed raising is a light, open, garden loam, with a liberal amount of clean sand added to it, so as to keep it porous. Avoid using, as much as possible, any soil that contains any great amount of decayed vegetable matter. In preparing the boxes or pans, after the drainage and coarse material has been placed over the bottom, sift the soil through a fine sieve, then fill the boxes up to within one-half inch from the top. Press firmly and evenly, water thoroughly and allow them to stand an hour or two before sowing the seed. Sow thinly, it being

far better to use an extra box or two than to sow thickly, the young seedlings being very apt to dampen when they come up in a thick mass. The covering of the seed is a point where so many fall down. The seed should not be covered any deeper than their own size so far as is possible. Press the covering down firmly, but do not pound. Water carefully at time of sowing, and watch the boxes closely each day to see that they do not get too dry, and on the other hand, do not allow them to become saturated.

Varieties to Sow Now.

A large number of the flowering begonias are used for bedding purposes, especially the gracilis, luminosa and the semperflorens varieties. The seed should be sown now. They are slow to germinate and very slow to get into growth afterwards. They need a bottom heat of 65 to 70 degrees. Our plan with these seed is to sow them in a bench where they get the necessary heat, then as they come up, pot them into two-inch pots, treating them to the same temperature as the seed bed until they have made reasonable growth, when they are transferred to a slightly lower temperature.

Vinca rosea is another plant that is slow to get started from seed. Treated the same as the begonias, they can be grown into nice plants for planting out late in May.

Centaurea, or Dusty Miller also needs all the time from now until May to grow into plants large enough for bedding. Treat the seed the same as advised for begonias.

For Memorial day and summer flowering, pansies sown now are better than the fall sown plants. The best place for the seed is on a shelf in a temperature of 56 degrees. Transplant the seedlings as soon as large enough to handle, and give them plenty of light and air.

If pot plants of verbenas in flower are wanted for sale in May, the seed must be sown now, transplanted into flats, then when large enough, about April 1, potted into two and one-half inch pots. The same quarters as advised for pansies will do for verbenas.

Carnations, marguerites, lobelias, antirrhinums, ageratum, alyssum, celosias, salvias, stocks and all other plants of this character, wanted to be worked up into pots for sale in May, should be sown now and pushed along as they attain growth. Give plenty of air at all times and do not let them suffer from dryness or overwatering.

Seeds of the foregoing or any of the annuals to be grown for sale from flats as seedlings, can be sown about March 1 at the same time as the asters and other stock for outside cutting, but it is none too early to get all the seed needed so that it will be on hand when ready for sowing.

C. W. JOHNSON.

SALT LAKE CITY, UTAH.—This city had a good supply of cut flowers for the Christmas trade. The quality was very good and commanded prices 30 to 40 per cent higher than last year. There was little call for the limited quantity of bulbous stock offered. Large blooming plants were in favor, and sales were good for cyclamens, poinsettias, begonias and ferns. Everything considered, business was very good, according to the Miller Floral Co.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that prices are easing up a trifle, one can stock up and take a chance on a better assortment. What a siege the past month has been; conditions were unprecedented, as nothing approaching such a scarcity of flowers has ever been experienced before. The situation has, however, had its advantages. Methods of careful buying, with an economical handling of stock that was not before thought possible, together with unheard-of prices received for flowers, which were more or less cheerfully paid, opened up the possibilities of the business that brings hope of seeing it placed on a higher plane. In spite of the difficulty of keeping up the stock and greatly increased values, the volume of trade has diminished but little, if any, and in some sections there has been a marked increase. Every measure should be taken to maintain a good portion of this gain in prices, which will encourage every branch of the trade to do business better.

Anders Rasmussen, New Albany, Ind.
President-Elect State Florists' Association of Indiana.

Sweet peas are now coming strong and will soon be at their best. Feature them in small vase baskets or low bowls where they will show to the best advantage. Do not crowd too many together; it bruises the petals, and there is no beauty in a solid mass. They are ideal for a luncheon decoration, work up nicely in sprays, and are one of the best flowers for the corsage.

Calendulas are now in good supply. The best grades of Orange King and Orange Queen are good stock to carry. Fine table decorations and basket effects can be made with these flowers. Orange snapdragons and mignonette work in nicely with the calendulas.

Primula malacoides, with its profusion of lovely pink spikes or whorls of blossoms, is one of the best of the season's pot plants. Cyclamens are also very showy at this time. The addition of a mat cover, with its frayed edges, of a size to fit small or large pots or pans, or a covering of two-toned paper, finishes a plant and gives it a selling value that it would never have in the bare pot. All flowering plants offered in the store should be featured in some such manner.

Always have in stock a well made bronze or green galax wreath or two, also a few bronze magnolia and autumn leaf wreaths, which are then ready at a moment's notice for decorating when there is a funeral call for something in a hurry.

Just a word on the quiet. A number of the wise ones are already inquiring about Easter stock. Indications are that there will be a great scarcity of almost everything except hydrangeas, and the largest wholesale growers, who sell this stock to be forced, are entirely cleaned out. Bulb stock, which is always such a feature of the Easter assortment, will be very scarce. Easter lilies are being eagerly asked for, and when possible, the order given at the future market price.

The use of ornamental foliage in connection with cut flowers, such as cut sprays of crotons, fancy, dwarf ferns of the pteris type and adiantums which, with soil washed off and roots wrapped in moss, can be worked into wreaths and baskets, is fast coming into vogue. Small plants of Pandanus Veitchii, from three to four-inch pots, are also useful. The above material will supplement the meager supply of cut flowers and make very artistic work.

It is none too soon to look up last year's left-over stock of Valentine accessories and rack your brains for something new in this line. While one of the minor flower holidays, it is quite important and always a busy time for those that feature and prepare for it.

Good window pieces are small plant baskets and hampers filled with a variety of foliage, and Primula malacoides, or cyclamens from four-inch pots. These, while not large, can be quite artistic, and will last much longer than cut flowers. They are sure to attract attention and will be found quite salable.

Push the Florists' Telegraph Delivery idea. It will be productive of much good business. The orders you originate in your store to be filled by florists in other cities, are your best card. These increase your trade at home, as well carried out orders of this kind induce other business.

Stumpp's Telegraph Delivery Experience.

G. E. M. Stumpp, prominent New York retailer, says "the Florists' Telegraph Delivery is in its infancy, and there are today chances of making fortunes through the machinery that has been set in motion and kept going largely through the efforts of that livest of wires, Albert Pochelon, Detroit, Mich., secretary of the organization." Mr. Stumpp tells of an advertisement placed by him in the European Herald of Paris and arrangements made with the American Express Company and the Y. M. C. A., making it possible for our soldiers overseas to simply write the card and address, deposit the amount of money they wished to spend, and the flowers were delivered to mother, sweetheart or friend anywhere in the United States or Canada. As it was impossible to send anything else from Europe at that time, the amount of business that came through this channel was beyond all expectations. The national publicity campaign in magazines in which the slogan, "Say

CYPRIPEDIUM INSIGNE.
At the Range of John Burton, Philadelphia, Pa.

it with Flowers" was used, was also a great aid as many of the publications reached the men abroad, while the European Herald called attention to the service, uninterrupted notwithstanding war and its horrors. Being first in this big, new European war field, Mr. Stumpp naturally secured the cream of the business.

Concordia Greenhouses.

One of the show places of Concordia, Kan., and one of the most modern establishments of its kind in that part of the country is that of the Concordia Greenhouses. During the past season a new office building was erected at a cost of $5,000, the interior containing office, salesroom and workshop on the first floor while above is commodious space for the display of baskets, wreaths, etc., and a room than can be used for sleeping quarters. The basement has a storage room for coal in addition to the space occupied by two large boilers. The store interior is faced six feet with rough art brick, the balance plaster which is colored old ivory, making an attractive setting for the floral arrangements. All stock at the range is looking especially fine at present.

PETERSBURG, VA.—While prices were better than in 1917, according to W. S. Young, the volume of Christmas trade was about equal to that of a year ago. The supply of cut flowers was limited, the quality was not as good as in former years and no bulbous flowers were available. Everything in pot plants cleaned up.

Cypripedium Insigne.

While cypripediums, particularly insigne, are not considered very high grade in the orchid family, they are orchids and have a value, and exclusive color shades, which together with their lasting qualities, make them valuable as a cut flower.

One of the largest commercial collections of the insigne is grown by John Burton, Chestnut Hill, Philadelphia, who has several thousand plants, many of them of such size as to fill 12-inch azalea pots. A large crop has been taken from these for the holidays, but not as many as in the past few years, as, for some reason, the plants, although appearing healthy, did not carry more than 15 to 18 flowers, while 25 to 30 have often been counted; and some have borne as high as 40. The accompanying illustration, taken December 17, is of one of the houses filled with cypripediums, from which over half the flowers have been sold.

The natural flowering period of the cypripediums, if grown in ordinary greenhouse temperature, is in February or March. Their best market as a cut flower is, however, at the Christmas holidays, and the growth has to be so ordered as to have the buds set and open during the last of November and up to the first of the year. Mr. Burton's plan is to lower the temperature gradually after the flowers are cut down to 50°; and later to 45° at night. They are then kept on the dry side until March, being given a two months' rest. More heat is then turned on, and as they pick up, additional water. They are potted in sphagnum moss and soft osmundi fibre, on a drainage of broken crocks. The pots are on raised ground beds, remaining there the year round. The glass is shaded with a whitewash or naphthaline during the summer. The sides of the house are removed to admit a draft and keep the plants as cool as possible. About July 1, the new shoots appear mature, although Mr. Burton says, with all his experience, he is not yet able to determine just when a plant can be said to have attained its full growth. During this growing period great care must be taken to see that each plant receives the proper amount of water, some more, others less. The growth so covers the pot that it is hard to tell this without close inspection.

After July 1 water is gradually withheld to harden or ripen the growth or wood. In September, they are started again, given more water and slowly rising temperature, which is increased as necessary to get them in full flower before the holidays. They are repotted as they seem to need larger quarters or are divided to increase the stock. Plants that for one reason or another lose vigor are hard to get into normal condition, being very slow to make new roots, without which there is little or no progress. K.

AKRON, O.—J. Salmon & Son, after a prosperous career of more than 30 years, have discontinued business.

TARRYTOWN, N. Y.—The Tarrytown Horticultural Society has elected the following officers for 1919: Charles R. Russell, president; John Grant, vice-president; Edward W. Neubrand, secretary; John Featherstone, treasurer, and William Jamison, recording secretary.

Rambler Roses for Easter

Among all the growers of rambler roses for the Easter market in this country, there is probably no greater expert, or one who has had a larger or more successful experience than that grand old veteran, Robert Craig, Philadelphia, Pa. He was one of the first to see the possibilities of the Crimson Rambler as an Easter plant when it was introduced some 25 years ago, and grew it by the houseful. After having grown Dorothy Perkins successfully with equal good judgment, he later saw in that sterling variety, Tausendschon, a novelty of great merit, and was the first to grow it in quantity.

A visit to the greenhouses at Norwood, Pa., the middle of January, found him surveying a large house of roses, comprising ramblers, baby ramblers and Magna Charta, which were being staked and trained into the many forms in which they are grown. When asked for the secret of his success, he said there is no secret about growing roses. Of course, one must have a knowledge of soils, temperature, watering and a practical experience, gained both by failure and success. Many books and treatises have been written on this subject, which are excellent for the novice, but without any actual experience these instructions cannot at first be carried out with any great measure of success.

The Craig stock is all grown outside in the field and left to be two, three and four years old. This season it was lifted the last week in November, partly pruned, potted and placed on tables in the houses with a temperature at first of 40°. The plants were laid on their sides and kept well syringed, which is done several times a day to keep the wood plump. Their position prevented the pots from becoming too wet, and also encouraged the bottom shoots to break. After the Christmas rush, they were staked and trained to the various forms, being seen in pyramids, globes, umbrellas, baskets, fans and to single stakes. The stakes used are bamboo, dyed green. The umbrellas and baskets are trained to forms made of wire, painted green. The tying is with raffia, dyed green. The four-year-old plants take 9 to 10-inch pots, and 10 to 12-inch tubs are used for large pyramids, globes and umbrellas. The two to three-year olds are planted in six to eight inch pots, making natural grown and smaller pyramids.

As they begin to show good root action, and the buds break nicely, they are stood up straight, and the temperature is gradually increased up to 65° at night, which is about as high a forcing night temperature as is safe. Care must be taken to avoid sudden changes in temperature, which should be kept as regular as possible. Watering is important, as when the bud setting period is at hand they must never suffer for water or be allowed to get thoroughly dry, as the buds will be affected or scorched and fail to open.

Fumigation is with nico-fume, which is used by being diluted about half with lime water and brushed on cold steam pipes, which, when the steam is turned on, evaportates the fumes into the house. This is done about once a week.

If possible, the plants should be ready the week previous to Easter week and the temperature lowered to harden them off. This also brightens the color. All the pink varieties, if brought into flower in strong heat, will open light in color. When half the flowers are open, the plants, if placed in a cool house, will slowly open, the remaining flowers of a much darker color. With two shades of pink in the same plant, the beauty is greatly enhanced.

The varieties grown here are Tausendschon, Hiawatha, Dorothy Perkins and Excelsa. The two latter are later than Tausendschon and require an early start, particularly when the holiday comes the last of March or the first week in April. They are also best for a late Easter when, during the hot spells which often occur about the middle of April, they hold their flowers much better than the earlier sorts.

The Baby Rambler type are also grown in quantity. Baby Tausendschon, Orleans, a strong grower that makes large clusters of bloom; Ernest Techendorf, a good dark color; also Ellen Paulson, a good pink, which holds its flowers well and is one of the best of this type. At all times, and particularly after they become well covered with leaves, they are given all the room possible to induce a good showing of buds at the bottom and sides of the plant.

Pompon Seedling Chrysanthemums.

The Result of Crossing Baby with Other Pompon Varieties, by Elmer D. Smith & Co., Adrian, Mich.

In speaking of the old way of fumigating with tobacco stems, Mr. Craig said that these used to be had in quantity for the hauling, but that now they are held at $21 per ton.

There are many interesting things to see at this large place, where plants are grown on such a large scale, 140,000 cyclamen seedlings being one of the features. Great numbers of flats contain plants with four leaves, which is a condition well advanced for middle of January. The seed for these had been sown in August and the flats kept on pipe shelves up near the glass. They were stocky little plants, ready now for two and a half inch pots. Forty thousand leaf cuttings of Cincinnati and Mrs. Peterson begonias were wonderfully vigorous with a fine bunch of roots and a circle of breaks at the base of each leaf stem. There was not a bad leaf in the whole lot, which were being potted off as they got the time. Dracæna Massangeana was another quantity plant which was grown in batches of 10,000. It was all sold as fast as finished in small pots, there being a great demand since the European supply had been cut off. Other varieties are also grown in large quantities, for sale as young stock to the trade to be grown on, or finished here into the larger salable sizes for retail stores.

Chrysanthemum Novelties of 1918.

Among the chrysanthemum favorites of the 1918 season worthy of mention, were a number introduced by Elmer D. Smith & Co., Adrian, Mich., illustrations of several of which are presented herewith. A collection of seedlings, the result of work started a few years ago, and made by crossing Baby with other pompon varieties, made an excellent showing and about 25 more sorts will be tested out during the coming season.

Among the 1918 commercial novelties were Sun Glow, an early bright yellow of the Major Bonnaffon type, which matured October 25; Loyalty, a naturally late-flowering, bright yellow which produced a uniform crop about November 20 from buds selected September 15-25, and Victory, a pure glistening white, with a decided waxy luster, which matured November 15 and later.

Among the exhibition varieties were Cheyenne, a strong growing Japanese with fine stem and foliage, also good as a commercial sort. The color is quite distinct, being chamois or nearer an Indian tanned buckskin. It matured November 1 and later. Titanic, as its name implies, is very large, even surpassing Odessa and William Turner in this respect, a good white which matured early in November.

Elmer D. Smith & Co. report the 1918 trade very satisfactory with all indications for the coming year most promising.

National Publicity for Flowers.

Our promotion bureau is daily in receipt of letters from subscribers to the campaign fund highly commending the work of the committees. Wm. L. Rock, of the William L. Rock Flower Co., Kansas City, Mo., a letter from whom was recently published in these notes, writes, with a cheque for $200 as his subscription for 1919: "I wish to state no bill or obligation has come in to our establishment that has given me more pleasure to meet than this one. I sincerely hope the florists throughout the land will be able to see the benefits that they will derive from this campaign. The awakening will perhaps be somewhat slow; the realization will be sure to follow. Your committees are perfectly right in requesting that remittance of subscriptions be made promptly, so that they themselves can see just exactly where they stand."

A. Washburn & Sons, Bloomington, Ill., write: "We enclose cheque for $25 to cover our pledge for 1919. We are pleased with the way the work is carried on, and wish to express our appreciation to the men looking after it. Our sales the past year showed an increase of 10½ per cent over those of 1917. Possibly some of it is due to the national campaign."

Contributors to the fund for 1919 should clearly understand that their

contributions are to be used toward the publicity planned for this year. The 1918 campaign was conducted and financed wholly through the fund provided last year, consequently there is no deficit, to be made up from this year's fund.

CHRYSANTHEMUM LOYALTY.

Photographed November 20, 1918, at the Establishment of Elmer D. Smith & Co., Adrian, Mich.

CAMPAIGN RALLY IN PHILADELPHIA.

There was an enthusiastic rally of the florists of Philadelphia and neighboring cities as part of the programme of the Florists' Club of Philadelphia for its meeting on January 7. Over 250 members of the trade were in attendance, and interest ran high. Among the speakers on "Publicity for Flowers" were Henry Penn, Boston, chairman of the publicity committee; Major P. F. O'Keefe, Boston; Wallace R. Pierson, Cromwell, Conn.; Wm. F. Gude, Washington, D. C.; Secretary John Young, New York; Robert Craig, Philadelphia; and W. F. Therkildson, Philadelphia. Charles Grakelow, presided at the request of the club's president, Alban A. Harvey, and in a most able manner introduced the speakers.

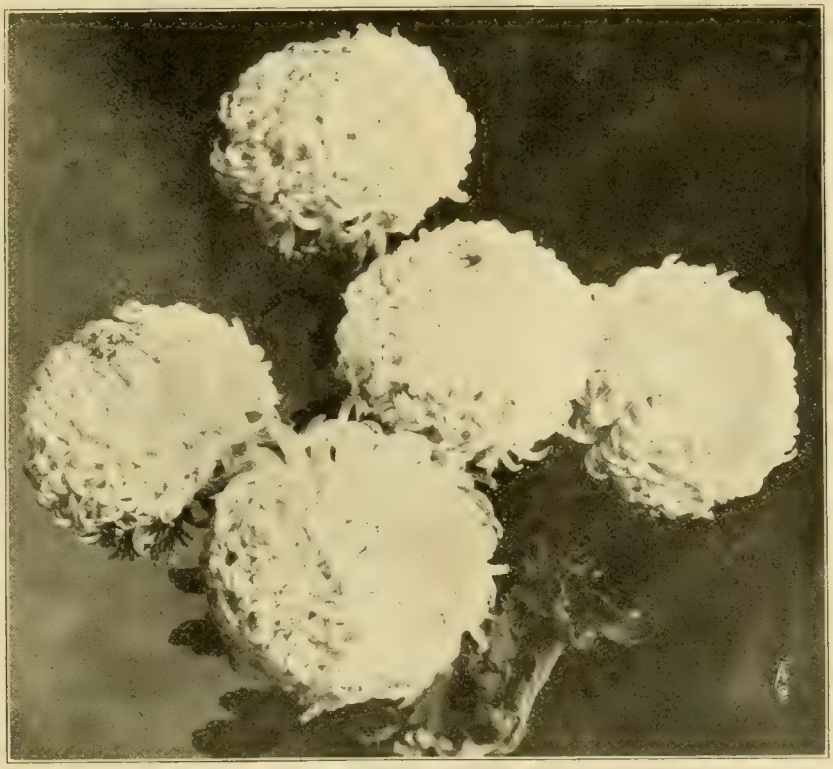
Henry Penn told of the wonderful results obtained from the 1918 campaign. Particularly surprising were they under the distressing business conditions experienced by all trades. With the work kept going, much greater returns now were to be expected. He emphasized the importance of an extended use of the slogan, "Say it with Flowers," and a general linking up with the campaign publicity through the use of the service offered by the promotion bureau. He advocated an extension of interest in the campaign so that instead of $50,000, the fund annually should reach $150,000, and bring a corresponding increase in benefits. Evidence of wide returns from the campaign, Mr. Penn fully demonstrated.

Major O'Keefe outlined the campaign at considerable length. Some of the points he made were as follows: Advertising interests, and brings necessary additional business. The cost of a single page in the Saturday Evening Post, $5,000, looked like a lot of money, but people who were anything but crazy were keeping on using such space year in and year out. To send a postcard to each person reached by a page in that publication would cost $23,000, and then not tell a story so well. There was spent last year on magazines of nation-wide circulation, about $35,000 of the florists' publicity fund. It was necessary to interest people in flowers, and make them like them. Advertising in the face of the unfavorable conditions of last year was bold, but turned out to be wonderfully successful; even had it kept business only up to normal, it would have been a great achievement. It was advisable each year to keep on building prestige and adding to what had gone before. One cannot force, but may advise a customer. The January and February features of the campaign would be carried in 33 magazines, at a cost of about one-twentieth of a cent per number of each, the slogan, "Say it with Flowers," predominating in all matter. Philadelphia's share alone of the circulation was estimated to be 350,000, and retailers should make the most of it. There were 3,000 birthdays every week in the population of that city, a florists' opportunity in every one of them.

Wallace R. Pierson's remarks were chiefly directed to growers, whose interest in the campaign should be paramount, as they were the producers of the flowers to be exploited.

Wm. F. Gude declared that the publicity campaign was a great factor in stimulating the florist business. Everyone was benefited, so everyone should contribute, and not stand aside and "let George do it." All should tie up at once to the campaign, and make personal endeavor as well.

Secretary Young spoke at considerable length, dwelling chiefly upon the advantages to be derived from a liberal use made of the various aids provided by the promotion bureau—signs, electrotypes featuring the magazine advertisements, lantern slides, stickers and so forth, all provided at cost, and found to be great business bringers. The live members of the trade throughout the country were actively interested in the campaign, contributing their time and money to make it a success. The results last year were excellent and would be better this year, as the movement was growing rapidly. As showing the interest already in evidence, he mentioned that the first two days' mail after the bills to subscribers had gone out contained $3,000 and there was a pledged fund of $27,000 to start with. Those who contributed



CHRYSANTHEMUM TITANIC.

A 1918 Favorite Grown by Elmer D. Smith & Co., Adrian, Mich.

and tied up with the work of the campaign received most benefit.

Robert Craig, who was given an ovation, made one of his characteristic addresses. Speaking of flowers, he said that love of beauty existed in every mind; some admired pictures, or jewels, others horses or dogs, but everybody loved flowers, therefore, the thought of flowers should be constantly before the public.

W. F. Therkildson, to whom credit was given as the real originator of the campaign, expressed his great belief in slogans, and remarked that he considered the slogan, "Say it with Flowers,' really wonderful in conception. The campaign, he said, should have everybody in the trade back of it.

Quite a large sum was subscribed at the meeting.

Florists from other cities present were: Wm. F. Keys, Jr., J. Stevenson, W. F. Ekas, W. E. McKissick, M. Lohr, Wm. Lehr, T. H. Cook, R. L. Graham, Jr., and Isaac H. Moss, all of Baltimore, Md.; T. H. Thompson, Harry Palmer, J. E. Barnard, all of Kennett Square, Pa.; John Horn, Allentown, Pa.; Wm. Geiger and R. Mayhew, North Wales, Pa.; H. Darlington and J. M. Andre, of Doylestown, Pa.; A. M. Herr, H. K. Rohrer and B. F. Barr, of Lancaster, Pa.; Adolph Gude, Jr., and G. W. Hess, of Washington, D. C.; D. B. Edwards, Atlantic City, N. J.; M. J. Brinton, Christiana, Pa.; W. H. Vance, Wilmington, Del.; A. L. Miller, Jamaica, N. Y.; W. H. Fox, Parkers Ford, Pa.; Robert Pyle, West Grove, Pa. and H. C. Huesman, Reading, Pa.

Among the many communications of a commendatory character received by our promotion bureau in the second week of the 1919 campaign, it is pleasing to notice those from the following:

G. E. M. Stumpp, New York; "Enclosed please find my cheque for $300 in payment of my share for the 1919 publicity campaign to promote the sale of flowers. I consider it a pleasure to pay this bill, but feel that this act alone is not enough to make the campaign a success. Personal interest has helped immensely and accomplished more than anyone can tell. Our slogan, "Say it with Flowers" is now heard all over the United States, and the response has been wonderful. I feel that the funds have been judiciously spent, and I am more than satisfied with the results obtained in such a short time."

Wm. F. Kasting Co., Buffalo, N. Y.: "Could confidence in the campaign work be better expressed? We enclose you herewith a cheque for $200 to take care of our subscription to the national publicity campaign. We sent you a cheque for $100 which took care of our 1919 subscription. The enclosed $200 is to take care of our 1920 and 1921 subscriptions."

Nordwall, Florist, Fort Dodge, Ia.: "It is a pleasure to mail you my cheque for $10, doubling the subscription made to the publicity fund of the society by the North Floral Co., which business I am conducting under my own name. There is no doubt in my mind but that the publicity work undertaken during the past year has made a wonderful change in flower sales throughout the entire country. When we take into consideration the fact that the majority of florists do practically no advertising, being content to take such custom as comes to them naturally, the raising of the publicity fund has meant no small task for the committees to undertake; and although my own contribution is not large, I do appreciate the work the committees have done and are doing."

Philip Breitmeyer, of John Breitmeyer's Sons, Detroit, Mich.: "I enclose herewith cheque for $100 in payment of our subscription for 1919 as per agreement. I realize that as the season advances, and if the work is kept up, it will be necessary to have further subscriptions, and I am sure that your 'old reliable' can be looked upon for his share as the time goes on." It may be mentioned here that the subscriptions from this house in 1918 amounted to $750.

G. E. Schulz, president of Jacob Schulz Co., Inc., Louisville, Ky.: "I

Chrysanthemum Sun Glow.
A Popular 1918 Variety Grown by Elmer D. Smith & Co., Adrian, Mich.

am pleased to enclose herewith cheque for $25.00 covering our 1919 subscription to the publicity fund. There is no question but what every florist in the country has received some benefit through the national campaign and all should contribute their mite."

The campaign for 1919 is well advanced. The 33 national magazines are carrying our slogan, "Say it with Flowers" to many millions of homes, with accompanying suggestions regarding the use of our products for gifts, for messages of sympathy to those in hospital and sick room, birthday remembrances, weddings, and other purposes. Can you, Mr. Non-Subscriber, think for one moment that publicity such as this is not going to help your business, no matter where you are located? Have you, yourself, never forgotten a birthday you would have liked to observe with a floral tribute, an anniversary, a wedding, even the internment of a dear friend in hospital or sick room? And would you not have been pleased to get such a pertinent reminder as ours when turning over the pages of your favorite magazines? Of course, you would, so is it not quite natural that the general public is equally interested? It is! Results last year proved it.

The florists whose communications we have published did not write those nice letters merely for the sake of excusing their contributions. They have realized to the full the great benefit of our publicity and in his heart every florist who has not yet subscribed realizes it, too. Then why the hesitation in the matter of a subscription? The money provided is not given away, it is simply invested in the interest of the subscriber, in a co-operative way. Such publicity cannot be purchased piecemeal; it is only obtainable through co-operation and the organization which has been made possible through our committees.

We want more co-operation. We want to see a greater willingness to provide ammunition for our publicity guns—the intervals between firing should be short, and activity continuous. Now is the time to subscribe, when planning to the best advantage is possible. Come over and help us—everybody.

It is hoped that those florists who have not yet considered the advisability of subscribing to the campaign fund will realize the immense importance of so doing, and send in a subscription without delay. The following contributions for 1919 are reported:

George Craig, Philadelphia, Pa.	$ 10.00
J. N. Champion, (addt'l sub.)	5.00
Boston Cut Flower Exchange, Boston	25.00
C. H. Grakelow, Phila. (addt'l subs.)	50.00
W. F. Therkildson, Philadelphia	25.00
S. S. Pennock Co., Phila. (addt'l subs.)	100.00
A. Harvey & Sons (addt'l subs.)	40.00
E. W. Gaehring, Philadelphia	10.00
Eugene Bernheimer, Philadelphia	10.00
C. D. Darlington, Doylestown	15.00
Chas. F. Krueger Co., Philadelphia	50.00
H. S. Betz, Philadelphia	100.00
Victor I. Ridenour, Phila. (addt'l sub.)	40.00
H. L. Graham, Baltimore (addt'l sub.)	15.00
Aschmann Bros., Philadelphia	35.00
Joseph Josephs, Philadelphia	10.00
G. A. Thiele, Philadelphia	10.00
Eva Frances Fletcher, Philadelphia	5.00
Louis Niemann, Philadelphia	5.00
N. J. Brinton, Christiana	10.00
J. Henry Bartram, Landsowne	30.00
F. H. Meinhardt, St. Louis	15.00
F. H. Nienhardt, St. Louis	15.00
Dobbs & Son, Auburn	5.00
Minge Floral Co., Mobile, Ala	5.00
Frank C. Siebert, Wheeling, W. Va.	5.00
Harry K. Rohrer (second subs.)	25.00
L. C. Strob & Sons (addt'l sub.)	5.00
H. E. Eberhardt, Schenectady, N. Y.	5.00
Wild Bros. Nur. Co., Sarcoxie, Mo.	5.00
Frank Mosmiller, Richmond, Va.	10.00
Keeney's Flower Shop, Harrisburg, Pa.	5.00
C. Amling, Maywood, Ill. (one year)	25.00
Henry Smith, Grand Rapids, Mich.	25.00
Bertermann Bros., Indianapolis, Ind. (one year)	50.00
Wm. J. Baker, Philadelphia, Pa. (one year)	10.00
G. W. Evenden, Williamsport, Pa.	5.00
E. E. Hall, Clyde, O. (one year)	5.00
The Avenue Floral Co., New Orleans	5.00
J. Henry Bartram, Lansdowne, Pa.	30.00
A. T. F. Lawritzen, Eau Claire, Wis. (one year)	5.00
J. W. Ross, Centralia, Ill.	5.00
I. V. Kinder, Charleroi, Pa. (one year)	5.00
L. C. Stair, Mineral Point, Wis.	5.00
Received through Florists' Telegraph Delivery—Special and additional subscriptions (one year only):	
Thomas J. Gibson, Newport, R. I.	10.00
Pikes Peak Floral Co., Colorado Spgs., Colo.	10.00
Joy Floral Co., Nashville, Tenn.	25.00
Huentze Floral Co., Fond du Lac, Wis.	5.00
E. E. Brown, Asheville, N. C.	5.00
John V. Laver, Erie, Pa.	5.00
Grohman The Florist, Saginaw, Mich.	5.00
Winter Floral Co., Charleston, W. Va.	10.00
Hembreiker & Cole, Springfield, Ill.	5.00
J. W. Dudley's Sons Co., Parkersburg, W. Va.	25.00
E. W. Gaehring, Philadelphia, Pa.	5.00
Randall's Fl. Shop, Worcester, Miss.	10.00
Henry Bester & Sons, Hagerstown, Md.	10.00
Kerr, The Florist, Houston, Tex.	15.00
C. E. Gunton, Bradford, Pa.	10.00
Idle Hour Nurseries, Macon, Ga.	5.00
Joseph Traudt, Canajoharie, N. Y.	15.00
L. C. Stroh & Sons, Batavia, N. Y.	5.00
Wettlin Floral Co., Hornell, N. Y.	5.00
Smith's Flower Shop, Hutchinson, Kan.	10.00
The L. Bemb Floral Co., Detroit, Mich.	10.00
Previously reported	$ 1,005.00 26,305.50
Total	$27,310.50

JOHN YOUNG, Sec'y.

THE CARNATION.

American Carnation Society.

CHICAGO TO CLEVELAND.

The Chicago Florists' Club has chosen the New York Central (Lake Shore) railroad for conveying members and friends to the convention of the American Carnation Society at Cleveland, O., January 29-30, leaving La Salle street station, Chicago, Tuesday, January 28, at 11:00 P. M., due in Cleveland at 8:15 the following morning.

The fare each way, including tax, is $11.08. Pullman fares are: Lower berth, $2.20; upper berth, $1.76. For further information regarding reservations, etc., address O. W. Crapser, United States consolidated railway ticket offices, Insurance Exchange building, Chicago; telephone Wabash 4000.

As the club will invite the American Carnation Society to hold its 1920 convention in Chicago, a large delegation to the Cleveland meeting is desired.

January Care of Plants.

The month of January is a critical time for all greenhouse plants, and carnations are no exception to the rule, the success or failure of the season's crop depending greatly on the attention the plants receive during the next few weeks. January and February are generally months of short supply of all lines of cut flowers, so that any carnations put on the market in first-class shape are bound to bring a good price, but to do this the plants must now be in good condition and receive the closest attention to their needs. We must now expect dark weather or days when the glass will be frozen over or covered with snow. These conditions quickly tell on the plants' growth and on the texture and keeping qualities of the flowers as well as having a tendency to weaken the stems and cause the calyxes to split. To overcome these difficulties, so far as is possible, the grower should give his close attention to the plants' requirements to enable them to keep up a steady production of flowers.

TEMPERATURE.

An even night and day temperature in the houses is one of the important factors connected with successful carnation growing. The plants are now carrying a heavy crop of buds, flowers or shoots in various stages of growth, and the main object for the time being is to encourage their steady development. Extremes of temperature must be avoided or the plants will receive a check in their growth which will take them a long time to recover from. The temperature best suited to the plants' welfare for this time of the year is 48-50 degrees night, 54-56 degrees on dark cloudy days and 60-62 degrees on bright days when it is not necessary to use very much steam heat and the ventilators can be opened a little. It is very important to watch the temperature closely on a morning following a night of severe firing, so that it does not raise too high in the houses with the rising of the outdoor temperature. Also reduce the day temperature gradually early enough in the afternoon so that when the night man takes over the work he will find the temperature about 52 degrees with enough steam turned on to maintain it. This will give him a chance to arrange his work before any sudden drop in the outdoor temperature will seriously affect that inside.

WATERING AND DISBUDDING.

Steady use of steam heat under the benches necessary to keep up the temperature during severe weather will cause the soil to dry out much quicker than when less steam had to be used, and unless a close watch is kept on the beds they are very liable to get too dry. A dryness caused by steam heat is very severe, both on the roots and the plants themselves, and is one of the causes of the lower leaves drying up and attacks of red spider. The soil should be held to an even moist condition, avoiding the two extremes of wet and dryness.

Disbudding should be attended to as it is necessary. Any neglect will retard the flowers considerably as well as reducing their size.

A. C. Kendel's New Store, Cleveland, O.
Handsome New Quarters at 216 Prospect Avenue, Occupied After 66 Years at the Old Location.

FIGHTING THE INSECTS.

The only sure way of keeping the plants free of insects is by a systematic plan of using the nicotine preparation. A good plan is to make it a practice once every two weeks, when the crop is cut off close, to paint one of the steam pipes with the nicotine. This should be done when the pipe is cold, then the steam turned on. By attending to this regularly, the plants are kept clean and there is no trouble from insects. Spraying with the nicotine (as instructed on the container) is another good plan. We start spraying our plants from the time they are brought inside, using a knapsack sprayer throwing a fine mist spray, and have very little trouble from insects, but this takes a great deal more time than painting the pipes, and during the dark days of mid-winter it is not good to wet the foliage of the plants, so during January and February resort to the vaporizing from the painted steam pipe to keep the plants clean of insects.

FEEDING THE PLANTS.

Feeding the plants by applying fertilizer in the way of mulching or liquid form, is a question that every grower, to a certain extent, must determine for himself, according to the conditions of his plants and the soil he has to deal with. A plan advised for plants in one section of the country may be all wrong for another, generally speaking, though when careful preparation was done for the compost, which the plants are growing in, they ought not to have needed any additional food up to this time, but from now on, provided the plants are in a first-class growing condition, they will be greatly benefited by additional feeding. We favor light dressings of pulverized sheep or cattle manure over the surface of the soil to applying liquid manure during the next two months, because the plants get the benefit of it gradually, whereas with the liquid manure, the soil is very likely to get soured. A plan that we find works well with the soil to guard against souring, is to give the beds a dressing of ground limestone about a week before putting on any manure. This sweetens the soil and prevents any scum from forming on the surface.

PROPAGATING.

The propagation of the cuttings for next season's requirements is one of the important parts of a carnation grower's work at this time. Every effort should be put forth to get every available cutting that is needed into the sand during the next four to six weeks. The best of cuttings are to be obtained now, and they root much better than later on. Use a clean, sharp sand and be sure the propagating bed has proper drainage so that the sand does not become stagnant from not drying out as it should. The temperature best suited to rooting carnation cuttings is one as near as possible to the same as that which the plants are growing from which the cuttings were taken, with a few degrees higher for the sand bed as a bottom heat to hasten root action.

SELECTION OF THE CUTTINGS.

There is no more important factor connected with the growing of carnations than the selection of the cuttings for propagation. Be sure the cuttings are taken from clean, healthy plants that are true to type of the variety. This applies particularly to the deep pink and reds, in every batch of which you will find some that are not up to the color standard or else they are streaked. The same holds good with the plant's growth. One plant will grow away strong and free, being in the best of health, while its neighbors may be away behind in growth and productiveness. The latter are usually the ones that have more shoots on, because they are behind in their growth and have not been producing as many flowers.

C. W. JOHNSON.

THE ROSE.

Mid-Winter Care of the Plants.

As we look back month to month to the beginning of 1918, it makes one feel rather downhearted, for it has been a "war year" and there are many homes that are saddened by the sacrifice of a son or father to whom the "price of peace" will always come high. Again many familiar faces, our comrades in the craft, men who have spent a great many years in the betterment of the business in general, have passed away. From coast to coast the toll has been heavy. Other losses and hardships that have beset us during the year seem trifling in comparison—a thing apart from the casualties of war and disease. The labor situation has of course caused us some inconvenience, as has the coal shortage, but we have much indeed to be thankful for and the writer is glad to say, as far as his personal observations are concerned, that there has been little complaining, so let us make this a happy, prosperous and thoughtful year.

Getting back to our subject, if there has been any very heavy cropping for the holidays there is no better time than now to tie the cut plants back. Plants in this cut-down condition will not require quite as much water, especially during these short days, but they should be syringed frequently and thoroughly, as at no other time is it so easy to get a dose of spider. The firing is generally unusually heavy during January and February, and the little devils glory under these conditions, so do not wait until they show up. Get under the foliage good and hard. Bend your back. If you know of anything much worse than a lot of plants infested with red spider, you have got one on the writer.

Keep up the fumigating regularly also. We have yet to find a more economical method than applying nicofume (full strength) to the heated pipes. It not only kills them when the pests are established, but its economical qualities are positive when used as a preventive instead of a cure.

The next important step, perhaps, is the feeding problem, in mid-winter particularly, on the small range that may not have the same conveniences as the "big fellows," nor the money for that matter, but if no preparation has been made for the regular mulching, and if the manure pile is frozen, etc., do not became discouraged, for if no manure water system is available, a few half barrels can be substituted and a Kinney pump used. This practical little contrivance has proved to be worth more than its weight in gold to many a small grower, and it has accomplished wonders on a comparatively large range where a breakdown has occurred to the system. This little pump (which is not really a pump), but a contrivance to fasten on the hose bib with two other outlets, one to the hose, the other to the supply of liquid manure, which should always be full strength, as the action of the pump (or syphon) is caused by the water rushing through the short "T" shaped tube, causing a suction from the intake side or the supply end. Naturally, the slightest obstruction will greatly interfere with the proper working of the pump, so the liquid manure should be made several days before using and the clear liquid drawn off. This may seem to be going to a lot of trouble to accomplish a little feeding, yet it is a sure and a practical way to do the work when, as stated above, one has not the facilities to do the feeding otherwise. The writer has personally used one of these little contrivances temporarily with remarkable results on a range comprising eight houses, 30x200 feet, but it delivered the goods. Generally speaking, there has been a tendency in the last four or five years to mulch everything. This is due principally to having most of the stock planted to solid beds, where it seems rather a hard thing to over water when once the plants have become established, and again perhaps it was the Killarney strain that caused us to water on the sloppy side. Whatever the cause, the fact remains that the copious watering and the mulch have superseded the use of the liquid manure systems with many. We have always advocated the use of manure water as a feeding medium for the beginner, as the safest method in midwinter. We still use it regularly between mulches, and at times when it is next to an impossibility to mulch a house, last winter being an example. One cannot go far wrong on the small range, as the feeding can be varied. Cow or sheep manure, tankage, dried blood, nitrate of soda, lime and other agents can be employed with excellent results, if used intelligently and carefully. Liquid manure can be safely applied once a week from December to March. After March 1, or perhaps Feb. 20 (according to the season) it will be advisable to use the mulching method as a protection to the soil surface, surface roots, etc.

Propagating preparations are now in order. Spare no pains in these preparations. Have all decayed wood removed from the benches and give the house a thorough cleaning and all boards a good coat of lime wash using freshly slaked lime, to which add some sulphur when slacking same. See to it that there is enough bottom heat to bring the temperature up to 65 to 70 degrees at zero weather outside. This heat should be enclosed. Black Neponset building paper of good quality makes a good non-conductor of heat and will be a cheap and efficient substitute for boards. A house temperature of 58 to 60 degrees overhead will be about right. Use a medium grade of bank or quarried sand, free from vegetable matter, or a good, clean washed sand. The depth of the sand should be about three inches, packed as firmly as possible. By soaking the sand previous to firming, it will pack more firmly, care being taken to have the surface perfectly level. We would suggest propagating by cuttings this season unless one has perfectly good manetti stocks, English or Irish stocks preferred, and from several different sources of reliable introducers of manetti. We have not received any assurance as to getting over a supply of good stocks from the other side and until we have experimented further with manetti growing here, it will be more than risky to work up any amount of stock on the home-grown article. Again, the introducers of several of the new varieties strongly advocate growing them on their own roots, claiming very little difference, if any, after six months planted, as a great many of our standard varieties are now being grown on own roots. It will not be a detriment, only in localities where only light sandy loams are found. The heavy clay soils will usually grow fine stock on own roots, showing very little difference by grafting. So if the soil should be too sandy or light, by all means procure some clay or heavy subsoil to mix with the compost for best results.

E.

PLANT NOTES.

Fuchsias.

It is a good time now to start the old stock plants of fuchsias, for there is plenty of room in the propagating bench, and it is the early struck cuttings that make the fine plants for vases and boxes, and if cuttings are taken in spring they immediately produce a flower and it is difficult to get a good growth, the plant often remaining short with a stunted appearance, yet bearing flowers. If the old plants have been thoroughly ripened, shake the soil off and pot in a good new loam, cut back the wood and place them in a warm house and syringe plentifully. The young growths will shortly appear and should be made into cuttings as soon as they have attained a length of an inch and a half or two inches. As soon as rooted pot in 2-inch pots and give the young stock a warm temperature. When growth commences the top can be taken off and another cutting made, and the plants shifted to 3-inch pots. Another stopping will be necessary in late winter to make nice, bushy plants that will be full of bloom in early spring. Keep them clean from mealy bug by constant spraying.

Geraniums.

After the holiday trade there will be room enough to space out the geraniums and other bedding stock. The cuttings that were placed in flats, and the young stock in 2-inch pots, should be shifted to the 3-inch size and spaced on the benches so that a good growth is encouraged. As soon as well established in these pots the top can be cut off and another cutting obtained. All the young stock possible should be taken from the plants selected in the fall for propagating purposes, for all the cuttings from which it is expected to produce good sized plants should be in the propagating bench by February 1. Any rooted after March 1 will make small plants for bedding purposes. The best stock for late May and early June planting should be in 4-inch pots by April, that they may be well enough established by the middle of May to begin to flower, and should have at that time three or four good branches so that a succession of bloom is assured.

Cyclamens.

"What can we do with the old cyclamen plants?" is a question often asked by many growers. As a rule the answer is, "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and summer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots and they must of necessity bring a good figure

to make them remunerative. After they are through blooming the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam, one part well rotted manure and one part leaf mold, with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky add more sand. They can frequently be potted in a pot a size smaller than that in which they have been growing. Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage, and start them in the spring, but growers have found that our springs and summers are too hot and dry and it is often difficult to make the bulb, after it has been dried off, break a good luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow care should be taken that they do not become pot bound, but shifted into large sizes as soon as necessary. The watering of this stock will require constant study and attention. They should never become too dry and it is very easy to over-water, so they will require looking after very closely until a good growth has been encouraged.

North Shore Horticultural Society.

The regular meeting of the North Shore Horticultural Society took place January 3, Lake Forest, Ill., President Thomas Head opened the meeting, and after the usual business called upon President-Elect W. E. Fisher to take the chair. Mr. Head, acting as installing officer, welcomed the officers for the coming year, Mr. Fisher, president, and G. Wilson, vice-president, replying with suitable speeches. The members gave Mr. Head a rising vote of thanks for the excellent work he has done for the society during his term of office.

The exhibits for the evening were 12 spikes of oncidiums, 95 points, shown by Thomas Head; one pot of Primula malacoides, 90 points, shown by Robert Chalmers; 12 tomatoes, shown by J. H. Francis, 91 points; one pot of Lilium Melpomone, 90 points, shown by J. Riley. Mr. Riley also exhibited some fine freesias and narcissi for which he received a cultural certificate. The judges for the evening were Messrs. Wilson, Claussens and Bollinger.

The members were invited to partake of refreshments kindly provided for by President Fisher. Two new members were admitted to the society, bringing the active membership to a total of 70.

J. H. FRANCIS, Corr. Sec'y.

Cincinnati.

MARKET CONDITIONS UNCHANGED.

The supply of stock is about the same as it was at the last writing. Some lines have shortened up somewhat, while others have become a little more plentiful, and as a whole have kept the market at the point it was last week. Prices are more reasonable than they were. Shipping business is good. Roses are not very plentiful, and they clean up readily. Carnations are not as numerous as they were just after the holidays. Sweet peas are coming in a good supply and are finding a ready sale. Easter lilies arrive at the wholesale houses regularly and prove good property. Rubrum lilies and callas may be had. Bulbous stock is in a fair variety and is becoming more plentiful, from week to week. It includes Paper White and yellow narcissi, Dutch hyacinths and freesias. Other offerings are violets, snapdragons, stevia, lily of the valley, orchids, calendulas, wallflowers, forget-me-nots, and baby primroses.

NOTES.

The William Murphy Company have been showing some exceptional Ward carnations.

C. E. Critchell had a fine lot of yellow narcissus last week.

Visitors: T. D. Long, representing Vaughan's Seed Store, Chicago; H. G. MacLellan, Chicago; E. G. Hill, Richmond, Ind.

H.

The Late Conrad Frauenfelder.

Cleveland.

DAILY CLEANUP OF FAIR SUPPLY.

Mild weather has been with us during the past week, springlike in fact, and of the kind that should make flowers plentiful. The supply cleaned up daily last week with the demand a trifle in excess of receipts. A few daffodils have arrived, the advance guard of this popular idol. Tulips are also being shown and freesias and Paper Whites meet with a good call. Carnations and roses are easily disposed of and sweet peas and Easter lilies are short of requirements. Callas are eagerly sought. Calendulas, swainsonas and violets are good property. The street merchants were out January 18 for the first time since the first of the year offering narcissi.

NOTES.

The meeting of the American Carnation Society in this city, January 29-30 should be a great success and all who are in a position to do so should get busy at once and be sure to attend the banquet.

The Cedar Flower Shop is a new establishment at 10,007 Cedar avenue, under the management of Jos. Squillaciot.

M. Hiplar, formerly with C. M. Wagner, has opened a flower shop on Lorain avenue.

Visitor: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia.

C. F. B.

OBITUARY.

Conrad Frauenfelder.

Conrad Frauenfelder, well-known Chicago retail florist, died Sunday morning, January 19, at 2 o'clock from pneumonia, following a week's illness. He and his family attended the Victory banquet given by the Chicago Florists' Club at the Hotel Randolph, January 9 and was apparently in the best of health then, when he expressed himself as having enjoyed one of the most pleasant evenings in his life. He was born in Switzerland, May 12, sixty-two years ago, and has made a host of friends in the trade here as well as elsewhere since he engaged in business at 3343 West Madison street in 1884, where he has been located ever since. He was a man of sterling character and was one of the most highly respected citizens in the community in which he lived. He leaves a wife and two children, Edna and Hazel, and a brother, who resides in Pennsylvania. The funeral was held Wednesday, January 22, at 1:30 p. m., at the West Chicago Masonic Temple, 12 South Oakley boulevard, under the auspices of Chicago Commandery, No. 19, K. T., with masonic services at 3 p. m. at Forest Home cemetery chapel, in charge of Pleiades Lodge, No. 478, A. F. & A. M. The remains laid in state at the West Chicago Masonic Temple, one hour previous to commandery services. He was a member of Pleiades Lodge, No. 478, A. F. & A. M.; Wiley M. Egan Chapter, No. 126, R. A. M.; Chicago Commandery No. 19, K. T.; Oriental Consistory, Medinah Temple; Rose Croix Chapter No. 409, Eastern Star; Iroquois Court Independent Order Foresters and Homan Lodge, K. of P. He was also a member of the Chicago Florists' Club. Interment was at Waldheim cemetery, and a large circle of friends attended the private services at the home at 11:30 a. m. and also those held later. The floral offerings were many and beautiful and both the retail and wholesale trade was represented. The bereaved family have the sympathy of everyone in the loss of a loving husband and father.

Funeral of John H. Slocombe.

There was a large attendance at the funeral of the late John H. Slocombe, whose recent death was recorded in THE AMERICAN FLORIST of Jan. 18. The funeral was held at his late home, 555 Townsend avenue, New Haven, Conn., on the afternoon of January 14. There were many beautiful floral tributes. In addition to those from relatives, neighbors and fellow church members, the New Haven Horticultural Society and practically every florist of New Haven, sent fine designs. The services were conducted by the Rev. R. L. Tucker, pastor of St. Andrew's church, of which the deceased was a charter member, assisted by the Rev. Robert Bell and the Rev. William Roberts, the latter reading several of Mr. Slocombe's favorite scriptural selections. He also spoke on the work of the deceased while active in the florist business, saying that within the past 10 years he had taken more than 100 first prizes at flower shows throughout the country. Rev. E. M. Slocombe, son of the deceased, offered prayer. A quartet composed of Miss Ethel Stonewhite, Miss Florence Keitch, Frederick Roberts and Mr. Perkins, rendered two of Mr. Slocombe's favorite hymns, "Crossing the Bar" and "There's a Wilderness in God's Mercy." The bereaved family received many letters and telegrams of sympathy.

A. F. F.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Seeds for spring planting 45
—Plan now for season's needs....45
—Drainage and soil....45
—Varieties to sow now....45
Anders Rasmussen (portrait)....46
The retail trade....46
—Next week in the flower shop....46
—Stumpp's telegraph delivery experience....46
—Concordia Grenhouses 47
Cypripedium insigne (illus.)....47
Rambler roses for Easter....48
Chrysanthemum novelties of 1918 (illus.)....48
National publicity for flowers....48
The carnation....51
—American Carnation Society....51
—January care of plants....51
The rose 52
—Mid-winter care of the plants....52
Plant notes 52
—Fuchsias 52
—Geraniums 52
—Cyclamens 52
North Shore Horticultural Society....53
Cincinnati 53
Cleveland 53
Obituary 53
—Conrad Frauenfelder (portrait)....53
—Funeral of John H. Slocombe....53
C. O. D. express collections....54
Boiler prices lower....54
Society of American Florists....54
Dangers of department rules....54
Washington, D. C....56
Toronto 56
Nassau County Horticultural Society....56
Tennessee State Florists' Association....56
Toledo 58
Boston 58
Chicago 60
Detroit 64
Rochester 64
Kansas City 64
Louisville 65
Milwaukee 65
Columbus 66
St. Louis 66
Philadelphia 68
New York 70
The seed trade....78
—The late Henry W. Wood (portrait)....78
—Catalogues received 78
—National Canners' Association....78
—Imports at New York....78
—New York seed trade....80
Market gardeners 84
—Seed potatoes barred in Oklahoma....84
—Possibilities of one acre....84
—Tomato seed for canning varieties....84
Lancaster County Florists' Association....85
The nursery trade....86
—Illinois Nurserymen's Association....86
—Tree memorials for New Jersey heroes....86
—Berckmans' nursery sold....86
—Silk from trees....86
Salt Lake City....91

GREENHOUSE builders report a heavy volume of inquiry.

LEAKY PIPES.—Leaks in steam and hotwater pipes are said to be easily stopped by the use of automobile tape.

A LETTER from the department of agriculture indicates that by 1923, no more nursery stock or bulbs will be imported into the United States.

THE war committee of the Union league club, Chicago, has issued a plea for the deportation of enemy aliens, and asks that all loyal citizens urge their congressmen to order such deportations.

Society of American Florists.

PLANT IMPORT HEARING.

At a meeting of interested parties of the trade, held at the office of the Society of American Florists, January 21, a brief relating to the regulations against the importation of bulbs, nursery stock and other plants in soil, effective July 1, 1919, to be presented to the secretary of agriculture, was completed and will be submitted to the executive committee of the society for official approval at its meeting in Detroit, Mich., January 31, after which, action to secure a proper hearing at Washington will be taken.

MEETING OF EXECUTIVE BOARD.

Vice-President E. A. Fetters has made arrangements for the meeting of the members of the executive board to be held at the Hotel Statler, Detroit, on Friday and Saturday, January 31-February 1 next. All who expect to be in attendance at the meeting should make hotel reservations early, by communication with Mr. Fetters, 17 Adams Ave., E. Detroit, Mich.

MEETING OF THE PUBLICITY COMMITTEES.

The publicity committee and the publicity finance committee will meet in joint session at the Hotel Hollenden, Cleveland, O., on Thursday, January 30. President J. F. Ammann will preside. All expecting to be present should make hotel reservations without delay, as the American Carnation Society will be in convention at the hotel at the same time.

A CORRECTION.

Edwin A. Harvey, Brandywine Summit, Pa., president of the Florists' Club of Philadelphia, has been appointed director under affiliation of the Society of American Florists, to serve one year, not Alban A. Harvey, as published in the announcement of officers for 1919, in our issue of January 4.

JOHN YOUNG, Sec'y.

Dangers of Department Rules.

An address which has a bearing on the government's proposed embargo against plant imports was delivered before the New York state bar association by the Hon. Charles E. Hughes, retiring president, January 17. He said in part:

"In increasing measure we are ruled not by congress or by the executive, not by state legislatures or by governors, but by department officials, whose personal will, whose favor or disfavor, measures for practical purposes the rights of American citizens. This condition is aggravated by the constant and necessary practice of giving to administrative order the sanction of the penal law.

"Disobedience to the bureaucrat is a crime and the citizen prefers to obey rather than to chance the disgrace of an indictment. For him due process of law is largely an unreality, for reputation is too dear to enable him to risk the displeasure of a bureau chief or even of a subordinate who can enforce his will by the threat of a criminal charge.

"There is not the slightest doubt that administrative agencies will have to be multiplied in order to meet the needs of public work and to enforce public rights which cannot be maintained without adequate administrative supervision. And wherever an adequate remedy is found through administrative discretion in applying rules, there is also an open door to serious abuses Recognizing this danger, what can we do to minimize it?

"No relief can be found short of a sound public opinion with respect to administrative standards. It should be treated as axiomatic in a free government that necessity is the only justification for the creation of administrative agencies which are virtually lawgivers in their respective spheres. Each new proposal should show cause to a people instinct with the love of liberty."

Good Times Coming.

"We are in for a long period of great times coming," say Gary, Vanderlip, Schwab, Replogle and Ryan. These men are not liars. If they were they would not be where they are. If they were short-sighted they would not be where they are. Keep your courage all shined up for 60 days and you will see a great sunburst of prosperity.

Boiler Prices Lower.

A cut of 25 per cent in prices of radiators, boilers and other staples of its manufacture was announced recently by the American Radiator Co. Vice-President Busch says he hopes the reduction will quicken and increase new building and remodeling and assist builders to resume the full volume of their operations. Mr. Busch said that the war sent their prices up about 45 per cent, but that while labor and other manufacturing costs remain high, he thought it good policy to stimulate building by the cut in prices.

C. O. D. Express Collections.

F. S. Webb, manager of the Wholesale Florists' Credit Association, Chicago, after persistent efforts covering a period of four months, has just received information from the United States Railroad Administration and the Interstate Commerce Commission, Washington, D. C., that express companies have no right whatever to deliver C. O. D. packages without first collecting for them, the contrary having been the case, for sometime. The communication also advises that the opening of C. O. D. packages for examination will not be permitted hereafter.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Baltimore, Md., January 27, 8 p. m.—Gardeners' and Florists' Club of Baltimore. Exchange hall, St. Paul and Franklin streets. Robt. T. Paterson, secretary, 934 East Preston street, Baltimore.

Newport, R. I., January 28, 8 p. m.—Newport Horticultural Society, Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Pittsburgh, Pa., January 28, Noon.—Retail Florists' Association of Pittsburgh district, luncheon at Seventh Avenue hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Nashville, Tenn., January 28.—Annual meeting of the Tennessee State Florists' Association. G. M. Bentley, secretary-treasurer, Knoxville, Tenn.

Cleveland, O., January 29-30.—Annual meeting of American Carnation Society. A. F. J. Baur, secretary, Thirty-eighth street and Rockwood avenue, Indianapolis, Ind.

San Francisco, Calif., February 1, 8 p. m.—Pacific Coast Horticultural Society, Redmen's building, 240 Golden Gate avenue, Walter Hoffinghoff, secretary, 14 Powell street, San Francisco.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.

S. Foulsham,
Ridgefield, Conn.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. $550 per acre.

E. Franklin,
69 W. Washington St., Chicago.

For Sale—Two very large greenhouses for raising cucumbers, radishes and lettuce. Will be sold at about one-half their value owing to ill health and advanced age. Money makers; 24 miles from New York City. Send for description.

W. K. Mackey, Plainfield, N. J.

For Rent—On very reasonable terms, about 20 acres good land, house, barn, greenhouses, 100 fruit trees, pair of mules, all kinds of trucking and farming tools and implements, or a man to manage on moderate salary and share of the income. Address

Box 452, Hummelstown, Pa.

For Sale—Complete florist fixtures; suitable in any location. Apply

1811 S. Union Ave., Chicago.

Gardener Wanted

Competent to take charge of country home 40 miles from Chicago; must understand shrubbery, flowers and vegetables; all year position; state experience and references. Address

Key 355, care American Florist.

Help Wanted

Two good potters. Wages $23.00 per week. Apply to

BASSETT & WASHBURN
HINSDALE, ILL.

Help Wanted

Good all-around grower who understands his business. Must come well recommended. Apply to

E. A. MOORE
Harvard Greenhouses, Harvard, Ill.

WANTED.

Man to drive auto for our retail department; must be intelligent and of good appearance; married preferred; must have experience in the florist business.

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

The Nussbaumer Floral Co.
San Angelo, Texas

WANTED.

Plain and Ornamental Plantsman.

Vaughan's Seed Store, Chicago

For Sale

Good paying retail establishment in Chicago (south side), for $600. This is a big bargain and a chance of a lifetime for the right party.

Key 948, care American Florist.

WANT TO BUY

Florist and Nursery Business.

Modern going establishment in first-class condition. Send full particulars as to location, extent of business, area, stock and equipment; also price and terms. Address

Key 354, care American Florist.

GREENHOUSE LOCATION

In Kansas City. Have splendid location for first-class greenhouse in best and most rapidly growing section in city. Will take interest and help finance, if desired. Wonderful opportunity for right party. All communications confidential. Address

Key 352, care American Florist.

Will Buy or Rent

Range of greenhouses near Chicago, consisting of 75,000 to 200,000 square feet of glass. State full particulars in first letter.

Key 353, care American Florist.

Help Wanted

Several good men for our pot plant department. Steady work and charge of section for the right men.

POEHLMANN BROS. CO.,
Plant "A," Morton Grove, Ill.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.

440 South Dearborn Street
CHICAGO

Washington, D. C.

CLUB MEETING.

Nominations for officers of the florists' club will be in order at the February meeting. The January meeting was devoted largely to a discussion of "Cost of Production." The club had been requested by the president of the Society of American Florists to appoint a committee to make a study of conditions in the District of Columbia and vicinity and render a report to Secretary John Young.

It was pointed out that it is important that a grower should know the actual cost of production, in order that he may determine how much money he must receive for a crop covering a given period, to make it a profitable proposition. Some of the local members, agreeing that it is important to have this information from a business standpoint, stated, however, that the cost of production was hardly a factor, unless, perhaps, one sells direct, because of the grower being dependent upon the wholesaler for the movement of his stock, and also because of the changing markets. Cost of production would not necessarily influence selling prices. It was also suggested that even in this limited territory, the cost of fertilizers, labor and coal differs considerably. It was decided, after lengthy discussion, to hold the matter over until a future meeting.

I. W. Staalman, of Oakton, Va., offered for the approval of the members a vase of lilacs, declared by judges to be as fine as any ever seen in this city. The membership roster of the club was lengthened by the addition of the names of W. E. West, of Suitland, Md., and Walter F. Bottger, of the Center market.

NOTES.

The name of William F. Gude is again to be found in the list of directors of the National Metropolitan Bank. Frank W. Bolgiano holds a similar position with respect to the Continental Trust company. The latter is also vice president and member of the board of directors of the Park Savings bank. Mr. Gude polled the highest number of votes given to the various candidates for the board of directors of the chamber of commerce. Fred H. Kramer is again a member of the board of directors of the Union Savings bank.

William F. Gude, of Gude Bros Co., has been investigating the question of street car advertising, after having been asked to allot a portion of the firm's advertising appropriation for that purpose. Mr. Gude states that he has asked people everywhere whether they read the street car advertisements, and if so, if they are in any way influenced by them to the end that they purchase the articles or commodities advertised. He states that he finds very few people who are swayed in favor of an article by these car advertisements.

R. J. Lacey, florist, of Morris road, S. E., recently received a very interesting letter from his son, Robert Hilton Lacey, who was on the Marne, at Chateau-Thierry for 40 days. He said it was "tough" for a soldier to be killed in action without having seen a German, but that lots of the boys have "Gone West" without a view of their foe. During the period he was on the Marne, the Germans were on one side of the river and the Americans on the other side, and the boys never saw a Hun until they started their last drive on Paris.

Some of the boys at the Gude Bros.' store have just recently heard from Sergeant Ben Carrick, a former co-worker at the store. He was badly gassed during one of the many engagements in which he participated and fell into the hands of the Germans who confined him in one of their notorious prison camps. He was released following the signing of the armistice. Nearly the whole of the company of which he is sergeant was wiped out in the engagement in which he was gassed.

Adolph Gude, Jr., who has been an aviation instructor at Brooks flying field, near San Antonio, Texas, is back again and has laid aside his uniform, which bore a lieutenant's shoulder straps, until Uncle Sam may again have need of his services. He has made application for a commission in the reserves. Milton Redman has returned to the store of the S. S. Pennock Company after securing his release from the Marine Corps.

Mrs. Augusta Gerstenberg, wife of Ernst Gerstenberg, for many years a member of the florists' club, passed away at her late home, January 10, as the result of a paralytic stroke. Mr. and Mrs. Gerstenberg came to this country 35 years ago. They owned a large place at Suitland, Md., where a good part of their time was spent.

Arthur J. Shaffer and wife announce the arrival of little Miss Frances Lorraine Shaffer December 24. Mr. Shaffer is the brother of George C. Shaffer, proprietor of the florist store at Fourteenth and I streets, N. W., with whom he is connected.

The business of Z. D. Blackistone at Fourteenth and H streets, N. W., has been incorporated with a capital stock of $20,000 by Z. D. Blackistone, Sarah V. Blackistone and Herbert M. Sauber, president, secretary-treasurer and vice president, respectively.

B. F. L.

Toronto, Ont.

BUSINESS GETTING INTO NORMAL STRIDE.

Business is again returning to normal, and with the continued social functions, there is a decided increase over pre-war days. When it is considered that during the past four years we were often running on 40 to 50 per cent of our usual trade, it can be seen that the advance has been rapid. Stock since the holidays has been decidedly scarce, more so than ever noticed in this section before. Stock of all kinds has been scarce and prices remain firm with the holiday advance continuing. Roses have been off crop with all growers, and the cut on many a large range has been only a handful, so that in the division of the spoils, some of the regular customers were getting an average of 10 blooms to the 100 on their regular orders. Carnations are more plentiful, but the scarcity of bulbous stock keeps them used up as fast as they open. Green goods are scarce, and pot plants, both flowering and foliage, are few and far between. For the past week we have been favored with continuous mild weather with considerable sunshine, so that more stock is expected soon.

NOTES.

The retail florists' club will hold a box social at Dunlop's hall January 27 and the annual dance at the Metropolital assembly room, February 5. There is keen interest being taken in the dance and a large attendance and good time are assured.

Carl Grobba, who for years has made it a practice to come to the city daily to market his stock, has lately found the demand so brisk that his trucks are only delivering orders and he is devoting more time to the greenhouses.

James Mathews, who went overseas in 1916 with the 204th C. E. F., has returned to his former position at Allen Gardens. James was promoted to sergeant and will address the florists at the club in the near future.

The gardeners' and florists' club is experiencing unusual activity and 20 members will be enrolled at the next meeting.

This year's L. longiflorum arrived in good shape and from their appearance, they will be plentiful at Easter.

H. G. D.

Nassau County Horticultural Society.

The regular meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., January 8, President Adler in the chair. The judges appointed for the exhibition, Thomas Henderson, W. G. Carter and Thomas Twigg, made the following awards: Six ears of field corn, William Milstead, first and thanks of the society for another entry of like character. A beautiful vase of Carnation Laddie, staged by John F. Johnston, was awarded a certificate of culture. Two petitions for admission to active membership were received. A letter of sympathy was ordered sent to the widow of our late honorary member, Theodore Roosevelt. All present stood at attention in token of our respect and esteem. This society was honored by having this great man as one of its members, and words fail in expressing the loss we feel in his passing.

President Adler presented the silver medal of the National Association of Gardeners for the most meritorious exhibit at the fall show to Robert Marshall, who suitably responded. An extremely interesting essay was ably read by Ernest Westlake, the subject being, "The Gardener and His Recompense," written by M. C. Ebel, Madison, N. J. A short discussion followed and a vote of thanks was ordered sent to the author. Several members of the society now in the service were heard from and it is hoped they will soon rejoin us. The competition for the next meeting will be 50 single violets, 25 carnations and a pot cyclamen. The date is February 12 at 7:00 P. M.

HARRY GOODBAND, Cor. Sec'y.

Tennessee State Florists' Association.

Secretary G. M. Bentley, of the Tennessee State Florists' Association, announces that arrangements are completed for the annual convention of the association to be held at the Hermitage hotel, Nashville, January 28. From the long list of exhibitors, including florists' supply concerns, from all parts of the United States and the reservations made at the hotel for members and visitors, the success of the convention is assured. The proceedings, the Floral Journal of the society, will be ready for distribution at this meeting. Among the papers and discussions included in the interesting programme are the following: "Can We Assist Each Other in the Matter of Securing and Holding Expert Help?" by H. G. Bramm, Bristol; "How Can We Develop Landscape Work Throughout the Smaller Cities and Towns?" by W. N. Kessler, Birmingham, Ala.; "Growing Plants," by C. H. Tritschler, Nashville; "Chrysanthemums," Charles H. Totty, Madison, N. J.; "The South and the Part She Will Play in the Future Flower Market," by R. C. Kerr, Houston, Tex.; "Can We in Combination Arrange to Purchase a Satisfactory Line of Pots and Save Money?" by T. H. Joy, Nashville; "Making our Home Surroundings More Beautiful," by Miss Mary B. McGowan, Nashville; "Seedling Carnations," by Rolfe F. Smith, Nashville; "Why All Florists Should Become Members of the Florists' Telegraph Delivery," by Karl P. Baum, Knoxville.

Are you satisfied with half?

When you consider from what a small proportion of the entire trade your present business is drawn, don't you want to pull off your coat and go after the rest? You can cover the trade by circularization, and route your salesmen so that they reach a far larger number of prospects, if you use the

American Florist Company's

TRADE DIRECTORY

529 Pages—$3.00

Contains extensive lists of Florists, Seedsmen and Nurserymen, arranged by states and towns, also alphabetically. The names are accompanied by information which enables you to select just those firms which will be interested in your line.

ALSO LISTS OF

Foreign Merchants
Firms issuing Catalogues
Horticultural Supply Houses
Seed Growers
Parks, Cemeteries
Landscape Architects
Experiment Station Horticulturists
Botanical Gardens

Your sales department cannot invest $3.00 to better advantage than for a copy of the Trade Directory.

PUBLISHED BY THE

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, Chicago, Illinois

Magnolia Leaves

Gnatt's Queen Quality Magnolia Leaves.

Non-Mouldy Flexible Uniform Size.

Our Magnolia Leaves are treated by a special process which makes them non mouldy and flexible. The natural leaves are specially sorted for us by experienced pickers in the South which assures a uniform size. If you want better magnolia wreaths use **"Gnatt's Queen Quality Brand"** leaves. **Colors: Brown, Green and Purple.** Cartons contain approximately 750 to 800 leaves. **Price, $1.75 per Carton; in 100-pound Cases, $22.00 per Case.**

5% cash discount allowed on orders accompanied by Check or Money Order.

THE OVE GNATT CO., La Porte, Indiana

MANUFACTURERS AND IMPORTERS OF

Preserved Foliages, Baskets and Florist Supplies.

Toledo.

MARKET AND DEMAND NORMAL.

For the first time in many weeks, the demand for flowers, while good for this time of the year, has reduced to such an extent that prices have gradually crept back to something near normal. At this writing, flowers are more plentiful than they have been since September. This, of course, is due to the reaction after the holidays, and in great part to the diminishing influenza. Carnations are now very plentiful and the demand does not entirely absorb the supply. They are selling as low as $1.25 per dozen. Their quality is fair. Roses are also fairly plentiful and stock is good. Plants are still quite scarce.

1918 GREAT YEAR FOR FLOWERS.

Representative florists in this city, when interviewed by the writer, stated that 1918 was the best year they had ever experienced, and this contrary to what they had expected as a result of the war. While flowers, to many people, have always seemed to be a luxury, the demand for them increased greatly last year and nearly every florist and grower in this locality reports a substantial and very encouraging increase over the preceding year. However, one of the greatest contributing causes to this unusual demand was the influenza, which held this city in its grip during the greater part of the fall and took a heavy toll in lives. While some florists were attacked by this insidious disease, and one concern was forced to close during the holidays, the trade was extremely fortunate in not losing a single representative. Florists are now taking inventory with a view of finding out whether they made any money out of the big rush. Almost everything that a florist uses in his business, including labor, jumped considerably last year and naturally, the business man who does not keep track of this, cannot make the right profit. With the national publicity campaign in its second year, prospects are bright for another good year for those florists who are progressive and wide-awake.

NOTES.

Frank, George and Leo Schramm, of Schramm Bros., have recovered sufficiently from their recent attack of influenza to be about again. Manager Frank Schramm told the writer, that despite the fact that they were forced to close during Christmas week, that a splendid gain in business was recorded for 1918 over 1917 and he looks forward to a continuance of prosperity. Schramm Bros. have charge of decorating the mammoth terminal building for the annual auto show to be held here in the last week in January.

John Lambert, the very able decorator for Mrs. J. B. Freeman, is a very enthusiastic worker for anything that would improve the florists' business or raise the standards of merchandising in this community. His latest idea is to form a retail florists' club to promote a better feeling of harmony and co-operation among retailers.

Opinion here is somewhat divided on the effects of the import law, but the majority of retailers seem to think that it would be a calamity and decrease sales if plants, such as the azalea, were permanently excluded from this country. Hence many of them are wiring protests to their representatives in congress.

Harry Heinl reports a very prosperous year in which he had no difficulty in disposing of all the stock he could raise at substantially increased prices. However, he is seriously considering switching from the high grade rose, of which he has been making a specialty, to carnations.

Henry Krueger, who has taken over the retail store of Krueger Bros., located at Clark and Nevada streets, in East Toledo, says business is coming along fine. East Toledo is a prosperous section of the city and he has no competition in this vicinity.

The La Salle & Koch flower department is offering a 10 per cent discount on all flowers and plants during January in common with other departments throughout the store.

The Mussbach Sisters, florists, located on Oliver street, are still on the map and report a brisk and profitable business. A. C. K.

Boston.

GOOD MOVEMENT AT HIGH PRICES.

With stock more plentiful and although prices continue high, trade is increasing daily. The demand for plants is good and the offerings now include flowering apple, cherry and quince as well as Japanese prunus. Dutch hyacinths and chorizemas have arrived and are selling well.

NOTES.

Arnold & Fisher are cutting heavily in Matchless, Red Cross, Benora, Laddie, Alice and Pink Delight carnations.

William Nicholson has been cutting mignonette, freesias, myosotis, stevia and carnations in variety.

B. A. Snyder & Co. report business ahead of last year, with good stocks arriving. S. K. G.

HUNTINGTON, N. Y.—Herman Anderson has purchased from Mrs. A. C. Obeney 25 acres of land with residence and greenhouses.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35.

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

BIG SUPPLY OF

Cattleyas, Easter Lilies & Carnations

Everything Else in Seasonable Cut Flowers and Greens

PLANTS WE ARE NOW OFFERING

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Whitmanii, 5-in., 50c, $6.00 per doz.; 6-in., 75c each, $9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each.

PRE-INVENTORY SALE

Now Is the Time to Take Advantage of Our

Special Sale of Florists' Supplies

Write for List of Offerings and Quotations

For January Sales

Many retail stores find artistically arranged baskets of cut flowers a good item to feature at this time. We have a **SPECIAL TUMBLER BASKET** that we are offering at **$25.00 per 100,** in assorted colors, that is just what you want for this purpose. Send in your order now.

RUSSELLS

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.50 to $4.00 per dozen, according to length of stems, our extra long being 30 inches and up. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

Current Price List.

RUSSELL

$1.50 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 to $20.00 per 100
Medium	12.00 to 15.00 per 100
Good short	8.00 to 10.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 per 100, depending on quality.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.00 per 1000.
Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS NONE TOO PLENTIFUL.

Stock in general is none too plentiful and cleaned up early in practically all lines all last week, especially roses, which were in exceptionally brisk demand and short supply. The city demand was surprisingly good all day January 18 when the market probably never was so well sold out in all items as it was then. Roses are bringing high prices but the quality is good and it is a question with the buyer whether he is going to get as many as he wants and not how much he is going to pay. Killarney are reaching the market in splendid condition and the same holds true for Champ Weiland, which is in brisk demand at all times. Carnations are selling much better this week and there is no great surplus to speak of when the stores close for the day. Lilies are cleaning up nicely and so are callas at the advertised quotations. Sweet peas are in better supply but the demand continues to clean them up quickly at very satisfactory prices. Violets are moving better than they have been but there always appears to be plenty to go around at $1 per 100 or thereabouts. Freesia is quite plentiful and is selling well at prices ranging from $4 to $8 per 100. White and yellow narcissi, pansies, daisies, mignonette, snapdragons, tulips, daffodils, orchids, gardenias, lily of the valley and other miscellaneous seasonable stock not already mentioned is cleaning up right along at good figures. Greens are in good supply although at times one or two items may be found scarce for a short period. Brown magnolia leaves evidently were scarce in this market the latter part of last week judging from the number of customers inquiring for same.

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

NOTES.

The Wild Flower Preservation Society of America is to hold an at home in the east galleries of the Art Institute, January 24, from 4 to 6 p. m. There will be an exhibit by members. Mrs. C. B. Cory and Mrs. Arthur Butler have charge of the grasses and mosses. Mrs. D. Harry Hammer of the blue prints of wild flowers. Mrs. Charles L. Hutchinson is president, Mrs. Charles S. Eaton, secretary and treasurer, Mrs. Frederick W. Blocki, recording secretary and Mrs. Charles M. Glaze, field marshal.

The Wholesale Cut Flower Association met at the Hotel Sherman, Thursday evening, January 16, when officers for the ensuing year were elected as follows: August Poehlmann, president; Paul Klingsporn, vice-president; A. C. Kohlbrand, secretary and Phil Schupp, treasurer. The Joseph Foerster Co. was elected to membership and other important business was transacted which the secretary will give out for publication later.

Our obituary column this week contain record of the death of another veteran florist, Conrad Frauenfelder, one of the most highly respected men in the trade. It will be recalled that Mr. Frauenfelder attended the last meeting of the florists' club, January 9, when he appeared to be in his usual good health, and made a short address during the Victory banquet, his daughter, Miss Edna Frauenfelder, receiving a fine burst of applause for her vocal selections on the same occasion.

Duncan Robertson and wife had a pleasant visit from their son Charles W. Robertson last week, who is with the colors and at present stationed at Camp Beauregard, near New Orleans.

No. 80, Special Cards

1000	$1.00	3000	$2.70
5000	4.25	10,000	8.00

The John Henry Co., LANSING, MICH.

Mention the American Florist when writing

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Choice Carnations in Large Supply at Reasonable Market Prices

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Welland	
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	3.00 to 6.00
" **Extra fancy**	$ 8.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch 75c	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $1.50	
Leucothoe Sprays	1.00

We Crow As We Grow

Special Sweet Pea Offer

Fancy Spencers, $3.00 to $5.00 per 100.
Medium . . 1.50 to 2.00 per 100.

Fancy Carnations

Select, ... $5.00 to $6.00 per 100.
Our selection, mostly red, 3.00 to 4.00 per 100.

A. T. Pyfer & Company

Formerly at 30 East Randolph Street

164 North Wabash Avenue, L. D. Phone, Central 3373 **CHICAGO**

President Zech, of the florists' club, has appointed judges for the annual novelty show, February 6, as follows: Carnations, C. W. Johnson, Harry Blewitt, P. W. Peterson; roses, N. J. Wietor, W. J. Keimel, W. G. Earle; miscellaneous, Albert Erickson, Geo. Ball, Geo. Asmus. The entire arrangements for this exhibition are in charge of Chairman T. E. Waters of the good-of-the-club committee.

Joe Wiltgen and Martin Amling, who were with the colors at Camp Johnson, Augusta, Ga., were mustered out last week at Camp Grant, Rockford. Mr. Wiltgen will start up his father's range at Evanston and Mr. Amling will resume his duties at the W. H. Amling Co. range at Maywood.

Joe Einweck, formerly with Bassett & Washburn, who is with the American troops in Siberia, writes that he is in good health and that he is on guard at one of the prison camps.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

PERCY JONES
INC.
FLORISTS' SUPPLIES

56 E. Randolph St., **CHICAGO**

The Retail Florists' Association met Tuesday evening, February 21, when it was decided to extend the membership campaign for 30 days so that all the retail florists may have an opportunity of joining without paying the initiation fee of $25. The members present guaranteed a certain sum of money which will be used in connection with a like amount subscribed by the Wholesale Cut Flower Association for local advertising during the period of gluts. This campaign everyone figures will do away with the ridiculously low priced sale of cut flowers by the department stores which have caused much unpleasantness in the past and was unfair competition to the legitimate retail florist. Vincent Gorly, of Grimm & Gorly, St. Louis, Mo., gave an interesting talk on what the retail florists were doing in his city, which is somewhat along the plan that this association has in mind and summed up in a nutshell means co-operation of all branches of the trade for a general betterment of the florist business.

C. L. Washburn says that the proper way to store screenings is not to mix the shipments from the different mines, but to keep each one intact. One pile of 12 to 15 cars of mixed screenings has been on fire off and on ever since Thanksgiving, while another lot of 98 cars which all came from the same mine never caused any trouble.

Allie Zech, president of the Florists' Club, will attend the exhibition of the American Carnation Society to be held at Cleveland, O., January 29-30 and the executive committee meeting of the Society of American Florists at Detroit, Mich., January 31-February 1.

Nicholas Moga, gardener at the Saddle and Cycle Club, was placed on trial January 20 on the charge of manslaughter. It is alleged he threw a pair of pruning shears at William A. Ulrey, 15 year old boy, who subsequently died from the wound inflicted.

Chas. C. Dorigan, who has been with the colors at Canfield, Tex., for sometime, was mustered out recently and is again attending to his duties at Dorigan Bros.' flower shop at 6242 South Ashland avenue.

John Ziska is back on the job at Joseph Ziska & Sons, after spending a week at Excelsior Springs, Mo. He brought back the beautiful cane that a number of his friends presented him with the night he left.

A. I. Simmons is supervisor of the industrial section of the division of social hygiene of the state department of public health, with headquarters at Springfield.

Miss Clara Burckhardt is again attending to her duties at Poehlmann Bros. Co.'s supply department, after being on the sick list for some time.

Otto W. Freese and Walter Stockloss, of Poehlmann Bros. Co.'s cut flower department, were on the sick list for several days this week.

A. Miller, of the American Bulb Co., who returned from a business trip east this week, attended the funeral of the late Theodore Roosevelt.

Victor Young, who was mustered out of the army recently, is with William F. Schofield, 738 North State street.

Abe Iralson is planning on leaving in the near future for California to inspect the almond growing districts.

E. C. Amling, wife and daughter left January 22 for Orange, Calif. They expect to return about Easter.

Wolf's Flower Shop, 7 West Monroe street, had the order for the casket cover for the Busse funeral.

YOUR

PROTECTION

THE MARKET PLACE

We maintain certain constructive and practical ideas and ideals which we believe eventually will be promoted by

WHOLESALE GROWERS and RETAIL FLORISTS

whose interests are identical with ours.

KENNICOTT BROS. CO.

Wholesale Dealers in Cut Flowers and Plants since 1881

CHICAGO

Mention the American Florist when writing

Chas. W. Schlief, 5655 East Ravenswood Park, writes that he is on the sick list with sciatica.

Geo. A. Kuhl, of Pekin, is at the Presbyterian hospital.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Fancy Carnations

Good supply in the best leading varieties at very reasonable market prices.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Mignonette, Calendulas, Tulips, Freesias, White and Yellow Narcissus, Violets, Daisies, Greens, Etc., Etc.

A Reliable Wholesale House Offers a Market

To several more growers who are steady shippers of choice cut flowers. With an increasing demand, we need more stock in Carnations, Roses, Bulbous Stock and Miscellaneous Cut Flowers. We always have a healthy market for our stock. Our growers are pleased with their returns.

Try us and be convinced. **Checks weekly always.**

O. A. & L. A. TONNER, 30 E. Randolph St., Chicago

Charles L. Hutchinson was elected temporary chairman of the Roosevelt memorial commission January 21, at the meeting called by President Reinberg of the county board. Present were many of Chicago's most prominent citizens, among them John G. Shedd, Harold Ickes, Merritt Starr and James A. Patten. Allen B. Pond was elected temporary secretary. The meeting was held in a typically business fashion, the entire proceedings taking only 12 minutes. More than 200 members of the committee attended. The action of the committee put at rest the fears of many people that some preconceived plan would be rushed through without giving time for an expression of public opinion. Mr. Hutchinson said that all members would be given opportunities to express themselves. Many people have protested the use of the forest preserve as a site for the memorial, urging some place in the city within the easy reach of all.

William Johnson says that carnations have been in brisk demand at A. L. Vaughan & Co's. store all week and that prices have had a tendency to strengthen, instead of weakening.

A. T. Pyfer & Co. report that sweet peas continue to be in brisk demand at high prices and the average so far this season has been surprisingly high.

N. J. Wietor deposited $6,000 worth of Liberty bonds this week which was a small part of Wietor Bros. subscription to one of the loans.

The Central Floral Co's. orchid window attracted much favorable attention the past week and was a credit to the proprietors.

Visitors: Jos. H. Hill, Richmond, Ind.; Sam Seligman, representing Schloss Bros., New York; A. E. Turner, of Rosin & Turner, Mosinee, Wis.; Theo. D. Hefko, Marshfield, Wis.; Vincent Gorly, of Grimm & Gorly, St. Louis, Mo.; A. C. Pruyser, of the Michigan Bulb Farm, Benton Harbor, Mich.; Kerby Boerstler of Kerby's Flower Shop, Little Rock, Ark.; Victor Ryhd, secretary of the Dole Floral Co., Beatrice, Neb.

BALTIMORE, MD.—William Patterson has purchased two houses of Boyd G. Merritt and will remove the material to his range near Govanstown.

ROSES BEST QUALITY CARNATIONS

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

As we are in HEAVY CROP with CARNATIONS, we can supply you at reasonable prices. Would recommend their use in funeral work.

Split Carnations, $2 to $3; Choice Stock, $4, $5 and $6 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Notice. Owing to the fact that the American Railway Express Company does not assume risk for shipments, we in turn can only ship at your risk.

You can increase your profits and business by sending all orders direct to

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Detroit.

BUSINESS RETURNING TO NORMAL.

Business with the retailers is assuming normal winter conditions and the supply of flowers is about equal to the demand. Roses are not over abundant, but carnations are beginning to be, at times, over plentiful and much improved in quality. Violets are also showing the benefit of the bright, clear weather now prevailing and the daily receipts are easily disposed of. Pot plants of Dutch bulbous flowers are making their initial appearance, but the supply as yet is limited and they are in good demand. Some belated cyclamen stock, intended for the past holidays, are now available and find ready sale. Fine sweet peas are now added to the list of seasonable cut flowers and are much appreciated.

NOTES.

Philip Breitmeyer, Thos. Browne, R. Raheley, E. A. Fetters, Geo. Doemling and A. J. Stahelin visited the growers of Mt. Clemens, January 17, in Mr. Stahelin's new Packard Sedan. They report the growers of the "Bath City" having fine stock and unusually good prospects for a season of real prosperity.

Henry Rahaley of the Michigan Cut Flower Exchange, and Norman Sullivan, are visiting the florists in Philadelphia, New York and Boston.

Frank Holznagle, Highland Park, is preparing a big stock of bedding plants, which he feels sure will be in good demand next spring.

Interest attaches to the approaching carnation meeting at Cleveland, January 29-30, and a good delegation will attend from this city.

John Warncke has purchased the business of the Woodmere Floral Co., formerly conducted by the late Charles Warncke, Jr.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Chas. A. Keller, Woodmere, Mich., is now driving a fine new Cadillac touring car. J. F. S.

Rochester, N. Y.

HIGH PRICES CURTAIL DEMAND.

Business continues quiet, especially transient trade, due largely to the high price of flowers and plants. Bulbous stock is becoming more plentiful and carnations are more abundant and of excellent quality. Violets are also much improved. Freesias and narcissi are in great demand. Flowering plants such as cyclamens, azaleas, primroses, daffodils and tulips are selling well.

NOTES.

The monthly meeting of the florists' association was held January 13, with a good attendance, the principal event of the evening being the election of the following officers for 1919: Harry E. Bates, president; George T. Boucher, vice-president; Ambrose H. Secker, secretary; James Sproul, treasurer. The federal plant importation restriction ruling came up for a lively discussion and James J. Karins, representing Henry A. Dreer, Philadelphia, Pa., pointed out various ways in which the order would affect the trade throughout the country. George B. Hart, E. P. Wilson and Charles Vick were appointed a committee to draft resolutions to be sent to congress condemning the ruling.

At a joint session of the Western New York Horticultural Society and the New York State Fruit Growers' Association, January 15-18, the two bodies were merged under the name of the New York Horticultural Society. Thomas P. Gore, of Oklahoma, chairman of the agricultural committee of the senate, addressed the meeting.

John Vollmer and Charles Christ who have been engaged in war work are again in the employ of J. B. Keller Sons. Clyde La Rock, formerly with George T. Boucher, has been transferred to the motor transportaton corps at Mineola, N. Y.

CHESTER.

Kansas City, Mo.

HIGH PRICES THROTTLE FLOWER DEMAND.

The great problem that confronts the trade in this city is the extremely high prices of flowers which is forcing the sale of plants wherever they can be substituted. Pink and White Killarneys of ordinary grade with 18 to 20 inch stems wholesale at from 18 to 25 cents, while Russell, not at all up to standard, go as high as 35 cents, although the usual price has been not more than 12 or 15 cents. The prices would not be so bad if the quality was in keeping. Carnations are the only offerings that are half-way right but they are not up to grade. They wholesale at from six to 10 cents. Paper Whites are bringing the highest figures ever known here. There is still good stevia on the market and sweet peas show improvement.

NOTES.

H. Kusik & Co. report that with limited supply and high prices the box is

For Your Supply of
CUT FLOWERS
Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Shawyer
Ward Ophelia
Killarney Brilliant

MINIATURE ROSES
Cecile Brunner

LILIES
A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.
Callas
Mignonette

CARNATIONS
Valley Cattleyas
Calendulas
Single and Double Violets
Freesia Pansies

SNAPDRAGONS
Paper White Narcissus
Yellow Narcissus

GREENS.
Plumosus Sprengeri
Galaz, bronze Galax, green
Ferns
Adiantium Smilax
Mexican Ivy
Boxwood Leucothoe

kept clean every day. Roses, carnations, Paper Whites, sweet peas and stevia are leaders here. Shipping trade is good. They are refusing orders for wire work, being months behind in their work in this department.

T. J. Noll & Co. report good local and out-of-town business. The quality of the stock is not up to standard and prices are high is the complaint made by this firm. The supply consists of roses, carnations, stevia, Paper Whites and calendulas.

Arthur Newell reports that his son has arrived home, having been relieved from military service and is assisting his father at the store. Business is good, but with the rest of the trade the high prices make unsatisfactory conditions.

Charles Thomas and wife, who have been seriously ill with influenza are now out of danger, but on January 19 their two-year-old baby was stricken and is not expected to live.

With funeral orders, hospital flowers, and decorations, W. J. Barnes and his staff have had a busy week. Pot plants are moving nearly as well as at the holiday season.

Miss J. E. Murray says funeral work constitutes her heaviest demand but orders for hospital flowers and parties have held up very well.

Visitors: Julius Dilloff, New York; Herbert Moore, Clarence, Okla. E. J. B.

Louisville, Ky.

BAUMER ELECTED PRESIDENT.

At the January meeting of the florists' society, August R. Baumer was elected president of the organization. He had held the position of secretary, has hardly missed a meeting in years, and has always been one of the foremost workers for the society's success. He always has a smile and a good word for everybody. The meeting was addressed by H. G. Walker and H. Kleinstarink in regard to the plant and bulb exclusion act and on motion it was decided the society should use its influence in trying to have this restrictive measure rescinded, the president stating that he would appoint a committee for the purpose.

NOTES.

The George Schulz Co. greenhouses that have not been in operation during the past two years have been sold and it is reported that they will soon be in operation again.

Roy Pontrich, who was injured in an automobile accident, suffering a fractured skull, is improving rapidly and will be able to leave the hospital in a few days.

The New Nanz & Neuner Co. had the order for the floral decorations at the opening of the Liberty Insurance bank, recently re-modeled and refitted.

Visitors: A. F. Longren, representing Burlingtom Willow Ware Co.; R. R. Harris, of Huntsville Wholesale Nurseries, Huntsville, Ala. H. G. W.

Milwaukee, Wis.

SATISFACTORY TRADE AND FAIR SUPPLY.

We are pleased to report normal conditions as to demand for the past week. Shipping is good and the local trade is becoming more active as time goes on. All roses are still short of the demand, while the receipts of sweet peas, violets, snapdragons, freesias and Paper Whites are not large enough to cut much figure. Carnations are plentiful, and of good quality, but due to the scarcity of the other lines, are holding their own nicely. Lilies are good property as the supply is limited. Lily of the valley is getting scarce as time goes on. There always is a demand for all the calendulas that reach this market. The weather the past week has been ideal, being clear and not too cold, saving the growers a good many tons of coal and the labor of handling it.

NOTES.

An auto party consisting of Adam Zender, Chicago; W. A. Moore, Jefferson, Wis.; Nic Zweifel, Wm. R. Schroeder, Fred H. Holton and H. V. Hunkel, made the rounds among the North Milwaukee growers, January 16, winding up at the Holton & Hunkel range at Brown Deer. All the growers are running full capacity, and their stock is reported looking fine.

John Roessel, formerly with the Heitman-Oestreicher Co., received his honorable discharge on January 15. He was drafted on July 5, and spent all his time in Camp Hancock, Ga., where he made good, having been machine gun instructor for some time before being mustered out.

John Nosacek, who for many years past made wire work for the trade at his place of business at Sixth and Chestnut streets, has now been engaged permanently by Gust Rusch & Co. Bryan Seely, of the same firm, reports the arrival of a baby girl, January 13.

The C. C. Pollworth Co. reports a heavy call for chrysanthemum stock plants, also rooted carnation cuttings. Business with this firm has been quite satisfactory for some time past.

Cards received from Sergeant Louis Eberfeldt, a Milwaukee florist's son, about a fortnight ago, were postmarked Wurtemburg, Germany. He writes all is well with him.

The first of a number of dwellings to be erected on the Hummel property on Pabst avenue and 54th street, formerly occupied by greenhouses, is under way at this time.

We have been unable to get a line on the local boys who will attend the carnation convention at Cleveland next week, but this city will be represented.

Harold Baumgarten, who is in France at this time, writes that he is longing for the "good old U. S. A."

E. O.

BILLINGS, MONT.—The store formerly operated as the Billings Floral Co. has been reopened by Mrs. H. W. Smith.

You can get it here—Everything
in Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Columbus, O.

FUNERAL FLOWERS PRINCIPAL DEMAND.

Business is rather dull outside of funeral work, but this keeps up strong enough to compensate for the otherwise slow January demand. Prices remain off on all blooms as compared with the last three months of 1918. Roses come near being an exception, as they now bring from $3 to $7 per dozen. Carnations are in oversupply at $1.50. Sweet peas are good stock at a minimum of 75 cents per bunch. There are plenty of pot plants in the way of cyclamens, primroses, freesias and narcissi. All florists' displays still lack the variety and profusion that prevailed before production was cut down by war restrictions. With growers making great plans for the coming season, complete recovery is looked for in this respect, which it is believed will add greatly to popular trade.

NOTES.

Manager A. Newland, of the Fifth Avenue Floral Company's store, has been removed from his quarters at the Railway Y. M. C. A. to a local hospital. While not fully recovered from an attack of the influenza, Mr. Newland took part in the holiday trade and suffered a relapse, which has kept him in bed for several weeks. Upon being able to make the trip, he expects to go to relatives in Michigan for care until he gets strong again.

Rudolph Czish, who has been with the Livingston Seed Company, has taken the position as manager for the Columbus Floral Company, wholesale growers. This is accepted to mean that the latter's large plant, the future of which was in some doubt, will become an important factor in the trade.

Officers of the Columbus Horticultural Society announce that they will take active part, financially and otherwise, in advancing locally the movement for planting permanent Christmas trees. J.

St. Louis.

GENERAL DEMAND IMPROVING.

The market during the past week was a little more active. Business seems to have picked up somewhat, with a slight increase in funeral work. The general demand is increasing also. The supply of stock is very near normal, and the grade is good. Carnations form the bulk of the offerings and clean up daily. A slight increase in the supply of roses is also noted, but it is still short of the demand. Sweet peas, violets and bulbous stock have a good call. Snapdragon is in poor supply and a good cut would sell readily. Callas are coming in fine and move quickly. Lily of the valley is still scarce.

NOTES.

The publicity committee at its last meeting decided to do some advertising for Valentine's day and also some propaganda work in the newspapers to counteract the ill effects on the buying public by the adverse criticism appearing recently in the daily press.

The local florists are arranging a banquet to be held at the Planters' hotel, February 5, to which all florists are to be invited. A fine programme has been arranged, both entertaining and intellectual.

Visitor: A. F. Longren of the Burlington Willowware Works.

J. J. W.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. **Chicago**

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per case.

Natural Log Moss, per bag (100 square feet), $1.75

Perpetuated Sheet Moss, per bag (100 square feet), $3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

			Dozen
Roses,	Beauty	$ 2.00@$	7.50
"	Mrs. Chas. Russell	1.50@	5.00
			100
"	Hoosier Beauty	8.00@	30.00
"	Killarney Brilliant	6.00@	20.00
"	Killarney	6.00@	15.00
"	White Killarney	6.00@	20.00
"	Richmond	8.00@	25.00
"	Prince de Bulgarie	8.00@	25.00
"	My Maryland	8.00@	25.00
"	Mrs. Geo. Shawyer	8.00@	25.00
"	Milady	8.00@	30.00
"	Sunburst	8.00@	25.00
"	Mrs. Aaron Ward	8.00@	15.00
"	Hadley	8.00@	25.00
"	Ophelia	8.00@	20.00
"	Double W. Killarney	8.00@	25.00
"	Mrs. Moorfield Storey	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	25.00
"	Francis Scott Key	8.00@	25.00
"	Bayard Thayer	8.00@	35.00
"	Cecile Brunner		4.00
"	George Elgar		4.00
"	Baby Doll		4.00
"	Nesbit		4.00
"	Our selection		8.00
Violets, per 100			1.00
Carnations		4.00@	8.00
Cattleyas, per doz.		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Stevia		2.00@	4.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		3.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz.		1.50@	2.00
Mignonette			8.00
Freesia		4.00@	6.00
Ferns	per 1,000 $5.00		
Galax	" $1.50@ 2.00		
Leucothoe		1.00@	1.25
Mexican Ivy, per 1000	5.00@ 6.00		
Plumosus Strings, each,	60@ 75		
Smilax	per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case.			9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Southern Wild Smilax

50 lb. case, $2.25.

Magnolia Leaves

For preparing purposes, 3 to 5 inches long, 70 lb. case, $3.00. Satisfaction guaranteed.

J. A. CURRY & CO., Drewry, Ala.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet) $3.50

NATURAL LOG MOSS

Per bag (100 square feet) $1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Rooted Carnation Cuttings

Ready for delivery in January. **C. W. Ward, Matchless, Alice** and **Beacon, $35.00 per 1000.**

We can also furnish all other commercial varieties. Send for complete list.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND SUFFICIENT FOR CLEANUP.

There does not appear to have been much excitement in the market, but the demand was well maintained throughout the week, which closed with everything sold out. There was a little backing up of carnations in the middle of the period with prices as low as $4 to $6, but the quotation at the week end was $6 to $8. Roses are a trifle offcrop. This is particularly true of the shorter grades; anything worth having, bring $8. High grade Russells are exceptionally fine, as are the best Hadleys. These appear to be plentiful on account of the limited demand for such expensive grades. They are all used up, however, at satisfactory prices. Snapdragons, calendulas, daisies, freesias, and white and yellow narcissi are all good stocks that bring top figures. Easter lilies are still fairly plentiful, as are callas, at the record price of 25 cents each. There appears to be plenty of cattleyas and a goodly supply of splendid lilac, which always finds ready buyers. Violets are quite plentiful, there being a good lot of the Hudson River brand of doubles. Southern asparagus comprises fully two-thirds of the stock sold in this market. It arrives, as a rule, in very good condition. Why it is that men will spend good money for bulbous stock, use their expensive facilities and skill in bringing it to almost salable condition, and then lose all the fruits of their labor through a lack of judgment in cutting and marketing the stock? Bunches of fine, stout, long-stemmed sprays of freesia, cut with one flower open, one half developed, and some eight buds, most of them quite green, were offered in the market the past week. The stock was so green as to be almost unsalable. If cut with four flowers opened, and the remaining buds so developed that they would all open out in water the grower would receive at least 50 per cent more for his labor. As it was, he had to suffer a discount of at least 25 per cent. There is just as much skill in knowing when to cut flowers, in caring for and properly preparing them for handling in the market as there is in their successful culture. One-half the junk that accumulates in the wholesalers' ice boxes, and goes to the street men in their Saturday bargains, falls to this low condition through errors of some kind in its preparation at the finish, before it leaves the hands of the growers.

PROFITEERING.

In speaking of the resentful attitude of some retailers to the continuing high prices, a large wholesale dealer said he could not understand their point of view. They should endeavor to accustom their patrons to higher prices, not by apologies, as that only made matters worse, but by featuring their flowers and plants and giving better service. Where it was necessary to explain, compare the advance with that of any other business, which result would be favorable to flowers. There is no use in the retailer bucking market prices as they are controlled absolutely by supply and demand. Many storemen, because flowers cost more, wanted to increase their percentage of profit. When carnations cost four cents they were glad to sell at $1 per dozen, a gross profit

Air Plants

Per dozen bunches $1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs.. $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls..... $5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Jan. 22. Per 100

Roses, Beauty, Special	60.00@ 75.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" 1st	12.00@ 20.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 10.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Shawyer	6.00@ 15.00
Lillies	15.00@20.00
Cattleyas	60.00@ 75.00
Carnations	4.00@ 7.00
Chrysanthemums	20.00@ 30.00
Sweet Peas	1.50@ 3.00
Asparagus Sprengeri .35@ .50	
Violets	1.00@ 1.50
Ferns ..... per 1,000	3.00
Calendulas	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	5.00@ 6.00
Callas	15.00@ 25.00

BOSTON, Jan. 22. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Jan. 22. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Shawyer	4.00@15.00
" Columbia	6.00@15.00
Lilium Giganteum	12.50@15.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Narcissus	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

of 50 cents. When they pay eight cents and at the same ratio get $2 per dozen, the gross is $1 for giving exactly the same service. Why should they then as a number of them do, increase their selling price from 50 cents to $1 per dozen more? They are not satisfied to make 100 per cent gross as when the stock cost four cents but now at the advanced prices, for exactly the same service, they jump their profit from 50 to 100 per cent more. Then they rail at the wholesalers and growers because of conditions over which neither have any control and by reason of which he, the retailer, has greatly profited. Take a man who did $3,000 a month a year ago at a cost for stock of $1,500. This year, at the increased prices, he does $6,000 at a cost for stock of $3,000, leaving a $3,000 gross, while last year his gross was only $1,500. His overhead, if increased 25 per cent, which is not likely, would still leave him $2,250. A handsome gross gain, due entirely to the advanced cost of flowers.

NOTES.

Charles Grakelow, in discussing conditions in the retail store, declares that no one now buys flowers unless they absolutely must have them, such as for funerals or other imperative occasions. When prices again become normal, the flower-lovers and casual buyers would all have to be educated over again and have their feet turned toward the flower shop, instead of at present straight in and hurriedly by on the other side. Frank Ross, who also keeps in close touch with the public pulse, through the medium of his three stores, says the epidemic is still a factor in the present demand for flowers. It is, however, gradually dying out and he expects prices to soon ease up. He is emphatic in his belief that supply and demand absolutely rule market prices, and that any combination to control such a perishable stock as flowers is impossible.

C. U. Liggit, who keeps tab on florists' plant stock, says that $50 a thousand for rooted geranium cuttings is in sight. They are not to be had at present at any price. Two-inch pot stock is eagerly sought for at these figures. These prices are fully 100 per cent over those of a year ago. Carnation stocks are rapidly advancing, and will likely soon reach $50 per thousand for all standard sorts; in fact, some are ahead of these figures now. Own root roses in all the standard varieties are in such demand that $100

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" Brand Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 22.

	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ....
Carnations	6.00@ 10.00
Cattleyas.....each $0.60@$0.75	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	.25
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	1.50@ 2.00
Sweet Peas	2.00@ 4.00
Mignonette	4.00@ 6.00

ST. LOUIS, Jan. 22.

	Per 100
Roses, Hadley	3.00@10.00
" Killarney	6.00@10.00
" White Killarney	5.00@12.50
" Hoosier Beauty	6.00@15.00
" Russell	10.00@40.00
" Sunburst	6.00@15.00
" Ward	5.00@10.00
" Mrs. Shawyer	5.00@12.50
" Ophelia	6.00@20.00
Ferns	4.50
Carnations	4.00@ 8.00

MILWAUKEE, Jan. 22.

	Per 100
Roses, Killarney, W. Killarney	8.00@18.00
" Ward	6.00@12.00
" Mrs. Chas. Russell	15.00@50.00
" Ophelia	10.00@20.00
" Columbia	8.00@25.00
" Hoosier Beauty	8.00@25.00
Carnations, assorted	3.00@ 5.00
Cattleyas, per doz.	6.00@ 7.50
Violets	2.00@ 3.00
Calendulas	4.00@ 8.00
Sweet Peas	1.50@ 2.50
Paper Whites	6.00
Narcissus	8.00
Freesia	3.00@ 6.00
Callas, per doz.	2.50@ 3.00
Stevia	2.00@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Jan. 22.

	Per 100
Roses, Beauty, special	40.00@60.00
" " fancy	20.00@30.00
" " extra	12.00@15.00
" " No. 1	4.00@10.00
" Hadley	8.00@20.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	4.00@ 6.00
Valley	6.00
Ferns, per 1,000	4.00
New Crop Green Galax, per 1000 $1.50	
Sweet Peas	1.00@ 2.00
Freesias	8.00
Calendulas	4.00
Mignonette	6.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

per thousand will soon be the current price. This is also almost a 100 per cent increase over a year ago.

Edward Reid, whose experience as a wholesaler dates away back, claims to have been the first to use cleats in boxes of flowers to hold the ice in the center, which incidentally also strengthened the box. He also states that the asparagus growers of Florida, who followed his advice in their methods of preparation and packing, have their bunches arrive in the northern markets in the best possible condition.

Robert Craig said he never knew of florists' young stock for growing on to be as scarce as it is at present. Nobody wants to sell anything, most growers who usually have seedlings and rooted cuttings to offer not being able this year to accumulate any surplus.

Exceptionally fine Russell roses, snapdragons and carnations were features of the stock of the Leo Niessen Co. Mr. Niessen states that there is a healthy market condition, demand and supply being about evenly balanced.

The Jos. Heacock Co. is fortunate in securing additional practical men for their Roelf rose plant. There is an insistent demand for their entire cut; in fact, they could sell twice the stock if they had it.

Jos. Neidinger finds an enormous demand for his painted pinks and roses. He says he has kept many a florist alive, who, but for his hand made flowers, would now be out of business.

John Berger, of Berger Bros., is getting around, and was at the store for a time last week. Easter lilies, callas, carnations and sweet peas are quality stocks.

Lily of the valley and Champ Weiland roses are features of the Philadelphia Wholesale Florists' Exchange. Manager Deutscher reports business very good.

K.

New York.

PRICES WEAKEN UNDER LIGHT DEMAND.

Business was slack in the wholesale district during the past week, up to January 17, when it showed more life. Although there is an increase in the supply of carnations, sweet peas, and various bulbous stock, there is no surplus of roses, the supply fluctuating and prices but little lower. The tendency in rose prices is downward, rather than upward, and as the supply is likely, henceforth, to be on the increase, lower prices may be expected. The call for special rose stock is not heavy which shows that society business is light with the retail stores. Eight dollars per 100 is about the top price for carnations and many are selling for $6. There is a good supply of Paper White narcissus on the market, and the yellow stock is on the increase. Prices on Easter lilies, rubrums and callas are easier. The demand for violets is light and they are going cheap. There is little change in conditions in orchids and gardenias. The light supply of stock is all that holds up the market, as, aside from funeral work, of which there is considerable, the majority of the retail stores are doing but a light business.

January 20.—The supply of stock is light and the market in an unsettled condition. The weather continues mild, but the supply of stock does not greatly increase.

NOTES.

A brief item that appeared in January 18 issue of THE AMERICAN FLORIST is worthy of general attention, and we here reproduce it: "Charles Cotter, in charge of the Lake View Rose Gardens, Jamestown, N. Y., has volunteered to co-operate with the Red Cross and the federal vocational educational board in teaching maimed soldiers to grow flowers and garden vegetables." We hope that many other growers will follow the example of Charles Cotter. Even before we entered the war, there was much talk among growers about the difficulty in securing proper help. The conditions during the war are too well known to require comment. Labor is one of the chief requisities, we might say the chief requisite, in the florist and gardening business. Men who stayed at home during the war and gained an advantage through the nation's necessity, may now fume and threaten, as some of them are doing, but one fact stands out clear, that all these returning soldiers that are willing to work, and we take it that most of them are willing, must and will be provided with work. The maimed ones should be particular objects—not of charity—but of sympathy and assistance. It is the opinion of the writer that the Society of American Florists, the American Seed Trade Association, the American Association of Nurserymen, the Vegetable Growers' Association and all horticultural societies and clubs, should have committees to seriously consider and act in this matter of assisting maimed soldiers who show an inclination to take up any branch of the business.

George D. Nicholas, the well-known retailer of Seventh avenue and 123rd street, sailed recently for Europe and a large delegation of Greek-American florists went to the pier to wish him bon voyage. He was accompanied by A. Stephanides, a lawyer. They go to Paris as a committee from the Greek-Americans of this country that were born in Turkey, to be present during the sessions of the peace conference. Mr. Nicholas was born there and possesses a large stock of first hand

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephone: Farragut 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Phones Farragut { 167 / 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephone: 8864 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
114 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 22. Per 100

Roses, Beauty, special	75.00@100.00
" " extra and fancy	50.00@ 75.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	12.00@ 60.00
" Hoosier Beauty	8.00@ 25.00
" Francis Scott Key	12.00@ 60.00
" Columbia	10.00@ 35.00
" Prima Donna	10.00@30.00
" Alice Stanley	10.00@ 30.00
" Mrs. Geo. Shawyer	10.00@ 25.00
" Double White Killarney	10.00@ 30.00
" Killarney	8.00@ 25.00
" " Queen	8.00@ 25.00
" " Brilliant	8.00@ 25.00
" Aaron Ward	10.00@ 25.00
" Sunburst	8.00@ 25.00
" J. L. Mock	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Red Rover	10.00@ 35.00
" Mrs. Chas. Russell	12.00@ 50.00
Cattleya orchids, special	50.00@ 60.00
Rubrums	10.00@12.00
Lilies, Longiflorum and Formosum	15.00@25.00
Lily of the Valley	6.00@12.00
Adiantum Croweanum and Hybridum	.50@ .75
Bouvardia	4.00@ 6.00
Carnations	6.00@10.00
Gardenias, per doz.	2.00@ 8.00
Violets	.50@ .75
Paper White Narcissus, per doz.	.75
Snapdragons, per doz.	2.00@ 3.00
Callas, per doz.	3.00@ ...
Sweet Peas	2.00@ 5.00
Mignonette, per doz.	1.00@ 1.50
Golden Spur narcissus, per doz.	2.00
Freesias	3.00@ 4.00
Tulips, per doz.	.50@ 1.00
Iris, per doz.	5.00@ 6.00
Asparagus Plumosus, doz. bchs.	3.00
Smilax doz. strings	1.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

D. FEXY
Wholesale Commission Florist
116 West 28th St., New York
Consignments Solicited.
Mention the American Florist when writing

knowledge relating to Turkish misrule. He is an educated man and a fluent speaker in both our own and the Greek language. The Greeks are the leading merchants and comprise a large part of the population of Constantinople and other Turkish cities. The present Greek population of Constantinople is 300,000. Mr. Nicholas and his associate will co-operate with other committees and the Greek delegation to the convention in pushing the claims of Greece to have restored to her that part of Turkish territory which she formerly controlled.

Relating to the prospect of the country going "dry," W. G. Badgley, the wholesaler of 34 West 28th street, and who is also mayor of Chatham, N. J., says: "The whole traffic has been absolutely void of anything of a constructive or progressive nature and its passing can result in nothing but eventual national advantage. It is true that in the days of readjustment there will be some disturbance in capital, labor and real estate markets, but when these great elements are finally diverted to clean and constructive channels, the benefits to our country and to mankind will be very great. Gambling, robberies, murders and the costs of maintaining public institutions will be greatly reduced, moral and social standards will be advanced and family life elevated.

Although it was requested by Mrs. Roosevelt and the family, that no flowers be sent to the Colonel's funeral which was held at Oyster Bay January 8, many arrived. An eye witness states: "Flowers, coming in on trains, and on motor trucks, were heaped in many rooms at the Roosevelt home on Sagamore Hill; they were piled up in the little church, and were stacked in the Oyster Bay post office. This in spite of the family's request that there be no floral tributes.

On January 14, Frank E. Campbell, 1970 Broadway, arranged on the order of the "Lambs' club," an appropriate casket cover for the funeral of the late John Mason, a popular actor, and a grandson of Dr. Lowell Mason, formerly a noted musical composer. A number of fine designs were also arranged on the order of professional friends of the deceased actor.

We have heard no complaints from the florists over the prospect of this country going "dry." If there were any good reasons for extending sympathy to the wailing brewers and saloonkeepers, we would do so, but we can think of none. Figuratively speaking, the liquor business has dug its own grave.

The range at Flushing, recently conducted by the Knight & Struck Co., was sold under foreclosure proceedings, January 8. It was bid in by Mrs. H. D. Darlington, who we understand, held the mortgage. She and her husband were the former owners.

At Hession's, Madison avenue and 76th street, we have recently noticed evidence of business activity. Though he has two greenhouses in the rear of his store, we found them practically cleaned out of plants and a fresh lot arriving.

A second meeting of the creditors of Anglin & Walsh, bankrupt, will be held in the office of Seaman Miller, referee in bankruptcy, No. 2 Rector street, this city, January 30, for the purpose of electing a trustee and other business that may come before the meeting.

The Jewett City, (Conn.) Greenhouses are shipping to George C. Siebrecht a fine quality of the red carnation, Merry Christmas. Manager Van Reyper, of Siebrecht's, says that they will keep in good condition for one week.

Jack, the Florist, 3604 Broadway, advises us that he is selling strawberries and can make them pay better than flowers, at the present prices of flowers.

Special 7-inch Boston Fern Offer 75c each

Our stock of 7-inch Boston Ferns is exceptionally large, and the plants are fine for immediate sales or for potting on into 8-inch or 9-inch pots. **They are pot grown and well established.**

OTHER BARGAINS IN FINE POT GROWN BOSTON FERNS

6-inch..... 50 cents each 9-inch. .....$1.50 each
8-inch..... ....$1.00 each

KENTIAS are scarce, and every florist who has facilities should grow as many of these as poss ble.

Kentia Belmoreana, 2¼-inch .....$1.25 per dozen
Kentia Forsteriana, 2¼-inch..... ..... 1.25 per dozen
Kentia Belmoreana, 5-inch, made-up..... 9.00 per dozen

We Have 200,000 Small Kentias to Offer.
Get Our Prices on Larger Quantities.

PTERIS WIMSETTI

4-inch, $10.00 per 100. Nice bushy plants for Christmas baskets or boxes.

ENGLISH IVY

4-inch.....$15.00 per 100

5% Packing charges without pots; 10% with pots.

THE GEO. WITTBOLD CO.

745 Buckingham Pl., L. D. Phone, Graceland 1112. **Chicago**

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

No. 1.
25 **Tumbler Baskets,** in all colors, complete with metal liners..... **$8.50**

No. 2.
12 **Cut Flower Baskets,** 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... **$9.00**

No. 3.
15 **Plant Baskets,** medium size, assorted shapes, in all colors, complete with metal liners..... **$15.00**

Write for Catalog.

Fred Lenz, buyer for David Clarke's Sons, has been on the sick list for the past two weeks. Marshall Clarke, a member of the firm, has in the meantime, been making occasional visits to the wholesale district.

Ralph Armstrong, 400 Madison avenue, who last fall sustained a bad fracture of one of his legs, is about again, almost as good as new, and says he has no complaint to make about business.

J. J. Coan, 115 West 28th street, has recently filled a number of good out of town orders. He is carrying a stock of Easter lilies, forget-me-nots and carnations.

Chris E. Zervakos, who has two good retail stores, one at Madison avenue and 92nd street, the other at Columbus avenue and 86th street, is now a proud father.

Peter F. McKenney, Fifth avenue, and 42nd street, reports good business. His store is small, but in that location, he is in no danger of being overlooked.

A new retail store has been opened at 406 East 167th street, in the Bronx, by Smith & Weninger. Both are experienced men in the business.

In addition to other stock, William Kessler, 113 West 28th street, is receiving shipments of sweet peas.

J. P. McCormick, formerly of Chicago, is now in the retail store of J. V. Armstrong, 713 Eighth avenue.

William Mackie, 105 West 28th street, is receiving Spencer sweet peas and Golden Spur narcissus.

Riedel & Meyer, 49 West 28th street, have been showing a particularly fine stock of iris.

A. F. F.

PITTSFIELD, MASS.—The Flower Shop, 40 Fenn street, has been incorporated. Stanley S. Barnes, while retiring from active management, will still retain his interest, and Charles D. Mackie, formerly of Cromwell, Conn., will become identified with the new organization.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

Chicago **The North Shore Floral Co.** (Not Inc.)

BERNARD J. SHERMAN, Prop.
849-851 Irving Park Boulevard. Deliveries in Chicago and Suburbs.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—North Shore Floral Co.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—D. J. Pappas, Inc., 2751 Broadway.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs. High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Deliveries to Steamers and All Eastern Points.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

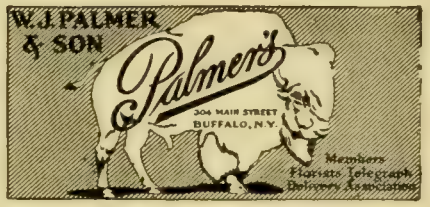
Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.



New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis. DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY

McKENNEY
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES
ORCHIDS
VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER F.T.D.

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy.
FLOWERS OF QUALITY.

Friedman
:::.FLOWERS.:::.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

For St. Louis
WIRE
Grimm & Gorly

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn, The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

Chicago Detroit
Central Floral Co.
132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

BAGS are lower.

THE advance guard of the California growers are talking $1.50 onion.

CANNERS say the large 1918 pack is hanging heavy on their hands.

DILL has been talked of as a remedy for influenza. Ask Len Wheeler for details.

"STURDY SEEDS" are those offered by Weeber & Don in their new trade list for 1919.

JOBBERS in Japanese stocks say there will be no delivery in this country of 1918 crop lily bulbs.

IMPORT and export houses are disappointed at the continued lack of ocean shipping facilities.

J. C. BODGER, of John Bodger & Sons Co., Los Angeles, Calif., reached Chicago, January 22, bound east.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., left Chicago for Minneapolis, January 22.

TENERIFFE advices are that the new crop of onion for seed is coming along in normal fashion except for lack of rain.

FRED H. HUNTER, of the Hunter Seed Co., San Francisco, Calif., is accompanied by Mrs. Hunter on his eastern trip.

ALLING WOODDRUFF, of S. D. Woodruff & Sons, New York, expects to proceed to California, via Seattle, after the canners' convention at Chicago.

HOWARD M. EARL, lately of F. W. Bolgiano & Co., Washington, D. C., is now with the Jerome B. Rice Seed Co., and expects to sail for Europe, January 25.

TOLEDO, O.—Clover was steady January 18, at $25.15, a drop of 10 cents during the week. April timothy was 10 cents lower. Cash was offered at $4.90, January $4.90, February $4.92½, March $5.00, April $5.00, and September $5.50.

GRANDPA MASSIE, president of Northrup, King & Co., Minneapolis, Minn., stopped off at Chicago this week, returning from Washington, D. C., where he attended the winter meeting of the Wholesale Grass Seed Dealers' Association executive committee.

THE PIETERS-WHEELER SEED CO., Gilroy, Calif., says the A. J. Pieters and W. A. Wheeler, now in Europe securing information for the department of agriculture on seed supplies and crops as representatives of the government are in no way identified with the firm's business.

A. L. ROGERS, of Alpena, Mich., who attended the canners' convention at Chicago this week, has about completed shipments from Idaho, where he was laid up temporarily by an attack of influenza. Mr. Rogers has lately concluded the purchase of a Chicago warehouse site, 250x600 feet, with railroad connections in the west part of the city.

The Late Henry W. Wood.

Henry W. Wood, senior member of the firm of T. W. Wood & Sons, Richmond, Va., died suddenly at New Orleans, La., January 14, while enroute to California where he was going to regain his health. The exact cause of his death is not known at this time.

Mr. Wood was born in Newark, Eng., in 1864, and came to America with his father, the late T. W. Wood, who founded the firm in 1879. The deceased had long been actively engaged in the business and was prominent in social and church circles. He had always taken a keen interest in

The Late Henry W. Wood.

agricultural affairs and the seed trade, having joined the American Seed Trade Association almost at the beginning of that organization, was elected its president at the twenty-fourth annual convention at Toledo, O., in 1906, and had been a member of the board of directors of the Wholesale Seedsmen's League. He also served two years as president of the Virginia State Agricultural Society, had held a like position on the Richmond Chamber of Commerce, was a director of the First National bank of that city and president of the Richmond Implement Co. He possessed a buoyant personality and made friends everywhere.

Mr. Wood is survived by three sons, Robert W., H. R. and Gordon F. Wood; by two brothers, William P., of Richmond, and C. Frank Wood, of Chicago, and by one sister, Mrs. H. Stuart McLean, of Richmond. His remains were laid to rest in Hollywood cemetery, January 17.

Catalogues Received.

Henry A. Dreer, Philadelphia, Pa., "Garden Book for 1919;" Peter Henderson & Co., New York, "Everything for the Garden;" Livingston Seed Co., Columbus, O., seeds; W. C. Slate, South Boston, Va., seeds; Elm City Nursery Co., New Haven, Conn., nursery stock; Cole's Seed Store, Pella, Ia., seeds; Holmes Seed Co., Harrisburg, Pa., seeds; J. J. H. Gregory & Son, Marblehead, Mass., seeds; Wm. Henry Maule, Inc., Philadelphia, Pa., seeds; W. E. Marshall & Co., Inc., New York, seeds; J. D. Long Seed Co., Boulder, Colo., seeds; Chris. Reuter, New Orleans, seeds; Aggeler & Musser Seed Co., Los Angeles, Calif., seeds; Barteldes Seed Co., Lawrence, Kan., seeds; Weeber & Don, New York, seeds.

Watkins & Simpson, Ltd., London, Eng., seeds; Sluis & Groot, Enkhuisen, Holland, flower seeds.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Mention the American Florist when writing

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

National Canners' Association.

There was a large representative attendance at the annual convention of the National Canners' Association, held at the Hotel La Salle, Chicago, January 20-24. The seedsmen represented included the following:

The W. W. Barnard Co., Chicago, (F. J. Lampke, C. D. Coventry, M. S. Smith).

A. J. Brown Seed Co., Grand Rapids, Mich., (Herschel Brown).

Everett B. Clark Seed Co., Milford, Conn. (Alex Mather).

D. M. Ferry & Co., Detroit, Mich., (Theodore Cobb).

Hogg & Lytle, Toronto, Ont., (Frank Garfat).

Peter Hollenbach, Chicago, (Charles Hollenbach).

Hunter Seed Co., San Francisco, Calif., (Fred H. Hunter).

N. B. Keeney & Son, Leroy, N. Y., (N. B. Keeney).

Landreth Seed Co., Bristol, Pa., (Philip Landreth).

S. F. Leonard Seed Co., Chicago, (S. F. Leonard, J. C. Leonard, Edward Leonard, J. F. Gary, J. Allen Poom, A. W. Gardiner).

Northrup, King & Co., Minneapolis, Minn., (C. C. Massie).

Everett R. Peacock Co., Chicago, (Everett R. Peacock, A. Seterberg).

Pieters-Wheeler Seed Co., Gilroy, Calif., (L. W. Wheeler).

Jerome B. Rice Seed Co., Cambridge, N. Y., (C. P. Guelf, H. M. Hedges, G. W. Treon).

Arnold Ringier, Chicago.

Rogers Bros., Alpena, Mich., (A. L. Rogers).

Stokes Seed Farms Co., Moorestown, N. J., (Francis Stokes).

Vaughan's Seed Store, Chicago, (Leonard H. Vaughan).

Woodruff-Boyce Seed Co., Seattle, Wash., (H. L. Coffin).

F. H. Woodruff & Sons, Milford, Conn., (W. H. Woodruff).

S. D. Woodruff & Sons, New York, (Alling Woodruff, M. Oppenheimer).

Imports at New York.

Horticultural imports at New York, January 16, included the following:

Via S. S. Wells City from Bristol, Eng., for Lancester County Seed Co., 53 bags seeds.

Via S. S. Italia from Glasgow, Scotland, for Peter Henderson & Co., 20 bags seeds.

From Liverpool, Eng., Jan. 20.—For Nungesser-Dickinson Co., 130 bags seed.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

SEEDS

Flower and Vegetable

WHOLESALE ONLY

ROUSTAN SERVAN & CO.

Established 1843

—— SEED GROWERS ——

Saint-Remy-de-Provence, FRANCE

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

PHOTO ⅔ SIZE

It is Easy to Understand Why

Vaughan's Gladiolus Are Money Makers

THEY ARE AMERICAN GROWN, ESPECIALLY SELECTED for Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000
America	$22.00
Augusta	20.00
Panama	30.00
Mrs. Frank Pendleton	45.00
Europa	60.00
Mrs. Francis King	$20.00
Chicago White	25.00
Myrtle (True)	75.00
Schwaben	37.00

FORCING GRADE 1⅜ inch and up including many over two inches.

SPECIAL FLOWER SEED PRICE LIST. ALL EARLY STOCKS. ASK FOR IT.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

New York Seed Trade.

Great activity is now noticed in all the seed stores in preparation for the spring trade.

One of George Burnett's sons who has been in the service has been given his honorable discharge, and is back in the store of Burnett Brothers.

A force is now busy at Weeber & Don's sending out catalogues.

A. F. F.

HARRY A. BARNARD, the genial representative of the Stuart Low Co., London, Eng., in sending holiday greetings to his numerous American friends, says the big town on the Thames is crowded far beyond comfortable capacity with British, Colonial and American soldiers and sailors, the vast throng joyous in the main, the gladness dimmed in many places, however, by the grief of those who look in vain for the coming of their loved ones. Referring to business, he adds, the wonder is they have not suffered more and that the cheeriest prophet could never have predicted that they would have held their heads above water after four years of such terrible war havoc.

BABSON says when the new crops throughout the world begin to mature, foreign demand will diminish and most grain prices will fall. This remark, of course, applies equally to seed crops.

CANDYTUFT QUEEN OF ITALY, according to a careful seed grower, has all the earmarks of being a perennial.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00.....per case of 1000
15.00.....per case of 500

J. M. THORBURN & CO.
53 Barclay Street, thro to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Dreer's Reliable Flower Seeds

New crops of most of the important items are now ready and the balance are expected shortly. Do not delay ordering your supply of the kinds that should be sown early, such as **Ageratum, Alyssum, Antirrhinum, Centaurea, Cobaea, Dracaena, Heliotrope, Moonflower, Lantana, Lobelia, Maurandia, Petunia, Pyrethrum, Salvia, Thunbergia, Verbena, Vinca, Etc.**

We call the special attention of Florists to the following:

NEW SCARLET SAGE

"America" or "Globe of Fire"

This is without doubt the finest Scarlet Sage ever sent out. It is the earliest to come into bloom, and flowers continuously till the end of the season, and what is equally as important, it is absolutely uniform in growth, about 15 inches high, with the brilliant scarlet spikes thrown well above the plant making a total height of about 2 feet. The seed we offer is our own saving. 50c per trade pkt.; $4.00 per oz.

Salvia America or Globe of Fire.

Dreer's Superb Large Flowering Fringed Petunias

Our own unrivaled strain, and too well known to require description, we offer

Double-flowering fringed, 75c per 500 seeds; $1.50 per 1000 seeds.

Single-flowering fringed, 50c per trade pkt.

Our new Wholesale Price List, just issued, containing a complete list of all the Seeds, Plants and Bulbs we offer, has been mailed. If you did not receive a copy, we will be pleased to send one to any Florist on application.

HENRY A. DREER, 714-716 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

Northern Michigan Grown

RADISH SEED

Now ready to contract 1919 crop.
Write for contract prices.

Lou S. Darling Seed Co.
PETOSKEY, MICH.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

R. & M. GODINEAU
SEED GROWERS
Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing

SEASONABLE STOCK

All 2½-inch pots, except as noted.

Manettia Bicolor	$ 5.00 per 100
Blue Spirea (Coryopteris)	5.00 per 100
Holt's Sage	5.00 per 100
Sanseveria Zealanica	7.00 per 100
Plumbago Capensis	7.00 per 100
Plumbago Capensis Alba	7.00 per 100
Abutilon, Daydawn	5.00 per 100
Abutilon, Souv. de Bonn	6.00 per 100
Oleander, Pink, Thompsoni Plena	7.00 per 100
Oleander, White	7.00 per 100
Agatha Coelestis (Blue Daisy)	6.00 per 100
Weeping Lantana	4.00 per 100
Pelargonium, Mrs. Layal	6.00 per 100
Palm, Kentia Belmoreana, 2½ in.	10.00 per 100
" " " 3 in.	16.00 per 100
" " " 4 in.	40.00 per 100
Lantania Barbonica	6.00 per 100
Ageratum, Little Blue Star	3.50 per 100
Achyranthus Herbsti (Bright red)	4.00 per 100
Santolana Incana	5.00 per 100

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

Michell's New Crop Flower Seeds

ASTER Early Wonder, pink and white, each, tr. pkt., 40c; $2.25 per oz.

ASTER Queen of the Market, blush pink, crimson, dark blue, light blue, rose pink and white each, tr. pkt., 25c; $1.00 per oz. All colors mixed, tr. pkt., 20c; 75c per oz.

ASTER Early Royal Branching, lavender, purple, rose pink, shell pink and white, each, tr. pk., 40c; $2.25 per oz. All colors mixed, tr. pkt., 40c; $2.00 per oz.

VERBENA, Michell's Mammoth Fancy, blue, pink, scarlet, striped and white, each, tr. pkt., 30c; $1.25 per oz. Mixed colors, tr. pkt., 30c; $1.00 per oz.

Also all other Seasonable Seeds and Supplies.
Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.
Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.
GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.

Vaughan's Flower Seeds for Sowing Now.

Extracts from "Florists' January Price List," just issued. Ask For It.

VERBENA—Vaughan's Best Mixture.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.50
Imperial Dwarf, White	.10	.50
Blue Perfection	.10	.60
Little Blue Star, ⅛ oz. 75c	.25	

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.20
Vaughan's Little Gem, extra fine strain, lb., $7.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.15	.80
Queen Victoria, pure white	.15	.80
Venus, apple-blossom pink	.20	
Silver Pink, ⅛ oz., $1.00	.25	
Vaughan's Special Mixture	.20	1.00

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000, $3.50.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds. 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh, Lavender. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

We Carry a Most Complete Line of Aster Seeds for Florists.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.60	$0.25
Glory de Chatelaine	.50
Prima Donna, large transparent rose flowers, 1-32 oz., $1.50	.35
Vernon, red-leaved and red-flowered, oz., $3.00. ⅛ oz., 50c	.15
Erfordia, rosy carmine. 1/32 oz., 75c	.25

BELLIS (Daisy).

	Trade Pkt.	Oz.
Mammoth Mixture. ⅛ oz., 60c	$0.25	$4.00
Mammoth, White	.25	4.00
Mammoth, Pink. ⅛ oz., 65c	.25	4.00
Longfellow, dark pink	.20	2.80
Snowball, double white	.20	2.80
Monstrosa, giant double white, ⅛ oz., 75c	.25	
Monstrosa, giant double pink, ⅛ oz., 60c	.25	
Double Red	.25	
Double Rosy White Quilled	.25	

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): **Dwarf President Thiers**	.25	1.60
Dwarf Empress, crimson, ¼ oz., 60c	.25	2.00
Childsii, **Chinese Wool Flower**, ⅛ oz., 75c	.25	
CENTAUREA, Gymnocarpa	.10	.50
Candidissima	.25	1.80
COBAENA, Scandens, Purple	.10	.35
Scandens Flore Alba, White	.15	.80
COLEUS, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
CYPERUS, **Alternifolius**, Umbrella	.15	1.00
DRACAENA **Indivisa**, lb., $3.00	.10	.30
Indivisa Latifolia	.10	.40
Australis	.15	.60
GREVILLEA, **Robusta**	.15	.60
HELIOTROPE, Mammoth Flowered, mixed, ¼ oz., 45c	.25	1.50
LEMON VERBENA, ¼ oz., 50c	.20	
LANTANA, **Hybrida**, mixed	.05	.30
Bruant's New Dwarf Hybrids	.10	.40

LOBELIA.

Bedding Queen, ⅛ oz., 40c	.20	2.50
Crystal Palace Compacta, true, ⅛ oz., 40c	.20	
Speciosa, dark flowers and foliage	.15	1.00
Emperor William, ⅛ oz., 35c	.20	
Hamburgia	.25	
Hybrida Sapphire, best for hanging basket, 1/16 oz., 80c	.25	

MIGNONETTE.

True Machet, Vaughan's Selected Stock, ¼ oz. .40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
MYOSOTIS, Vaughan's Early and Late Flowering	.15	1.00

PANSY.

VAUGHAN'S INTERNATIONAL MIXTURE.

The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

VAUGHAN'S GIANT MIXTURE.

Oz., $5.00; ¼ oz., $1.25; ⅛ oz., 75c; Trade Pkt., 25c.

See Catalogue for list of separate varieties.

PETUNIAS.

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice. Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $4.00.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.60	$0.25
Fringed, mixed extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $1.80.	.25
Triumph of the Giants, 1/32 oz., $1.50	.50
Balcony Queen. Rich velvety violet with white blotches	.50

Vaughan's Best Mixture of Large-Flowering Single Petunias.

Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium **Aureum**, Golden Feather	$0.10	$0.40

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	2.25
Fireball	.35	3.00
Zurich	.35	3.40
Maroon Prince, rich plum purple	.25	2.40

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above ⅛ oz., 35c.	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again. Sky Blue. Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ¼ oz., 40c	.25	
THUNBERGIA, mixed	.15	.60
TORENIA Fournieri Grandiflora, ⅛ oz., 40c	.10	

SWEET PEAS.

Write for special list, just issued.

VINCA.

Vinca Rosea. Mixed	.10	.60
Rosea, pink	.10	.60
Rosea Fl. Alba Oculata	.10	.60
Rosea Alba Pura, pure white	.10	.60
Resea Delicata, delicate pink	.15	.80

VERBENA.

(See cut above.)

Mammoth. Mixed	.10	.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Aurora Borealis. Fiery red	.25	2.00
Commandant Marchand, purple	.25	2.00
Defiance. Brilliant scarlet, true	.10	.80
Firefly. Scarlet, white eye	.15	1.40
Lucifer, Improved Defiance, ¼ oz., 80c	.50	
a new giant strain in which red shades with white eye predominate	.25	2.00
Auricula-Flowered, mixed	.10	.80
Mayflower. Beautiful pink	.15	1.00

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.

Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

Our Trade Packets Contain Double the Quantities of Most Dealers. Four Complete Catalogues Annually. We Want Your Card for Our Mailing List. Mail It Today.

10% cash discount on flower seeds if cash is enclosed except Asparagus and Cyclamen; discount on these is 2%.

Vaughan's Seed Store, 43 Barclay Street, NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Geraniums

Nutt, strong, 2-in., per 100	$2.00
Viaud, strong, 2-in., per 100	2.00
Ricard, strong, 2-in., per 100	2.00
Dracaena Indivisa, good, thrifty stock for growing on, 2-in., per 100	2.00

ELMER RAWLINGS, Allegany, N. Y

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

HUNDREDS of thousands of dollars have been sunk in the Hackensack Meadows in efforts to drain them and turn them into gardens as would be done in Holland.

SPOKANE, WASH.—The range of Walter Phillips and brother, who have been engaged in war work, will be reopened in its entirety and devoted principally to cucumbers, tomatoes and lettuce this season.

TERRE HAUTE, IND.—Owing to unsettled labor conditions and an unfavorable season, the sweet potato crop was very short and prices are extremely high. But few are stored here, not enough for home supply.

CHARLES L. PACK, president of the war garden commission, says that the 5,000,000 gardeners of 1918 must be doubled this year to show that this country means business in producing an antidote for Bolsheviki poison.

Seed Potatoes Barred from Oklahoma.

Oklahoma has placed a quarantine on seed potatoes, both Irish and sweet, including plants and cuttings. Every shipment from outside the state must carry a tag bearing a copy of the certificate of inspection made during the growth of the potatoes offered. The state needs ordinarily 350,000 bushels of seed potatoes. The problem of securing that amount of certified seed is a hard one.

Prices of Indoor Fruits and Vegetables.

Chicago, January 21.—Cucumbers, 2-dozen box, $5.00 to $6.00; celery, crate, $1.75 to $2.25; head lettuce, crate, $5.50; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $3.00 to $4.50.

New York, January 20.—Celery (state), per case, $3.00 to $10.00; cucumbers, $1.00 to $2.50 per dozen; mushrooms, 75 cents to $1.85 per basket; tomatoes, per pound, 15 to 35 cents; lettuce, per package, $2.00 to $4.50; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

There was a heavy movement for the time of the year according to reports received by the bureau of markets of the department of agriculture for the period January 14-21. There was a sharp reaction in the potato situation the gain of the previous week being practically lost under pressure of liberal supplies. Declines of from 10 to 30 cents were quite general and more severe in the west than in the east. Carlots of New York, Michigan and Wisconsin No. 1 sacked white stock averaged a 25-cent loss at Chicago. Sales to jobbers fell to a general range of $2-$2.35. The cabbage market also tended downward in producing sections. New York Danish Seed weakened to a closing range of $24-$26 per ton f. o. b. and followed a fairly wide range of $25-$40 in consuming markets. Wisconsin Holland seed declined about $5 to a range of $22-$26 and closed at an average of $23. Florida stock advanced 25 cents ranging $1.75-$2.25 per hamper in northern markets. Texas flat type held at $3-$3.50 per 100 pounds. The onion market showed a strong tone strengthening in New York producing sections to $1.75-$2 f. o. b. for best yellow stock. Consuming markets ranged $1.75-$2.25 for eastern and midwestern yellows; California brown and yellow stock averaged 25 cents higher. Celery was fairly steady, California Golden Heart ranged 75 to 95 cents per dozen in producing sections. Prices in consuming markets ranged fairly steady at $9-$12.50 per case. California Iceberg lettuce continued to advance reaching a range of $3-$3.25 in producing sections. Consuming markets advanced to $5-$5.50 per crate. Florida head made a similar advance.

Possibilities of One Acre.

We notice that this old topic is again popular. The proper answer, offhanded, is, of course, that there is hardly a limit. The most important factor is the man behind the gun, and then come many conditions, some controllable and others not. We have had one select acre last season, which has set a new record with us. However, we wish to state that circumstances were all in our favor. First in hand came long experience, both in growing and marketing; second, an excellent piece of land; third, an unusually dry and hot season, bringing out all there was in mechanical watering; fourth, unusual market conditions, heavy demand, high prices, low supply in general; fifth, an unprecedented long growing season, extending from April 15 to December 1. All these factors may never again appear together in a life time.

As an example, for intensive gardening, we measured off one-seventh of an acre. This was planted to Longfellow string beans in April. Immediately after, the two and one-half-foot rows between the beans were drilled to Scarlet Globe radishes. After removing the beans, the land was replowed, planted to celery in five-foot rows and the spaces between the rows, drilled to leaf lettuce. All these crops were a success; the beans sold for $2 to $2.50 per bushel; the radishes for 40 cents per dozen bunches; the lettuce sold at 12 cents per pound, and the celery all the way from 75 cents to $1 per dozen, all wholesale. In figures, the radishes sold for nearly $75, the beans $125, the lettuce $100 and the celery $150, a total of $450 for the one-seventh acre.

The other parts of this acre did as well under different arrangements. A favorite combination with us has been Crosby beets, early, followed by late celery, intercropped by lettuce.

We have also had these combinations go all wrong. We have had the beans killed by frost when in bloom, the radishes destroyed by maggots, the celery came hollow and worthless, and the leaf lettuce strike a glutted market with no demand whatever. We write this side of the story to caution the enthusiast to prepare himself for bitter disappointments. This class of farming is a gamble, pure and simple, as agencies are at work for or against us, over which we have no control. Too often we read of such successful crops as being the rule, not the exception, when in fact, they are the exceptions. But in the long run the patient and skillful operator will manage to come out on top. The past season, we believe, was the first season in our affairs when more work was done in the packing room than in the fields; in other words, the crops came on so heavy, and with little labor, that it took more time to prepare for market than to produce them. MARKETMAN.

Tomato Seed for Canning Varieties.

Every grower of tomatoes for the factory, may to his advantage, build up his own strains particularly adapted to his own local conditions, according to S. N. Green in the Monthly Bulletin of the Ohio agricultural experiment station, Wooster. With little labor, one may grow his own stock seed, which is more valuable, and usually costs less than any that can be bought on the open market. In making such selections, the whole plant, not a cluster nor a single fruit, must be considered a unit. As tomatoes begin to ripen, look over the field carefully and mark such plants as most nearly meet your ideals as to perfection. Inspect these marked plants carefully in midseason; take seed only from those meeting requirements, and save the seed before the plant has exhausted itself by bearing and seed becomes light in weight.

It is well, in order to do careful work in breeding up strains, to save seed from each plant individually, and the following season place the progeny from such plants in a row or plot by themselves, about 50 plants being all that under usual conditions will be required. In this manner an accurate idea as to the relative merits of each selection can be obtained. By keeping pickings separate and weighing the crop the relative production of each strain can also be measured. Also resistance to blight and other diseases can be noted.

The saving of tomato seed in quantity is a simple operation and no grower need fear to attempt it. At present high prices of seed it is a decided economy. One can cut the fruit in halves, exposing fully the cells, from which the pulp with adhering seed may be quickly squeezed into a barrel or crock. Allow this pulp to ferment, a day or two being sufficient in warm weather. Then add at least its volume of water; stir thoroughly; allow the seeds to settle, and pour the water and pulp off. Repeat this operation until the seeds are perfectly clean, when they can be drained and dried. Sack the dried seed and carefully label, and you have your next season's stock seed, and for several seasons if sufficient seed is saved, as it will retain its vitality for three or four years.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Lancaster County Florists' Association.

A joint meeting of the association and the ladies' auxiliary was held January 16 in the rooms of the chamber of commerce. After the routine business was gone through with, members were called for from those members who attended the publicity meeting in Philadelphia. Harry K. Rohrer said that all present were impressed with the good features of the work done and the necessity for the future, and added that he thought it would be a good thing if every one interested in the business would give one cent out of each dollar received during the year. This would be an infinitesimal tax in proportion to what other businesses are doing and yet would bring in a good working revenue for the publicity committees. B. F. Barr said that he fully realized the benefits of the publicity of the past year and that no doubt much more would be accomplished in the year to come, that his business has shown a steady increase each month since April when business was not influenced by the conditions prevalent in the fall and said that he was going to double his subscription of the past year.

A. M. Herr remarked on the enthusiasm that was shown at the Philadelphia meeting and was sorry there were not more of our members to attend as he believed that could they have heard the history of this work, and the outline for the coming year, that this club would come forward with a good big subscription, and that he was going to give all the members a chance to subscribe within the next 60 days. President Elmer Weaver vouched for all that had been said, and added that he believed in the moral of W. F. Therkildson's story, that the important part was to get the money for this work first. He insisted that no grower, no retail man, no supply house, no one connected with this business, could afford to stay out.

The visiting committee announced a trip to Strasburg for the meeting, February 20. The following committees were appointed: Programme—B. F. Barr, Chas. M. Weaver and M. J. Brinton. Membership—Chas. B. Herr, Ira Landis and Rutter Hess. Visiting—H. K. Rohrer, Lemon Landis and W. B. Girvin. Exhibition—A. K. Rohrer, Rudolph Nagle and J. Wade Galey.

President Weaver then turned the meeting over to Mrs. Albert M. Herr, president of the ladies' auxiliary, who read a very interesting paper on war gardens, giving her experiences in Philadelphia, Pittsburgh and other cities as a member of the emergency aid. She asked for a discussion as to the relation between the war gardens and the florists' business. D. J. Keohane, of the Henry F. Michell Co., said they had a good market for vegetable plants, but the profits for the ordinary greenhouse man were nothing extraordinary. B. F. Barr said that the retail man had to carry vegetable plants to accommodate his customers, and that the war gardens helped increase the demand so that they made an important addition to the spring's business. Some of the growers who attend the local markets find them a profitable side line, but those who attempted them as a wholesale proposition, will have none this season.

Mrs. B. F. Barr, Mrs. A. K. Rohrer and Mrs. Herr had arranged around the room a series of illustrations from national and local advertising and a guessing contest was entered into that created much amusement and sociability. The president then reconvened the meeting and the ladies were given a rising vote of thanks for their participation in making this meeting the success it was.

ALBERT M. HERR.

CARNATION CUTTINGS—Ready Now.

PINK	100	1000
Miss Theo. True rose pink	$4.00	$35.00
Mrs. C. W. Ward, True rose pink	4.00	35.00
Enchantress Supreme	4.50	37.50
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress (Limited)	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Rosalia	5.00	40.00
Belle Washburn	5.00	40.00
RED	100	1000
Aviator	$4.00	$35.00
Nebraska	5.00	40.00
Beacon	4.00	35.00
WHITE		
White Benora	7.50	65.00
Crystal White	7.00	60.00
Matchless	4.00	32.50
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	5.00	40.00
VARIEGATED.		
Benora	5.00	40.00

C. U. LIGGIT, Office: 325 Bulletin Building, **Philadelphia, Pa.**

Mention the American Florist when writing

ROSE STOCK

Be independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., New York, N. Y.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Winter Stock

Write for List of Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

OF THE

United States and Canada

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

BOSTON, MASS.—The annual meeting of the New England Nurserymen's Association will be held at the Hotel Bellevue, this city, January 28-29. An interesting programme has been arranged.

AMERICAN nurserymen are complaining that even with the high freight rates from England, packing charges are still worse, small manetti cases being charged for at the rate of $11 each and upward.

P. S. RIDSDALE, secretary of the American Forestry Association, points out that the reforestration of France is an important part of the reconstruction programme. Of the 900,000 population in the devastated area, about 50 per cent were dependent upon forests during six months of the year. Fifteen pounds of fir seed, which will raise 50,000 trees, worth $1,000,000, have been sent to France by the association.

Illinois Nurserymen's Association.

The second annual meeting of the Illinois Nurserymen's Association will be held at the Hotel La Salle, Chicago, February 5-6. A splendid programme has been prepared and this promises to be a better convention than that of last year, which in the opinion of all who attended was an exceptionally interesting and profitable meeting.

A. M. AUGUSTINE, Sec'y.

Tree Memorials for New Jersey Heroes

Camp Dix, Wrightstown, N. J., as a permanent army post will have a living tree as memorial for every New Jersey boy who has died in the service, under arrangements announced this week by the committee on camp beautification appointed by Major General Hugh L. Scott. Shade tree experts will complete details so that every main avenue and cross road through the great cantonment can be lined with magnificent sylvan columns of triumph which will stand through future generations as a tribute to the part taken by boys from the "Garden State" in the war.

The committee, of which Frank Wandel, general secretary of the Knights of Columbus, is chairman, announces that the project will be submitted soon to every municipality in New Jersey. Cities, boroughs and townships will be asked to present a tree for every man from their respective municipality who has died while in the service. The committee will select the varieties of trees to be planted, so that it can carry out a universal scheme of beautification.

Arbor day probably will be selected as the date for planting the trees, either by home town delegations at designated points or to be forwarded to the camp and planted by soldiers of the permanent garrison.

Berckmans' Nursery Sold.

The nursery and landscape interests of the P. J. Berckmans' Co., Inc., Augusta, Ga., has been sold to Sigmund Tarnok, who has also purchased the home and farm of R. C. Berckmans, opposite the Fruitland Nurseries, by which name the Berckmans place has long been known. The deal is one of the largest to be consummated in Augusta in many years, but the figures are not given out.

In addition to the purchases already made, Mr. Tarnok has leased the nursery lands of R. C., L. A. and P. J. A. Berckmans, Jr., with options to buy later in the season. The new owner has retained the complete field and office force of the concern and it will be conducted as heretofore by experienced employes.

The sale does not in any way affect the property of the Berckmans Brothers, at Mayfield, where they have one of the finest orchards and farms in the south. In addition to devoting their time to this property, L. A. Berckmans and P. J. A. Berckmans, Jr., will do special work as consulting horticulturists, and they have already been retained as experts by several of the largest orchard interests in the south, both being famous as experts in this line.

Sigmund Tarnok, the new owner of Fruitland Nurseries, is a native of Switzerland, but has been in America about five years and is well versed in this line of work in the south. He married a daughter of J. B. Reeves, of Macon, and he has been employed by the Central City for the past year as landscape artist. He is a graduate of Stuttgart University and of School of Landscape Gardening and Architecture at Budapest.

The change of ownership and management of the Fruitland Nurseries comes after over half a century of progress and success, the concern now being known throughout the world. The retiring owners bespeak for Mr. Tarnok the highest consideration of the public and they are confident he will demonstrate his ability to the satisfaction of the old and new patrons of the nurseries.

It will be gratifying to the countless friends of the two brothers in Augusta and vicinity to know that they will retain their residences there R. C. Berckmans, the other of the trio, has been in Macon for the past year where he is engaged in a business that is making great strides throughout the south.

Silk from Trees.

The process of turning trees into silk stockings through the transformation of wood pulp into cellulose, to produce the artificial silk threads, is simple. The wood pulp is treated with caustic soda to form a sodium cellulose and then dissolved in carbon disulphide. The product, alkali-cellulose-xanthate is a viscous solution popularly called viscose and, after being filtered and allowed to ripen by standing, is forced through minute openings in a metal plate into a liquid which solidifies the threads, which are when completed similar in appearance, dimensions and chemical qualities to the fiber produced by the silk worm.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsman should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Juno., N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.

ABUTILONS.

Abutilon. Daydawn, 2½-in., $5.00 per 100; Souv. de Bonn, 2½-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

AGERATUMS.

Ageratum, Little Blue Star, 2½-in., $3.50 per 100. The Storrs & Harrison Co., Painesville, O.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum. Put in cold storage free from frost and now reinspected. 7-9-in., (300 bulbs to case), $25.00 per case. L. Rubrum, 11-12-in., $12.00 per 100; 12-14-in., $16.00 per 100. Vaughan's Seed Store, Chicago and New York.

Bulbs. Cold storage giganteum. All cases carefully inspected. 7 to 9-in., (300 to case), $22.50 per case; (100 to case), $8.00 per case. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

Carnation Cuttings. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$3.50	$35.00
Matchless	3.50	32.00
Enchantress	3.50	32.00
Alice	3.50	30.00
Ward	3.50	32.00
Roper	3.50	32.00
Nebraska	4.00	35.00
Thenanthos	3.50	32.00
Victory	3.50	32.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

CHRYSANTHEMUMS.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COCOS.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY

The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

FERNS. Boston, heavy plants from 5-in. pots, $4.50 per dozen, $35 per 100. Extra heavy 6-in., $6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., $1.00; 9-in., $1.50 each. Whitmani, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Whitmani, 5-in., 50c each, $6.00 per doz.; 6-in., 75c each, $9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for forcing under glass. America, $22 per 1,000; Augusta, Mrs. Francis King, $20 per 1,000; Chicago White, $25 per 1,000; Panama, $30 per 1,000; Schwaben, $37 per 1,000; Mrs. Frank Pendleton, $45 per 1,000; Europa, $60 per 1,000; Myrtle (True), $75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Small planting stock of Baron J. Hulot, Crackerjack, Butterfly and Alice Carey, while they last at 75c per 100; $6.00 per 1,000. F. O. B. here. Bulblets; postpaid, at $1.00 per 1,000.
A. J. WEAVER,
Roseville. Calif.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. E. A. Beavan, Evergreen, Ala.

Southern wild smilax, 50 lb. case, $2.25. J. A. Curry & Co., Drewry, Ala.

IVIES.

English Ivy, 4-inch, $15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2¼-in., $1.25 per dozen; 5-in., made-up, $9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

Magnolia leaves for preparing purposes, 3 to 5-in. long, 70-lb. case, $3.00. J. A. Curry & Co., Drewry, Ala.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, Kentia Belmoreana, 2½-in., $10.00 per 100; 3-in., $16.00 per 100; 4-in., $40.00 per 100. The Storrs & Harrison Co., Painesville, O.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsetti. Nice bushy plants for Christmas baskets or boxes. 4-inch, $10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Bench grown. Ready for immediate shipment. Plants in fine shape. Ophelia, Richmond, Sunburst and Milady. $10.00 per 100; $90.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.
Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.
MARTIN KOHANKIE.
Painesville, Ohio.

Seeds. New scarlet sage, America or Globe of Fire. 50c per trade packet; $4.00 per oz. Superb large flowering petunias, 500 seeds, 75c; 1,000 seeds, $1.50; trade packet, 50c. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. New crop flower. Aster and Verbena. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Flower for early sowing. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seed. Radish: Northern Michigan grown. Write for contract prices. Lou S. Darling Seed Co., Petoskey, Mich.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

For Sale. San Luis Valley Field Pea seed; sold in car lots only. FELIX GARCIA, Garcia, Colo.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Winter Stocks. Write for list of soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

VINCAS.

Vinca variegated; splendid four-inch, grown cool place. $10.00 per 100. Cash, please. KLEIN'S GREENHOUSES, Spirit Lake, Ia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Augermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A. Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Hensbaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price. $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar. 200 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CAN SHIP ANY SIZE AT ONCE

Telephone or Telegraph Order at Our Expense.

KROESCHELL BROS. CO., 452 W. Erie Street, CHICAGO, ILL.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St, - BUFFALO, N. Y.

Anything you require in the line of **Sash Operators or Greenhouse Fittings** can be furnished by us.

Write for Catalogue.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2 25	26 00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1 50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0 75	8.25	62 50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

Salt Lake City.

FUNERAL WORK ABSORBS SHORT SUPPLY.

Trade since the holidays has been limited to funerals. These, however, have been numerous. Stock continues scarce and prices have declined but little. The retailers have to depend largely upon receipts from California, which condition is very unsatisfactory owing to stiff prices charged by the coast growers, the high express charges, and where one good shipment is received two show the effects of pickling, especially flowers from the southern part of the state.

NOTES.

The trade in this city were grieved to hear of the death of Charles Adams of Butte, Mont., who died January 5 of influenza. The deceased was well-known among the craft having been foreman of the Salt Lake Floral Co's. range from 1906 to 1914. He had the distinction of growing the first good roses in this state. He leaves a widow and one daughter, who now resides in Los Angeles and one son, Arthur, who is now with the United States troops somewhere in Germany.

The Sanders Floral Co. has moved into its handsome new store at Main and Second South street and is much pleased with its new location.

UTAH.

SYRACUSE, N. Y.—The florists' club has elected the following officers to serve during 1919: W. F. Bultman, president; S. C. Baker, vice-president; L. J. Mulhauser, secretary-treasurer.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St., CHICAGO.

Mention the American Florist when writing

Split Carnations

Easily Mended with Pillsbury's Carnation Staples

No tools required. McIntyre Floral Co., says it's a success.

1000, 35c; 3000, $1, postpaid

I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.

NICOTINE MFG. CO.

ST. LOUIS.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,

200 Fifth Avenue New York

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Index to Advertisers.

Advance Co..... 91
Alfred Lozier Rosery. 76
Allen J K..... 70
Alpha Floral Co..... 75
Amer Bulb Co..... I
Amling E C Co..... 67
Anderson S A..... 76
Angermueller G H Co..... 68
Aphine Mfg Co..... 90
Astoria Florist..... 74
Avenue Floral Co... 76
Baer Julius..... 75
Barnard W W .Co... 81
Bassett & Washburn. 60
Baumer Aug R..... 77
Baur Window Glass. Co..... IV
Bayersdorfer H & Co. 69
Beaven E A..... 67
Begerow's..... 74
Berger Bros..... 68
Berning H G..... 68
Bodger J & Sons Co.. 79
Boland J B..... 77
Bolgiano J & Son.... 82
Bramley & Son..... 77
Braslan Seed Growers Co..... 78
Breitmeyer's J Sons.. 74
Briggs Floral Co.... 76
Broadway Florist. . 75
Brown A J Seed Co.. 78
Brown Bag Filling Machine Co..... 82
Bryan Alonzo J..... 85
Buchbinder Bros....III
Buckbee H W..... . 76
Budlong J A..... 64
Burpee W A Co..... 79
Caldwell The Woodsman Co.... 67
California Florists... 75
Central Floral Co... 77
Chicago Feed & Fertilizer Co..... 92
Chicago Flower Growers Assn..... 66
Clark E B Seed Co.. 82
Clarke's Sons D..... 76
Clay & Son.....III
Coan J J..... 71
Conard & Jones Co.. 86
Cooke Geo H..... 77
Cottage Gardens Nurs Inc..... 86
Cowee W J.....III
Coy H C Seed Co.... 82
Craig Robt Co..... 83
Curry J A & Co..... 67
Danker Fred A 76
Dards Chas..... 74
Darling L S Seed Co. 82
Dietsch A & Co.....IV
Dominion Floral Co. 74
Donaghue Alfred... 74
Dorner F & Sons Co. 83
Drakos Co..... 73
Dreer H A.....81 91 92
Duluth Floral Co.... 76
Dunlop John H..... 74
Dwelle-Kaiser Co. . 91
Eble Charles. 73
Edwards Fold Box..III
Erne & Co..... 66
Excell Laboratories. II
Eyres H G..... 73
Fallon Florist..... 73
Fexy D..... 71
Fish Henry Seed Co.. 82
Foerster Co' Joseph.. 66
Foley Greenhouse Mfg Co.....III
Ford M C..... 71
Ford William P..... 71
Fox J M & Son Inc.. 75
Frauenfelder C 76
Freeman Mrs J E.... 75
Frey C H..... 76
Frey & Frey 76
Friedman 77
Froment H E.... ... 71
Futterman Bros..... 70
Galvin Thos F..... 75
Garland Mfg Co.....IV
Gasser J M Co..... 74
Giblin & Co.....III
Gnatt The Ove Co... 58
Godineau R & M.... 82
Goldstein I..... . 71
Gorham Printery Inc.III
Grakelow Chas H... 74
Grand Rpids Flo Co. 76
Grossberg-Tyler-Finnermann Co.... 64
Grimm & Gorly..... 77
Gude Bros..... 74
Habermehls Sons J J. 73
Hardesty & Co..... 75
Hart George B.... . 71
Hart Henry..... 73
Haven Seed Co The. 81
Heacock Jos Co..... 85
Heinl John G & Son. 76
Henderson A & Co .. 1
Henderson Lewis .. 74
Henry Co The John. 60
Henshaw Floral Co . 71
Hentz & Nash..... 70
Herr Albert M. 85
Hess & Swoboda.... 74
Hession..... 75
Hews & Co A H..... 91
Hill D Nurs Co..... 86
Hoerber Bros..... 67
Hollywood G'rdens. 74
Holm & Olson..... 74
Holton & Hunkel Co. 69
Hort Advertiser..... 92
Hort Trade Journal..III
House of Flowers... 73
Hurff Edgar F.... .. 82
Hurst & Son 80
Huscroft G. L..... 77
Ickes-Braun Mill Co.IV
Idlewild Greenhs 77
Jahn Hugo..... 74
Jones Percy. 62
Joy Floral Co..... 73
Kasting W F Co. ... 1
Keller Pottery Co Geo..... 91
Keller Sons J B..... 75
Kelway & Son 81
Kennicott Bros Co.. 62
Kervan Co The..... 71
Kessler Wm..... 71
Kottmiller A..... 73
Kroeschell Bros Co.. 91
Kruchten John..... 67
Kuehn C A 69
Kuhl Geo A... 85
Lager & Hurrell 85
Landreth Seed Co... 81
Lang Flo & Nur Co. 76
Lange A..... 73
Leborius J J..... . 75
Leikens..... 77
Leonard Seed Co.... 79
Levy Jos J..... 70
Liggit C U..... 85
Littlefield Florist ... 76
Lockland Lum Co...IV
London Flow'r Shp . 77
Long Island Flo Co. 73
Louis Simon Freres & Co..... 79
Louise Flower Shop. 75
McCallum Co..... 69
McGill R C & Co.... 80
McHutchison & Co. . 85
McKenney 76
Mackie William..... 71
Malandre Bros..... 76
Matthews the Flo'st. 75
Matthewson I E..... 73
May & Co L L..... 77
Meconi Paul 71
Metairie Ridge Nursery..... 76
Meyer A..... 77
Michell Henry F Co. 82
Miller Floral Co..... 76
Miller & Musser.... . 67
Moninger J C Co .. .IV
Murray Samuel..... 77
Nat' Florists' Board of Trade.....IV
Neidinger Jos G Co... 68
Newell A..... 76
N Y Cut Flower Ex.. 71
N Y Floral Co..... 77
Nicotine Mfg Co..... 91
Niessen Leo Co... . 68
North Shore Flo Co. 73
Okmulgee Window Glass Co.....III
Orchid Florists 76
Palmer W J & Son. . 75
Pappas D I..... . 77
Pappas Nicholas G.. 70
Park Floral Co 75
Peacock Dahlia Fr.. 86
Pearson E W..... 76
Pedrick G R & Son.. 82
Penn The Florist.... 77
Peters & Reed Poty.. 91
Philadelphia Wholesale Floral Ex..... 69
Philips Bros..... 76
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... 1
Pieters-Wheeler Seed Co..... 78
Pikes Peak Flo Co... 76
Pillsbury I L..... 91
Pittsburg Cut Flo Co. 68
Podesta & Baldocchi. 77
Poehlmann Bros Co. 59
Pollworth C C Co ... 69
Polykranas Geo J.... 71
Potter Floral Co.... 73
Pressing Seed Co W C.. 78
Pulverized Manure Co The..... . 90
Pyfer A T & Co..... 61
Raedlein Basket Co.. 72
Randall A L Co..... 67
Randall's Flow Shop. 77
Randolph & McClements..... 76
Rawlings Elmer..... 83
Ready Reference.... 87
Reed & Keller.....III
Regan Ptg House....III
Reid Edw..... 68
Reinberg Geo..... 67
Reinberg Peter..... 61
Rice Bros..... 69
Rice Jerome B Seed Co..... 79
Riedel & Meyer..... 71
Robinson J C Seed Co. 81
Rock Wm L Flwr Co.. 76
Rodgers J W..... 73
Rohnert Waldo.... 82
Rosery The Flor'l Co 77
Roustan Servan & Co 79
Routzahn Seed Co . 82
Rusch G & Co..... 69
Saake O C..... 73
Salzer Seed Co..... 77
Sceery Edward..... 75
Schiller the Florist.. 75
Schillo A Lum Co ...IV
Schlatter W & Son 75 92
Schmidt Chas L..... 77
Schwake Chas & Co. 70
Shaffer Geo C 77
Sharp Partridge & Co. 92
Sheppard H W..... 77
Sheridan Walter F.. 71
Siebrecht George C. 71
Simon & Son I N.... 81
Situation & Wants... 55
Skidelsky S S & Co.. I
Smith A W & Co.... 74
Smith & Co E D..... 85
Smith & Fetters Co.. 76
Smith Henry..... 76
Storrs & Harrison... 82
Stumpp G. E. M.... 75
Takeuchi Bros.....III
Thorburn J M & Co . 80
Tonner O A & L A 60 63
Totty Chas H 85
Traendly & Schenck. 71
Trepel Jos..... 75
Turner Bros..... 91
United Cut Flo Co.. 71
Vaughan A L & Co.. 63
Vaughan's Seed Store 1 80 83
Vick's Sons Jas..... 82
Vincent R Jr & Sons Co... I
Walker F Co..... 73
Weber F H..... 76
Weidemann H G.... 75
Weiland & Risch.... 67
Weir James.. 73
Western Seed & Irrigation Co..... 79
Wietor Bros.. 62
Williams Mrs E A. . 77
Wittbold G Co.....72 73
Wolfskill Bros & Morris Goldenson. 73
Woodruff S D & Sons. 82
Yokahama Nurs Co . 79
Young A L & C Co.. 70
Young John & Co... 71
Young & Nugent.... 73
Zech & Mann..... 65 67

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

Mention the American Florist when writing

ULTIMATELY

YOU'LL DEMAND MAGIC BRAND

When Ordering Fertilizer Of Your Supply House.

WHY NOT DO IT NOW?

CHICAGO FEED & FERTILIZER CO., U. S. YARDS, CHICAGO

Eastern Office
G. G. Green, Jr., Real Est. and Trust Bldg., Philadelphia, Pa.

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

Before After

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOADHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,
440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, FEBRUARY 1, 1919.** **No. 1600**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Annual meeting and exhibition, Cleveland, O., January 29-30, 1919. CHAS. S. STROUT, Biddeford, Me., President; CARL HAGENBURGER, Mentor, O., Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., secretary. Next annual exhibition, June, 1919.

AMERICAN CARNATION SOCIETY.

Annual Meeting and Exhibition, Cleveland, O., January 29-30, 1919.

The Opening Day.

As we go to press, the American Carnation Society opens its twenty-eighth annual meeting and exhibition at the Hollenden hotel, Cleveland, O., the dates being January 29-30, a more extended account of which will appear in our next week's issue. Despite the many hardships that have confronted growers during the past season, the exhibits promise to be excellent with a representative attendance from various sections of the country.

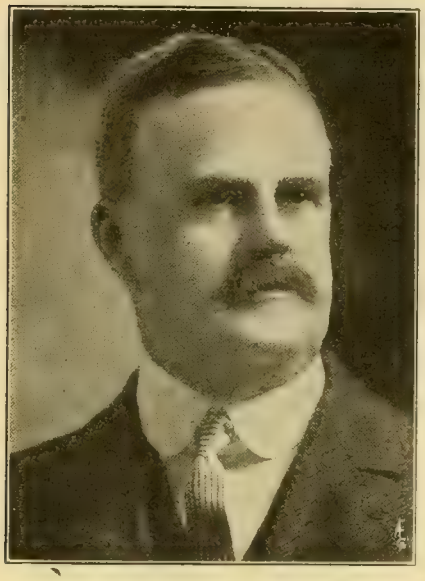
When the exhibition opened Wednesday afternoon, there were staged awaiting the action of the judges, more than 6,000 blooms, transportation difficulties being responsible to a large extent that the number of exhibits was not greater In the majority of the displays the consensus of opinion was that the quality was fully up to standard and in some instances better than in previous years. An excellent display came from as far west as Denver, Colo., staged by the Washington Park Floral Co. of that city. Among the other exhibitors who arranged entries the opening day were the following: Baur & Steinkamp, Indianapolis, Ind.; Jos. H. Hill Co., Richmond, Ind.; Gude Bros. Co., Washington, D. C.; J. M. Gasser Co., Cleveland, O.; W. D. Howard, Boston, Mass.; Peter Fisher, Ellis, Mass.; Joy Floral Co., Nashville, Tenn.; Carl Hagenburger, West Mentor, O.; A. J. Stahelin, Redford, Mich.; Pittsburgh Cut Flower Co. Pittsburgh, Pa.; Charles S. Strout, Biddeford, Me., and S. J. Goddard, Framingham, Mass.

Excellent exhibits of other stock were made by the E. G. Hill Co., Richmond, Ind., who featured Rose Premier; Fred H. Lemon & Co., of the same city with Primula malacoides; the Wm. F. Kasting Co., Buffalo, N. Y., with Chrysanthemum Hamburg Late White, as well as the pink variety; the American Bulb Co., Chicago, whose display included 27 varieties of gladiolus bulbs; Carl Hagenburger, who had primroses and Freesia Purity, while there were excellent table arrangements by local firms, including the J. M. Gasser Co., Smith & Fetters Co., Knoble Bros., A. M. Albrecht and the Jones-Russell Co.

President Strout's Address.

It has been our privilege to meet in convention in this delightful city of Cleveland on former occasions. It is my pleasure to bid you hearty welcome to this twenty-eighth annual convention. We are all conscious that the past year has been the most difficult year we have faced since our society was formed. The conditions produced by the great war found us in a field of uncertainty, in which many of us were doubtful as to whether we should plough and set our plants to grow, or whether we should retrench and wait a more favorable time. The problem of Hamlet, "To be or not to be," was ours. The air was filled with forebodings of a coal shortage. Dame Rumor said the florists' business was to be shut down as a non-essential. To meet the situation, the American Carnation Society and the Society of American Florists sent a delegation to Washington and, partly as a result of their arguments, the dictum of the fuel administration was that growers using more than 40 tons a year should be allotted 50 per cent of the average amount used for the past three years; those of 40 tons or less, the full amount. Private growers were denied the use of coal.

The fuel shortage has not been an unmixed evil. To illustrate, one of our well known growers reduced his glass one-third, yet produced 30,000 more blooms than the previous year in the same period with all his glass. This he brought about by careful, intensive work and conservative use of fuel.



Charles S. Strout, Biddeford, Me.
President American Carnation Society.

A. F. J. Baur, Indianapolis, Ind.
Secretary American Carnation Society.

Carl Hagenburger, West Mentor, O.
Vice-President American Carnation Society.

The spirit of patriotism among our younger men led them into the army or navy; the draft laid its hand upon some, and a labor shortage added its problem for many growers, among those who entered the service of the United States being our then president, W. J. Vesey, Jr., and David Ward, one of our judges.

Like all other lines of business, we were affected by the scarcity of supplies and prevailing high prices. Difficulties of transportation made the delivery of express companies uncertain. We were beset on all sides, and to add to the story, the high percentage of sunless days has made the past year an exceedingly difficult one.

In spite of all, however, this has been one of the most profitable seasons for florists. The old law of suppply and demand has led to higher average prices, and the phenomenal amount of sickness created a quick demand for all we could offer. The circle of clients has been largely increased by the advance in wages produced by special war work in shipbuilding, ammunition factories and mills. This increased demand has enabled both grower and retailer to secure a reasonable price and profit, and brings to our minds once again the question as to whether or not we can bring about a minimum and maximum price in the interests of both grower and retailer. These are days of co-operation; a league of interests should help us solve this question.

The fact that florists the country over have generously donated flowers to Red Cross drives and campaigns for Y. M. C. A., K. of C. and similar organizations indicates the spirit of patriotism and the opportunity for service outside our regular field of business. There are several growers of whom I know in New England, who have contributed flowers which have netted $1,500 each for such work.

Early in November brought the glad tidings of the signing of the armistice and the removal of restrictions on travel, and with it our energetic secretary took up the plans for this convention. You are all well aware that the railway administration had frowned on gatherings similar to ours. Traveling was discouraged in every way, and our plans had been more or less tentative. Thanks to the executive ability of Mr. Baur, and the interest of the local committee on arrangements, there is every indication of one of the most successful anniversaries we have had.

F. E. Dorner, Lafayette, Ind.
Treasurer American Carnation Society.

It has seeemed to me that the phenomenal circumstances under which we have labored the past year, called for review for permanent record. Believing it will meet with the approval of this society, I suggest to you that steps be taken to furnish fitting recognition of the members of the society who have entered the service of the United States. What form this recognition should take I think could readily be determined by a committee appointed for the purpose.

As an aid in reconstruction, and as a mark of our respect and sympathy for our brave allies, I would suggest that this society correspond with French floral societies and offer them carnation stock to replace that destroyed by the ravages of war. I am sure individual growers will be happy to send stock for this purpose.

I further recommend that the American Carnation Society go on record as urging carnation growers, in groups or sections, to try for more uniform prices and more accurate grading of stock. Well grown carnations are worth the average price paid this season, and all things considered, should command a better price than has been paid in the past few seasons. But the extreme prices, high or low, demoralize the market and react unfavorably on all branches of our business. Growers and retailers can improve the present conditions and perhaps the American Carnation Society can aid in the matter.

Secretary Baur's Report.

The past year has been a memorable one for the carnation industry. On account of the uncertainty in business generally, the restictions imposed by the government in the early part of the year, and the subsequent release from all restraint toward the close of the year, there has been a chaotic condition running through the entire period. The depression caused by the restrictions was reflected clearly in the lack of enthusiasm among the craft, and this naturally affected the interest shown in the activities of the trade societies. At the time of the Boston convention, in January, 1918, conditions were at their worst, resulting in a convention which was almost entirely local, and while our New England members staged a splendid exhibition, the benefits accruing from a large and enthusiastic attendance were lacking. Receipts fell off, while prices on everything needed by the society advanced, causing a depletion of the treasury which gave more or less concern. The printing of the annual report was deferred, pending the collection of sufficient funds, but thanks to the generosity of our president and a number of our New England members, who contributed some $60, the report appeared only three months late. It is gratifying to note, however, that since the great revival of business, due to the return of peace, and the extraordinary

Joseph H. Hill, Richmond, Ind.
Judge American Carnation Society.

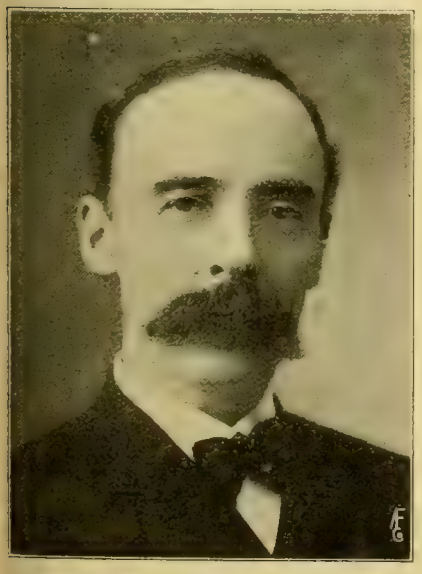
C. W. Johnson, Morgan Park, Chicago.
Judge American Carnation Society.

David Ward, Queens, N. Y.
Judge American Carnation Society.

John Dunlop, Toronto, Ont.
Judge American Carnation Society.

F. Burki, Gibsonia, Pa.
Director American Carnation Society.

W. R. Nicholson, Framingham, Mass.
Judge American Carnation Society.



Peter Fisher, Ellis, Mass.
Director American Carnation Society.

S. J. Goddard, Framingham, Mass.
Judge American Carnation Society.

Theodore Dorner, Lafayette, Ind.
Director American Carnation Society.

OFFICERS AMERICAN CARNATION SOCIETY, CLEVELAND MEETING, JANUARY 29-30, 1919.

demand caused by the influenza epidemic, our members are showing a quickened interest in the affairs of the society. Receipts have increased to such an extent that the year's total receipts are about normal, but still not enough to cover the increase in expenditures. It is hoped that the saving effected in the coming year's expenditures may be sufficient to put the treasury back to a normal condition.

During the past year we have collected from membership assessments, $628; from advertising, $150.20, and miscellaneous, $96, a total of $874.20, all of which was turned over to the treasurer and his receipt taken therefor. The books of the secretary and treasurer were audited by a public accountant and found correct, the auditor's report being submitted along with these reports.

A complete list of our members was submitted to the Society of American Florists, who reported that 223 of our members are also members in that society, entitling us to representation on their executive board. President Strout has been appointed to represent our society on that board during the year 1919. A change was made in the conditions for filling this office, enabling the vice-president to serve in case the president is unable to serve.

The national flower show, which was to have been held in St. Louis, Mo., last spring, was postponed indefinitely. The preliminary expenses incurred on account of this proposed exhibition, less the profits from the convention held there in August, were $5,984.95. Ten per cent of this amount is charged up against our society and remains a liability until the fifth national flower show is held, after which a final accounting is to be made. The S. A. F. has agreed to carry this liability until that time.

The summer meeting of the board of directors was set for November, in order to gauge better the conditions that would likely prevail at the time of this convention. The influenza epidemic prevented a meeting at that time, and the meeting was finally dispensed with altogether, the arrangements for this convention being made by mail.

On account of the unsatisfactory express service and the scarcity of stock, the board deemed it inadvisable to attempt an exhibition of the size and scope of former years. The premium schedule was modified in such a way as to encourage the staging of the new varieties, with a few classes for the standard sorts. This list was later augmented by a number of open classes, for which the Cleveland Florists' Club agreed to stand sponsor. This change is intended for only this year's exhibition, in the hope that a return may be made to normal conditions during the present year.

Our convention being the first meeting of national scope since the signing of the armistice, the board invited the S. A. F. to join us in a peace celebration at our banquet. This invitation was accepted and arrangements have been made to carry out the idea. This society may take just pride in the fact that a number of our members went into the military service and give thanks to a divine providence for their safe return. No casualties among our members have been reported up to the present time.

There were submitted, during the past year for registration three seedlings and one sport. No registrations were sent over from Europe.

To the trade press is due our thanks for the publication of all matter sent to them. They have been of material assistance to the society during the past year.

Treasurer Dorner's Report.

GENERAL FUND.

Cash Receipts.

Balance January 18, 1918		$ 466.28
Cash from Secretary	$874.22	
Interest from permanent fund	106.04	
Interest from memorial fund	40.50	$1,020.76
		$1,487.04

Disbursements.

Orders paid No. 714 to No. 738 inclusive	$ 874.62
Balance cash in bank	612.42
	$1,487.04

St. Valentine's Day Specialties.

Trellis Pot for Ivy and Cut Flowers.

PERMANENT FUND.

Receipts.

Balance Jan. 18th, 1918	$2,625.31
Interest Jan. 1st, 1919	106.04
	$2,731.35

Disbursements.

Interest transferred to General Fund	$ 106.04
Balance Jan. 18th, 1919	2,625.31
	$2,731.35

DORNER MEMORIAL FUND.

Receipts.

Balance Jan. 18th, 1918	$1,002.97
Interest Jan. 1st, 1919	40.50
	$1,043.47

Disbursements.

Interest transferred to General Fund for medal	$ 40.50
Balance Jan. 18th, 1919	1,002.97
	$1,043.47

Total cash on hand January 18, 1919:

First Merchants Nat. Bk., Gen. Fund	$ 612.42
Lafayette Loan & Tr. Co., Per. Fund	2,625.31
Lafayette Loan & Tr. Co., Dorner Memorial Fund	1,002.97
	$4,240.70

Early Visitors.

The following were noted among the visitors who registered the first day:

J. F. Ammann, Edwardsville, Ind.
S. A. Anderson, Buffalo, N. Y.
George Asmus, Chicago.
George B. Arnold, Stoneham, Mass.
A. F. J. Baur, Indianapolis, Ind.
Irwin Bertermann, Indianapolis, Ind.
George H. Blackman, Evansville, Ind.
Fred Burki, Pittsburgh, Pa.
W. A. Clarke, Pittsburgh, Pa.
W. A. Cowgill, Salem, O.
C. E. Critchell, Cincinnati, O.
Arthur Dietsch, Chicago.
John H. Dunlop, Toronto, Ont.
P. J. Foley, Chicago.
Frank A. Friedley, East Cleveland, O.
W. H. Gammage, London, Ont.
E. B. George, Painesville, O.
E. G. Gillett, Cincinnati, O.
S. J. Goddard, Framingham, Mass.
Wm. F. Gude, Washington D. C.
Carl Hagenburger, West Mentor, O.
Arthur Hansen, Chicago.
W. D. Hathaway, Brocton, Mass.
W. D. Howard, Boston, Mass.
H. V. Hunkel, Milwaukee, Wis.
Roman J. Irwin, New York.
C. W. Johnson, Chicago.
R. E. Jones, Richmond, Ind.
Adam Kohankie, Denver, Colo.
E. N. Kroninger, Utica, N. Y.
E. F. Kurowski, Chicago.
Fred Lautenschlager, Chicago.
Fred Lemon, Richmond, Ind.
David Lumsden, Ithaca, N. Y.
T. W. MacConnell, New Brighton, Pa.
E. H. Mann, Richmond, Ind.
Matt Mann, Chicago.
Jos. Margolis, Boston, Mass.
John Michelsen, Chicago.
A. Miller, Chicago.
A. L. Miller, Jamaica, N. Y.
George Mohn, Chicago.
Walter Mott, Beacon, N. Y.
W. R. Nicholson, Framingham, Mass.
George H. Noyes, Needham, Mass.
W. J. Palmer, Buffalo, N. Y
E. Allan Pierce, Waltham, Mass.
Wallace R. Pierson, Cromwell, Conn.
August Poehlmann, Chicago.
C. C. Pollworth, Milwaukee, Wis.
Martin Reukauf, Philadelphia, Pa.
W. L. Rock, Kansas City, Mo.
J. W. Rodgers, Dayton, O.
Dr. W. A. Rowlands, Utica, N. Y.
Ernest Saunders, Lewiston, Me.
S. Seligman, New York.
H. W. Sheppard, Cincinnati O.
W. R. Schroeder, Milwaukee, Wis.
Charles Schwake, New York.
S. S. Skidelsky, Philadelphia, Pa.
A. J. Stahelin, Redford, Mich.
Charles S. Strout, Biddeford, Me.
J. F. Sullivan, Detroit, Mich.
E. E. Temperly, Indianapolis, Ind.
David S. Ward, Queens, N. Y.
Blain Wilcox, Council Bluffs, Ia.
Glenn Wilcox, Council Bluffs, Ia.
H. F. Winter, Charleston, West Va.
Richard Witterstaetter, Cincinnati, O.
H. W. Woolf, Chicago.
John Young, New York.
Allie Zech, Chicago.
F. A. Zenke, Chicago.

Early Awards.

The gold medal of the American Carnation Society in Class 1, for the best vase of 100 blooms of any variety, scoring not less than 88 points, was awarded to the Joseph H. Hill Co., for Laddie. In Class 2, Strouts carried off the silver medal for the best vase of 50 blooms of any undisseminated variety of American origin scoring not less than 88 points, with Sunshine, formerly desig-

CARNATION DEMOCRACY.
One of Three Houses of 25,000 Plants. Photographed January 20, 1919.

nated as Seedling S09. The Fred Dorner Memorial gold medal for the best vase of 100 blooms of any undisseminated seedling variety (sports not eligible) which has been in cultivation at least three years, scoring not less than 85 points, was awarded to Baur & Steinkamp for Ruth Baur.

Carnation Democracy.

The accompanying illustration is one of three houses of Carnation Democracy, from a photograph taken January 20, 1919. This is the carnation that took the first prize over all comers at the Grand Central Palace last spring, and the growers hope to have it on exhibition at the meeting of the American Carnation Society at Cleveland, January 20-30. It is said to be a great money maker, the cut from the 25,000 plants being beyond expectations. None of the flowers have been sold for less than $16 per 100, and the majority of the cut retailed at from $3 to $5 per dozen. None of the stock is being offered at the present time. During the past season, quite a number were cut with 30-inch stems, with flowers measuring from four and one-fourth to four and three-fourths inches in diameter. The color is in a class by itself, reminding one of a magnificent, glowing, light-pink peony, and it is said that for wedding work and funeral clusters it has no equal. If it had no other virtue than that it does not split, it is spoken of as a wonderful variety, far surpassing Enchantress.

POUGHKEEPSIE, N. Y.—George C. Saltford, prominent florist, of this city and widely known in the trade, died suddenly at his home January 10.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

St. Valentine's Day.

One of the mid-winter floral holidays, which should be featured and made the most of by all retailers, is February 14, St. Valentine's day, when hearts are trump and sweethearts reign supreme. St. Valentine, poor fellow, was beheaded, February 14, in Rome, way back in the time of Claudius. His name became attached to the day, and as it was about this time of the year that birds began to mate, the sweetheart that was selected on that day was called a velentine. Love and sentiment are the salient features of the day, expressed in many ways, but in none better than the sending of flowers. Everything should be done by the trade to encourage this custom and emphasize the fact that flowers are the ideal medium with which to carry messages of love and sentiment. It is unfortunate that to many of the trade, the day dawns and passes, without any kind of recognition or apparent knowledge of its possibilities. Business has literally to be forced on some people, as they do little or nothing to encourage it.

Valentine's day offers a great opportunity to the wide-awake florist to draw attention to his store; by clever manipulation, his stock takes on an entirely different appearance, his plants and flowers are for the day valentines, appropriate, and the very thing to carry messages of love and devotion to the youngest, or the oldest and best sweetheart of all.

The day should be featured well in advance. The circus does not wait until the day it comes to town to put up its flaring posters of "the greatest show on earth." They are up fully two weeks ahead, telling their story every day, again and again, to the passers by. The florist's windows should have displayed, the first week in February, good sized red cardboard hearts with the date, February 14, in the center. Others with the slogan, "Say it with flowers," diagonally across the center, will be found very effective. These hearts should be at least 12 inches in diameter, with white or gilt letters. The posterette of the Chicago Florists' Club is a splendid idea, which, if used universally, would do much to advertise the day.

The most popular floral valentine is the corsage of violets, cattleyas, sweet peas, gardenias, Ward or other roses. Pins, with heart shaped heads, are most appropriate for the day. The ribbons should also have attached, small heart and cupid seals. They should also be packed in heart-shaped boxes. Heart-shaped hampers, filled with cut flowers, make appropriate gifts. The box of flowers with its valentine card or message enclosed can, with the aid of heart and cupid seals, be made very attractive.

Medium sized baskets of foliage and flowering plants will be found very popular as valentine gifts. Small hampers, filled with three and four-inch pot crotons, dracænas, crested ferns, Primula malacoides and cyclamens, and decorated with ribbons, pussy willow sprays, etc., make attractive combinations. Valentine seals, arrows, and the like, attached to the ribbons, associate them with the day.

All the flowering plants of the season can be featured in the same way, the pots covered with mats or crepe paper, or plain papers, white outside

with an inner sheet the color of the flower. The various Valentine emblems attached designate their purpose. The plant decorated with white paper, should first be placed in a good sized saucer. This is set in the center of a square of paper, which is then drawn up loosely, the ends extending well above the pot. The colored paper is placed inside and held in place with the tie, preferably of fibre ribbon, that binds the outside sheet. This decoration costs but a few cents, but adds 25 per cent to the selling price of any plant. The difference between a dozen plants in plain pots or featured in this manner, is very marked.

The various small receptacles, such as vase or tumbler baskets, cardboard or wooden figures, called "Valentine Kiddies," with tins at the back for flowers, fill nicely, and will, with a touch of ribbon, be found attractive and salable.

The window for the week before February 14, should be made to feature the day in every possible way, with empty cut flower and heart-shaped boxes, some open with a sample corsage, others tied and decorated, with address tags all ready for delivery. Plant baskets and hampers and decorated plants, all artistically arranged, will attract attention and be productive of much new business.

It is a good time to circularize one's trade. The various firms who make a specialty of florists' advertising, furnish very attractive matter that, being issued in large quantities, is furnished to separate firms, with their imprint, much cheaper than they could have them printed locally. Nicely worded messages can, however, be printed on colored cards, slightly larger than postal size, that cost but one cent to mail, and are sure to be read. These reminders that one is ready, right up-to-date and anxious for business, are well worth while.

Florists' Telegraph Delivery members should make this a great day for getting new business. Not one flower buyer in 10 knows of the facilities of the association. Everyone has a sweetheart somewhere, and thousands would avail themselves of this service if it was properly featured to bring it to their attention. It is these orders, that one influences and takes in their own store, that brings new business, as this first sale has connected the customer up with the shop, where, if the service is satisfactory, he or she is likely to call again. The more this system is used, the greater the publicity, and the novelty of it will extend its usefulness. Feature this service in every possible way, all the time. It will soon become very profitable.

TABLE DECORATIONS.

Valentine dinners for the young folk are always popular and call for more or less elaborate decorations. The plateau of maidenhair ferns, with red carnations for the centerpiece, is perhaps old style, but frequently called for. A tall vase, bedded in the center with long stemmed flowers that stand above the line of vision, makes this more elaborate. Two slender open hearts of red carnations for half centers with a vase of the same flowers in the center of each, are very showy.

Pink sweet peas make a pretty table. A round willow dish basket that will fit the top of a tall vase, is loosely filled as a center. Rose bowls at either end of the table, and from which are run two gradually diminishing curved sprays, all of sweet peas, which terminate either side of the center vase, carry the decoration the full length of the table. This, when nicely arranged with adiantum or asparagus, is very artistic.

Flat or shallow handle baskets which when filled with flowers, projecting from ends and sides almost cover the frame, have a plateau like appearance, but when decorated with ribbons on the handles, that can be run out on the cloth, look very different.

A tall, loosely filled center vase, surrounded at the bottom with a wreath of ferns and flowers just inside the plate line, is suitable for a round table. In place of the wreath, small rose bowls may be used, which well filled and placed equal distance apart, make a very pretty effect.

Next Week in the Flower Shop.

Everybody since the holidays has been looking for a falling market, but it appears to keep on like the famous tanks, which lay their own foundation as they progress. Now, the latest from the rose growers is that there will be no substantial increase in the crop until after the middle of February. Owing to the scarcity of labor last summer, which period is a critical time in the life of forcing roses, they did not receive the careful attention required, in consequence of which the plants lack the vigor and strength to come back quickly, after the severe cutting at the holidays. While prices much higher than those of a year ago are unavoidable, they should be tempered in the telling. Where it has been the practice to ask what is commonly called a profit of 100 per cent, as carnations costing four cents, selling for $1 per dozen a gross gain of 50 cents. Many since the price has advanced want to increase their ratio of profit, which is a great mistake. Selling carnations that cost eight cents for $2 per dozen, shows a gross gain of $1, instead of 50 cents, practically at the same cost of handling. In order not to drive out the occasional buyer, who is not familiar with the extreme change in prices, there should be a graduated scale. When cost prices are six, eight and 10 cents, we have carnations from $1.50 to $3 per dozen. If these figures appear too high, as just a few are wanted for a sick room, then suggest a small vase with three or four roses that cost 25 cents each, or a half dozen carnations, with a little green. Perhaps a small cyclamen or Primula malacoides, with a paper cover tied with a fibre ribbon, will answer in place of the flowers. Flowers, in spite of their necessarily increased prices, must not be allowed to lose their popularity. It is a good augury that through the extraordinary conditions existing the past year the demand for flowers has really increased; people were willing to pay higher prices which standard should be maintained and kept up by quality of stock and better service. The motto should be, "Not how cheap, but how good."

Small plant baskets of foliage and flowering plants are good stock to feature at this time. Four-inch pot cyclamen and Primula malacoides are now in good flower, and with a few small crotons, ferns and dracænas make very pretty combinations in small hamper and handle baskets. Decorated with ribbon and pussy willow sprays, they will be found very attractive and salable. Single specimen plants should be featured with paper or mat covering around the pot; the little four-inch primulas or cyclamen, or several together in a pan, can all be made much more

ST. VALENTINE'S DAY SPECIALTIES.

A 1919 Kiddie.

noticeable if featured in this way; in fact, no plant sent as a gift should ever be delivered without a cover of some kind to conceal the pot.

A little assortment of cut flower vases will be found good stock to carry, particularly if they are occasionally featured together, some containing a few choice flowers of probably the first of the season. The shallow flower bowls, with the glass or china perforated holders or blocks, are very attractive when artistically filled. Many a sale is made with these and other flower holders when their usefullness is demonstrated in this way.

Every opportunity should be taken of passing events, matters that are for the moment in the public mind. Windows that feature the home coming of the soldiers as they arrive, in appropriate decoration, will be sure to attract attention. The death of Theodore Roosevelt was made a feature of many window decorations in all branches of trade. His portrait in an effective setting, with palms, ferns, flags and a choice wreath, was a fitting tribute to his memory and sure to receive favorable commendation.

Florists who pushed the sale of Paper White narcissus bulbs, have found them good business bringers. As one lot are flowered out, there is a visit to the store for more to keep the little dish of pebbles working. Anything that brings visits to the store, or keeps it in mind, is almost sure to result in additional business.

Plant Decorations in Hotel Commodore.

What is doubtless the finest plant decoration ever seen in any public place in New York was arranged in the new Hotel Commodore, which opened its doors, January 27. The work was under the supervision of Marius Mutillod, decorator for the Dards store. Through the public room, which is about 100 feet in length, two rows of narrow benches, finely finished, extend the length of the room in the spaces between the walks and have been placed as permament fixtures. All of these are covered with boxes containing small palms, ferns, crotons, dracænas and other plants. In the corners and alcoves, are large palms. The balcony, which extends clear around the room, is filled with similar boxes of plants, in all the spaces between the columns. We have no official figures, but would roughly estimate it a $10,000 job.

BALTIMORE, MD.—The business of B. C. Fox, 753 Columbia avenue, has been purchased by Henry Baynes.

ST. PAUL, MINN.—J. Christensen has reopened his rose houses on Dale street, which were closed for the winter.

TORONTO, ONT.—Following the departure of its manager for England, the Allen Flower Shop has closed its doors.

SOUTH BEND, IND.—R. Williams has bought all interests in the firm of Williams & Co., and as sole proprietor will continue the business under the old firm name.

NEW BEDFORD, MASS.—The New Bedford Horticultural Society has elected the following officers for 1919: Leonard J. Hathaway, Jr., president; Joseph A. Nolet, vice-president; Walter K. Smith, financial secretary; J. M. Taber, secretary; Walter A. Luce, treasurer.

ST. VALENTINE'S DAY SPECIALTIES.

Primula Malacoides with White and Pink Paper Decoration and Valentine Seals.

National Publicity for Flowers.

A close examination of the advertisement clippings which come to our promotion bureau, shows that a large number of florists, who use the advertising columns of their local newspapers, have not incorporated our slogan, "Say it with Flowers," in their copy. We wonder whether they properly realize the value of a slogan or trade mark which, through the expenditure of large sums of money, has been publicised. Only the other day a discussion was reported, in a prominent literary publication, as to the probable value, from a sale standpoint, of the well-known mark applied to certain syndicated productions of California citrus fruit, "Sunkist." The most conservative value, as evolved from the discussion, was $1,000,000, while many valued it at amounts nearer the $10,000,000 mark. Why? Because it has been thoroughly impressed upon the public mind, and has thus become an investment of inventorial value.

Our committees last year spent nearly $50,000 to establish in the same way our slogan, "Say it with Flowers." And, without the slightest doubt, the slogan was driven home, in force greatly in excess of what our really small investment might be expected to generate. This year our campaign fund will not only maintain the impression created last year, but at least double the force. And yet we find florists advertitsing liberally in the newspapers who are not using the slogan, which has cost so much and has proved so effective, and which they are privileged to use, without cost—although we do recommend that they use the uniform script, as furnished in the electrotyped headlines our promotion bureau supplies at prices barely sufficient to cover the foundry charges.

We are sure the florists who neglect to use the slogan, do not realize their loss by the omission. The more the public sees of it ,the better it is for the business. It focuses public attention upon a very important reason for buying flowers—expression of sentiment. And who shall say that this reason is not the keystone in the foundation of the retail florists' business?

We have a folder describing a series of little aids to a direct drawing down of benefit from our advertisements in 33 magazines, and shall be glad to mail a copy to anyone on request.

Our 1919 fund is mounting, but ought to mount faster. The committees were seriously handicapped in their plans

for magazine publicity through uncertainty as to the funds at their disposal. Magazine space, in many instances, must be booked months in advance, and the committees could hardly be expected to incur responsibility themselves, although, as a matter of fact, in their faith they have done so. Florists who have not subscribed can help the campaign work greatly by making early subscriptions. We cannot do much in the dog days, but a lot can be done now and in fall. Help us to meet our problems with money in hand, and we can get still better results than we are doing.

Give now, and give generously, for the more you give the more you get.

The following subscriptions are recorded for the past week, annually for four years, unless otherwise noted:

Peter Reinberg, Chicago	$200.00
New York Cut Flower Co., N. Y. (1 yr.)	250.00
New York Cut Flower Exchange (1 year)	100.00
Philip F. Kessler, New York (1 year)	50.00
Chas. M. Weaver, Ronks, Pa.	50.00
U. C. Wanner, Sewell, N. J.	5.00
John Kuhn, Philadelphia, Pa.	10.00
A. M. Rainford, San Diego, Calif.	5.00
C. C. Pollworth Co. Milwaukee (2nd sub.)	25.00
Lyon & Anderson, Belvidere, Ill.	5.00
Sawyer & Johnson, Bethlehem, Pa.	10.00
L. Turner & Sons, Kenosha, Wis.	10.00
E. S. Richards, Greenfield, Mass.	10.00
Mrs. E. A. Williams, Pittsburgh, Pa.	25.00
J. Albert Brodrib, Hartford (2nd sub.)	10.00
Arkansas City Floral Co., Arkansas City.	5.00
Gust W. Grossart, Belleville, Ill.	5.00
John F. Horn & Bro., Allentown, Pa.	25.00
W. H. and A. F. Evans, Philadelphia	25.00
Frank A. Purssell, Irondoquot, N. Y.	5.00
A. T. Stokes, Moorestown, N. J. (1 yr.)	10.00
State Fair Floral Co., Sedalia, Mo.	5.00
B. Katzwinkle, Mendota, Ill.	5.00
Espelin-Warren Co., Ft. Collins, (2d sub.)	5.00
Special subscriptions, one year, received through The Florists Telegroph Delivery Association:	
Grandy the Florist, Norfolk, Va.	$ 15.00
Schramm Bros., Toledo, O.	10.00
Wm. Dethlefs, Mitchell, S. D.	5.00
F. E. Blake, Marion, O.	5.00
Miss L. G. Rennie, Malone, N. Y.	5.00
Dole Floral Co., Beatrice, Neb.	5.00
Dominion Floral Co., Montreal, Que.	10.00
Fred H. Lemon & Co., Richmond, Ind.	5.00
T. T. Scheel, Carey, Ohio	5.00
	$920.00
Previously reported	$27,310.50
	$28,230.50

JOHN YOUNG, Sec'y.

The March of Progress.

In the days of old, it was considered undignified for the florist to advertise. There were many fine shops, we remember, then, too, but as time rolled on and the demand of flowers increased, may we not lay claim to the fact that advertising, properly done, dignifies the store as well as any one power we know of, and that those who have adopted advertising in a dignified manner have greatly prospered thereby? Where one may have succeeded without, what might he have done with it? And those who are using advertising in conjunction with the sale of flowers, may still see greater results day by day. There can be no doubt about that.

Another striking factor in the history of flowers is the number of florists who are using the columns of our trade journals to stimulate business in their home towns the past few years. It surely shows which way the wind blows, and if this is good business for those who use trade journals, why would it not be good judgment to use your own local papers for still more business? Think it over. Never was there a better opportunity than now for florists to develop their industry than by expending a portion of their sales for the furtherance of still more sales. There are more people who are frequenting flower stores than ever before, and the store that shows the most progressive policy will undoubtedly get the benefit of this new advertising if he couples up with our national "Say it with Flowers" campaign.

These are great days for the florists, and the national campaign should be used to help you in the effort if you will use it locally. Make up your mind to tie-up and stick to it. You are bound to win. Good flowers and good advertising make a team that is hard to beat. Sloganize your business. "Say it with Flowers."

There is an old saying that behind every business that keeps up with the times is an individual that keeps ahead of them, and the stores that have adopted our slogan, and use it liberally, are in that class.

HENRY PENN,
Chairman Nat'l Pub. Campaign.

Seeds for Present Sowing.

There are a number of plants that in order to obtain the best stock it is necessary that the seeds be sown during January. Centaurea gymnocarpa is slow in making its growth and to have nice plants for edging the beds of geraniums and other plants an early start is required. Vinca rosea should be sown in January to obtain a good blooming stock at planting time. Lobelias should be sown by February 1 that fine stock plants may be had. If it is proposed to reset the smilax beds next year this is the time to get the seed started. Begonia Vernon and the other summer blooming varieties, if sown early, make fine plants by May, full of flowers. Gloxinias and tuberous begonias can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of verbenas from cuttings and depend upon seedlings and to have a nicely branched plant by June 1 the seed should be sown the last of January. Another useful border plant is Pyrethrum aureum (golden feverfew) and this should be sown early to get good sized plants at bedding out time. There are not many cannas these days grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. Asparagus plumosus and A. Sprengeri should be sown now when there is good heat in the greenhouses, and these seeds, like the cannas, start much more evenly if soaked.

ST. VALENTINE'S DAY SPECIALTIES.
Cyclamen in 5-Inch Pot with Paper Decoration, Cupid Seals and Arrow.

Boston.

DARK WEATHER AFFECTS SUPPLY.

Five dark days during the past week held stock back and prices have advanced. Business continues good and a big improvement is bound to come with the arrival of spring flowers and plants. Carnations have taken a jump to $8 per 100, with a few special such as Ladie going at $12. Roses remain high at $25 to $40 per 100.

NOTES.

Paul Richwagen is shipping his entire cut of Virginia snapdragon to the New York market, where he is getting better prices than can be obtained locally.

Thomas Roland has been having heavy cuts of Ophelia, Ward, Killarney and George Elgar roses.

Gene Sullivan, formerly with Thomas Galvin, is now with Dolansky & McDonald.

Alfred Hudson is again at the market after a severe attack of pneumonia.

Wm. Sim is sending large crops to this market. S. K. G.

St. Louis.

MARKET CONDITIONS NORMAL.

Business conditions continue about normal, stock moving fairly well with the exception of bulbous offerings. Narcissi, freesias, Romans and jonquils drag somewhat, due to the extra heavy cuts. The weather has been so exceedingly fair and warm for January that all bulbous stock is coming out faster than was expected. Carnations are scarce, everybody seemingly being off crop at the present time. Sweet peas are coming in heavy, but hold up in price. The same condition prevails as to violets. Roses are none too plentiful, and with a good demand, the prices hold up. Ophelia and Russell are the bulk of the stock. In greens, the market is fairly well supplied.

NOTES.

President Hummert of the florists' club will attend the directors' meeting of the S. A. F. to be held at Detroit the last of the month. He says he may take a run over to Cleveland to attend the carnation meeting if some of the local boys will go with him.

The carnation exhibition scheduled for the February meeting of the florists' club has been called off, the trustees report. The meeting coming one day before Valentine's day, they did not think it would be an opportune time to have this exhibition.

The florists' Victory banquet is going to be quite a big affair from all reports. A fine programme has been arranged and everybody seems to have February 5 reserved for the big eats.

J. J. W.

Toronto, Ont.

BRISK DEMAND WITH SHORT SUPPLY.

Business continues active and the shortage of stock is noticeable, especially in rose lines, which have been off crop since the holidays. Carnations are a little more plentiful, but only about 50 per cent of the orders are being filled. This also applies to other varieties of stock, all of which are not plentiful enough to fill orders. Bulbous stock is conspicuous by its absence. The mildest winter on record is helping in the fuel supply, and the larger dealers are today soliciting orders at reduced prices for their oversupply.

NOTES.

The gardeners' and florists' club held a well-attended meeting, the largest in years, at St. George's hall, January 21, when 26 members were added to the roll. The evening was mostly taken up with the embargo placed by the United States government, the Canadian florists thinking it possible that our government may adopt a similar embargo, as they were accustomed to do in war times, but we have been advised, in answer to our inquiry, that no such embargo is at present contemplated nor will any definite measures be taken without first consulting those in the trade who are interested. This will enable those in the trade to again stock up on many lines which are depleted. Sgt. James Matthews, who went overseas in 1916, with the 204th C. E. F., was invited to the platform and neatly told his fellow members he was glad to be back with them. A social night will be held March 18, when the executive board of the Canadian Horticultural Association meets here.

The retail florists held a box social at Dunlop's hall, and a jolly evening with dancing and games was had by all, the club adding considerable to the exchequer. Mrs. Moore was auctioneer of the boxes and realized holiday prices. In a mock trial, popular Secretary James was given sentence to wind an eight-day Seth Thomas mahogany chime clock, presented him by his fellow members.

The Late Charles Fox.

John H. Dunlop, at Richmond Hill, is cutting good blooms of his new pink rose, Frank Dunlop, a seedling of Russell x Shawyer. This rose has been blooming well all season and has been a great help throughout the continued shortage since the fall. The sweet peas here are getting more plentiful and quality is good for the season

J. H. Dunlop will attend the carnation meeting at Cleveland, being accompanied by Wm. Gammage, of London. H. G. Dillemuth will attend the F. T. D. directors' meeting in Detroit and continue to Cleveland and then to Chicago.

A. Sherridan, of Yonge street, has, through failing health, decided to give up the retail part of the business and will start into the growing, having taken over the plant of Colin Nesbitt.

The Dale Estate is strong on orchids. Carnations have done very well, but roses are, and have been, off crop since the holidays.

Lew Waters has returned from his Ohio and Michigan trip. Stock seems to be more plentiful there from his observations.

Fred Good, who joined Geo. Bonnett to look after the landscape department, has decided to conduct a business of his own. H. G. D.

OBITUARY.

Charles Fox.

In the sudden death of Charles Fox, which occurred from heart failure, January 24, while riding on a street car, the craft of Philadelphia, Pa., loses one of its best beloved members. He had lived to the ripe age of 80 years. Although he retired several years ago, he was frequently to be found in his store, which business had been purchased and is now conducted by Richard Umfrid.

Mr. Fox was born in Baden and was brought to America by his parents, when eight years of age. His apprenticeship in the business was with Robert Buist, where he became skilled in raising tropical plants which were his great delight. In the early 70s he became superintendent for Hugh Graham, with greenhouses at Eighteenth and Thompson streets. Later he and Joseph Beavis, also an employe, were taken into the firm. When this partnership was dissolved, Mr. Fox bought a property on Broad, above Master street, where he carried on a very successful business, making a specialty of decorations. After a number of years he sold this property for church purposes, and located on Broad, above Thompson. Mr. Fox was a thorough artist, his funeral design work, and in fact, all floral arrangements, having exceptional finish. His store was noticeable for years with splendid specimens of Cibotium Schiedei, which filled the show windows, and in which he took great pride.

Mr. Fox, while a hard worker, was of kindly disposition, beloved by all who knew or came in contact with him. His funeral, January 28, at which there were many beautiful floral pieces, was largely attended by members of the craft. He is survived by two sons and two daughters. Charles Henry Fox conducts a successful cut flower business on South Broad street. His brother, Dr. Frank A. Fox, is a dentist.

James L. Regan.

James L. Regan, the well known Chicago printer, founder and head of the Regan Printing House, died at his home in that city, January 25, after a protracted illness. Mr. Regan was quite familiar to the trade, having printed catalogues for many seedsmen and nurserymen. He also printed THE AMERICAN FLORIST close upon 30 years.

Mr. Regan was born in London, England, in 1850 and came to the United States in 1865. The first six years of his life in America were spent in New York and the remainder in Chicago. During his stay in New York, he printed the first coupon theatre ticket, the occasion being the introduction of Jenny Lind to the American public by P. T. Barnum.

Mr. Regan was one of those upright, aggressive, stick-to-it men who have made Chicago. He was generous and benevolent to a fault, and in his all too little leisure, one of the most lovable of men.

William Vogt.

William Vogt, Fourth and Penn streets, Camden, N. J., was struck by an automobile at Fifteenth and Diamond streets, Philadelphia, Pa., January 22, receiving injuries from which he died the night following. This was a great shock to his many friends in the trade by whom he was highly respected.

Mr. Vogt was 64 years of age. He succeeded his father, an old time florist, at his death some years ago, and has since conducted the business.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Carnation Society 93
—The opening day 93
—President Strout's address 93
—Secretary Baur's report 94
—Officers (portraits) 95
—Treasurer Dorner's report 96
—Early visitors 96
—Early awards 96
Carnation Democracy (illus.) 97
The retail trade (illus.) 97
—St. Valentine's day 97
—Next week in the flower shop 98
—Plant decorations at Hotel Commodore 99
National publicity for flowers 99
The march of progress 100
Seeds for present sowing 100
Boston 101
St. Louis 101
Toronto 101
Obituary 101
—Charles Fox (portrait) 101
—William Vogt 101
—James L. Regan 101
Spring flowers at Bloomington 102
Society of American Florists 102
Mealy bug on coleus 102
Roebling orchids may be sold 102
Horticultural Society of New York 102
Plant quarantine in Congress 102
Club meetings next week 102
Detroit 104
Buffalo 104
Chicago 106
Cincinnati 109
Milwaukee 110
Nashville 110
Cleveland 110
Elyria, O. 110
San Francisco 112
Philadelphia 114
New York 118
Fort Wayne 120
Albany 120
The seed trade 126
—Clover prices advance 126
—Barteldes has disastrous fire 126
—New York seed trade 126
—Henderson acquires seed business 126
—Imports at New York 126
Barnard Co.'s poultry show 127
Market gardeners 132
—Onion movement and values 132
—The tomato crop 132
Montreal 133
Louisville 133
The nursery trade 134
—Western Association of Nurserymen 134
—New England Nurserymen's Association 134
—Forest fires in Texas 134
Kansas City 139

HORTICULTURAL assistants are more available for both seed and flower establishments.

GLASS manufacturers throughout the country will resume general operations February 8. It is estimated that more than one-half of the capacity will be working by that date.

VAUGHAN'S SEED STORE, Chicago, has received a letter written in Belgium by one of its customers, dated December 27, 1918, acknowledging receipt of letter which left Chicago on April 21, 1915, and which had just arrived in Belgium.

Spring Blooms at Bloomington.

Early spring flowers such as tulips and flag lilies were reported coming up at Bloomington, Ill., January 23, due to the long period of mild weather.

At Clairville, Ont., pansies were growing in gardens and dandelions were blooming by the roadside, January 26.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that as no objection was filed against the registration of Geranium General Pershing by A. N. Pierson, Inc., Cromwell, Conn., the same became complete on December 23, 1918. JOHN YOUNG, Sec'y.

C. O. D. Express Claims.

Regarding C. O. D. claims, there has been a ruling made by the interstate commerce commission and the director general of railroads at Washington, which will compel the express companies to pay all outstanding C. O. D.'s and the violation of rules by which employes have permitted the examination of C. O. D.'s without authority, will be prevented in the future.

Mealy Bug on Coleus.

ED. AMERICAN FLORIST:

What is the best treatment for coleus infested with mealy bug? J. D.

The surest means we have found to keep coleus free from mealy bug is to syringe the plants frequently with cold water. Syringing every day or two with full force from the hose will soon clean the plants. It is also a good plan when making the cuttings, or potting them up from the sand, to wash them off in cold water. C. W. JOHNSON.

Roebling Orchids May Be Sold.

Before a settlement of the estate of the late Charles G. Roebling, Trenton, N. J., well-known patron of horticulture, can be effected, it is probable that the Roebling orchid collection, one of the finest in the United States, must be disposed of, probably by private sale. This collection has long been noted for its general excellence, and despite the shortage of labor the past season, are well up to their usual standard. In addition to the old favorites, the collection has recently been enhanced by the addition of many up-to-date hybrids, together with several thousand home grown seedlings that have reached the flowering stage.

Horticultural Society of New York.

A spring show of the above society will be held March 28-30 at the American Museum of Natural History. In order that this exhibition may be a success, it will be necessary for all to put their shoulder to the wheel and do their bit. Co-operation is now the spirit of the age. Let horticulturists prove they are alive to this spirit by making this show a big success by individual effort and co-operation. All, whether members of the society or not, are invited to exhibit. Schedules are now ready for distribution and may be had by addressing the secretary, care of New York Botanical Garden, Bronx Park, New York.

GEORGE V. NASH, Secretary.

Plant Quarantine in Congress.

The federal horticultural board does not show any disposition to amend its recently-announced regulations governing the importation into the United States of nursery stock. This fact was made evident in a letter just received by Congressman Stiness, of Rhode Island, in answer to a communication from him, inquiring into the matter. Congressman Stiness had received a letter from Superintendent of Parks Frederick C. Green, of Providence, protesting against the action of the board. Like all other park superintendents, Mr. Green realizes that the parks of his city must suffer if the drastic rulings of the federal horticultural board are retained in force. Mr. Stiness has been informed that the board, after careful consideration from investigations in progress since March of last year, has had to exclude certain plants because of the danger of importation with them of dangerous insects and plant diseases. The congressman states that he is ready to take the matter up again, with a view to having some action taken towards having the regulations rescinded. Members of Congress are receiving a great many complaints from their constituents against the arbitrary action of the board, and it may be that there will be some very interesting developments after March 4, next. With the democrats in power at the capitol, little can be expected, but with the republicans in the saddle, anxious to show up all of the autocratic moves of the other party, it should not be difficult to secure remedial legislation.

B. F. L.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Lake Geneva, Wis., February 1.—Lake Geneva Gardeners' and Foremen's Association, Horticultural hall. Fred W. Sparks, secretary, Lake Geneva.

San Francisco, Calif., February 1, 8 p. m.—Pacific Coast Horticultural Society, Sachem hall, 240 Golden Gate avenue. Walter Hofinghoff, secretary, 14 Powell street, San Francisco.

Cleveland, O., February 3, 8 p. m.—Cleveland Florists' Club, Rollenden hotel, Al. B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Grand Rapids, Mich., February 3, 8 p. m.—Grand Rapids Florists' and Gardeners' Club at office of member, Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Montreal, Que., February 3, 8 p. m.—Montreal Gardeners and Florists' Club, 642 St. Catherine street. W. H. Horobin, secretary, 238 Marquette street, Montreal.

Buffalo, N. Y., February 4, 8:30 p. m.—Buffalo Florists' Club, General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Dayton, O., February 4, 8 p. m.—Dayton Florists' Club, Y. M. C. A. building. Geo. W. Frisch, secretary 3205 Fifth street, Dayton.

Albany, N. Y., February 6, 8 p. m.—Albany Florists' Club, 611-613 Broadway, Robert Davidson, secretary, 139 Second street, Albany.

Milwaukee, Wis., February 6, 8:15 p. m.—Milwaukee Florists' Club, Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Minneapolis, Minn., February 4, 8 p. m.—Minneapolis Florists' Club, usually at 218 North Fifth street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Philadelphia, Pa., February 4, 8 p. m.—Florists' Club of Philadelphia, Adelphia hotel, Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., February 4, 8 p. m.—Pittsburgh Florists' and Gardeners' Club, Allegheny Carnegie Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Washington, D. C., February 4, 8 p. m.—Florists' Club of Washington, 1214 F street, N. W. Clarence L. Linz, secretary, Washington.

Louisville, Ky., February 5, 8 p. m.—Kentucky Society of Florists, Masonic Temple. August B. Baumer, secretary, P. O. Box 295, Louisville.

Chicago, February 6, 8 p. m.—Chicago Florists' Club, Hotel Randolph, Wells and Randolph streets. A. T. Pyfer, secretary, 164 North Wabash avenue, Chicago.

Omaha, Neb., February 6.—Omaha Florists' Club, Court House. L. Henderson, secretary, 18th and Douglas street, Omaha.

Reading, Pa., February 6, 8 p. m.—Reading Florists' Association at home of member, Fulmer H. Lauck, secretary, 123 South Fifth street, Reading.

Lake Forest, Ill., February 7, 8 p. m.—North Shore Horticultural Society, Council Chamber, Peder Back, secretary, Lake Forest.

Tacoma, Wash., February 7, 8 p. m.—Tacoma Florists' Association, Maccabees' hall, 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.
S. Foulsham, Ridgefield, Conn.

Situation Wanted—By gardener florist: middle age; married; child; 20 years experience; references; last place foreman 50,000 ft. glass; capable growing and handling in an up-to-date manner. Go any place for good proposition; strictly sober; industrious; can handle men; state wages and full particulars; private, commercial or public. Address
L. Le Clere, Cuyahoga Falls, Ohio, Stowe Corners, Stowe Tabern Greenhouses.

Help Wanted—Experienced saleslady. Good salary to the right party.
Lakeside Flower Shop, 4700 Sheridan Road, Chicago
Phone Edgewater 2670.

For Sale—Cheap: greenhouse, 22x24 ft., to be removed; glass 16x18 in.; also small ice box and 10 ft. wall case.
Mat. Kostko, 5437 W. 25th St., Cicero, Ill.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. $550 per acre.
E. Franklin, 69 W. Washington St., Chicago.

For Sale—Two very large greenhouses for raising cucumbers, radishes and lettuce. Will be sold at about one-half their value owing to ill health and advanced age. Money makers; 24 miles from New York City. Send for description.
W. K. Mackey, Plainfield, N. J.

Help Wanted

Good all-around grower who understands his business. Must come well recommended. Apply to

E. A. MOORE
Harvard Greenhouses, Harvard, Ill.

WANTED.

Man to drive auto for our retail department; must be intelligent and of good appearance; married preferred; must have experience in the florist business.

THE GEO. WITTBOLD CO.,
745 Buckingham Place, Chicago

Salesmen Wanted:

A nationally known concern who deals direct with the greenhouse trade, has openings on its sales force for a few good, live salesmen. We are desirous of securing men who are familiar with greenhouse supplies and also ones who are acquainted with Canadian trade. Your application will warrant a reply.

Key 356, care American Florist.

HELP WANTED

General florist, must be reliable, single and come well recommended. First rate opportunity to right party.

The Nussbaumer Floral Co.
San Angelo, Texas

Wanted—Flower Seedsman

for middle west. Give full particulars as to experience, salary wanted, etc. Steady position. Applications will be treated confidentially. Address

Key 357, care American Florist.

For Sale

Good paying retail establishment in Chicago (south side), for $600. This is a big bargain and a chance of a lifetime for the right party.

Key 948, care American Florist.

WANT TO BUY

Florist and Nursery Business.

Modern going establishment in first-class condition. Send full particulars as to location, extent of business, area, stock and equipment; also price and terms. Address

Key 354, care American Florist.

GREENHOUSE LOCATION

In Kansas City. Have splendid location for first-class greenhouse in best and most rapidly growing section in city. Will take interest and help finance, if desired. Wonderful opportunity for right party. All communications confidential. Address

Key 352, care American Florist.

Will Buy or Rent

Range of greenhouses near Chicago, consisting of 75,000 to 200,000 square feet of glass. State full particulars in first letter.

Key 353, care American Florist.

Help Wanted

Several good men for our pot plant department. Steady work and charge of section for the right men.

POEHLMANN BROS. CO.,
Plant "A," Morton Grove, Ill.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

MAGNOLIA LEAVES

Gnatt's Queen Quality Magnolia Leaves.

Non-Mouldy Flexible Uniform Size.

Our Midwinter Special Illustrated Circular.

Just off the press, shows many new and novel items of interest to every florist.
Mail the attached coupon and get your copy.

THE OVE GNATT CO., La Porte, Ind.
Kindly mail me your illustrated circular **MIDWINTER SPECIALS.**

Name.....
Town.....
State.....

Our Magnolia Leaves are treated by a special process which makes them non-mouldy and flexible. The natural leaves are specially sorted for us by experienced pickers in the South which assures a uniform size. If you want better magnolia wreaths use **"Gnatt's Queen Quality Brand"** leaves. **Colors: Brown, Green and Purple.** Cartons contain approximately 750 to 800 leaves. **Price, $1.75 per Carton; in 100-pound Cases, $22 00 per Case.**

5% cash discount allowed on orders accompanied by Check or Money Order.

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies.

Detroit.

ROSE SUPPLY UNUSUALLY SCANT.

A distinct famine in roses is the outstanding feature of the local flower market. The quality of the few roses coming in is excellent, but the supply distressingly short of the call, which seems to increase as the season advances. There is a fair supply of carnations, good freesias and enough violets to meet the daily needs, but these items would suffer some if the rose supply was greater. Sweet peas are becoming a factor now and daily receipts are quickly disposed of. Pot plants of bulbous flowers are making their appearance and find ready sale, as the supply is as yet limited. Fine weather has, for the past two weeks, been enjoyed by the growers, whose consumption of coal this winter is only a fraction of what was used the corresponding days a year ago.

NOTES.

E. A. Fetters, vice-president of the Society of American Florists, called a meeting of the florists for January 23 to make preliminary arrangements for the convention to be held here August next. There were present E. A. Fetters, Walter Taepke, R. Rahaley, Chas. Plumb, Philip Breitmeyer, Jos. Streit, M. Bloy, A. Pochelon, J. J. Karins and J. H. Sullivan. Tentative plans were made for the proper entertainment of the visiting florists, and a substantial fund was subscribed, by those present, for the purpose. The abandonment of the state fair grounds for the meeting place and outdoor exhibit of plants was decided upon as impracticable, as war conditions last year prevented preparation of the grounds then and the enlistment of probable exhibitors' interest in the project as originally proposed. The selection of Arcadia hall for the meeting and trade exhibition was practically decided upon, subject to the approval of the executive meeting to be held here January 31-February 1.

The ladies' auxiliary of the Detroit Florists' Club will give its annual dancing party in the Hotel Statler, Wednesday night, February 5. Extensive preparations now being made for it, indicate a successful and enjoyable affair.

Fred Pautke, for many years regarded as a skillful and successful grower, has sold his greenhouses and will in the future give his entire efforts to the development of his retail business at Grosse Pointe, Mich.

Philip Breitmeyer went to New York, January 24, to welcome home his son, Harry, from overseas. Harry will be mustered out of the service in a few weeks, and will re-enter the florist business with his father.

Alexander McCommon is afflicted with erysipelas and confined to the Herman Kiefer hospital. In his absence Mrs. McCommon bravely cares for the trade at their store on Grand River avenue.

The Michigan Cut Flower Exchange will tender the local trade a banquet at the Hotel Statler the latter part of February.

August Von Boeslager, Mt. Clemens, is on the sick list, but at this writing is much improved.

Visitors: Walter E. Cook, Cleveland; J. J. Karins and J. P. McCarty, Philadelphia. J. F. S.

STAMFORD, CONN.—The Stamford Horticultural Society, at a meeting January 3, installed officers for the ensuing year as follows: Henry Wild, president; J. Foster, vice-president; Owen A. Hunwick, secretary; G. C. Boon, recording secretary; A. Peterson, treasurer.

Buffalo.

MARKET HAS FAIR SUPPLY.

This market has been fairly well taken care of with a variety of stock, but no particular flower has been in oversupply. Carnations are about equal to requirements and Ward is showing a rivalry with ordinary roses. Narcissi are plentiful and some tulips of very fair quality are being offered. Roses are improving in quality. Russell, Columbia and Ophelia are fine, but there is no surplus. Sweet peas are scarce, but of good quality. Plant sales continue very good, in place of roses and flowers of the better grade. Primulas are good property, as are begonias.

NOTES.

The recent banquet of the retail florists was very well attended, but it is to be regretted that there were not more present. While it is frankly admitted that advertising for Mothers' day and other occasions has proved beneficial, it is a wonder that more of the trade do not join this organization and get broadened.

S. A. Anderson has opened his Elmwood avenue establishment for business. It is very attractive. John Fiebelkorn has been at this store for the past two weeks installing the handsome fixtures and much credit is due him.

Albert Reichert is in New York looking after the floral work for the delegation from this city that will attend the opening of the new Hotel Pennsylvania.

Charles Felton has gone away for a much needed rest.

Visitors: F. C. W. Browne, Cleveland, O.; J. J. Karins, Philadelphia, Pa.; Paul Klingsporn, Chicago.

BISON.

Poehlmann Bros. Co.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

Our Business is Growing

BIG SUPPLY OF

Cattleyas, Easter Lilies and Carnations

Callas, Sweet Peas, Freesia, Spring Flowers

Everything Else in Seasonable Cut Flowers and Greens.

Valentine Accessories

ORDER NOW

Special Folding White Enamel Box

24 x 5 x 3½, per 100, $20.00.

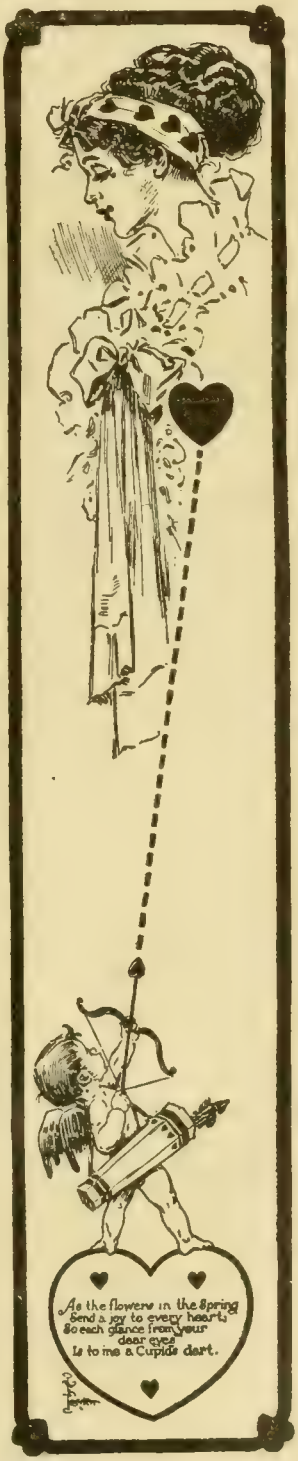
Hughes' New Made Up White Enamel Box

Each in separate carton, each, 50c. Cover design as per illustration.

Arnold's Soldier and Sailor Design Valentine Box

Printed in Red and Black.

10 x 6 x 5½ .....per 100, $6.75
12 x 8 x 5½.....per 100, 8.00
24 x 5 x 3½.....per 100, $8.00
30 x 5 x 3½.....per 100, 9.00
24 x 8 x 4.....per 100, $10.00



Plants We Are Now Offering

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Whitmanii, 5-in., 50c, $6.00 per doz.; 6-in., 75c each, $9.00 per doz.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each.

RUSSELLS

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.50 to $4.00 per dozen, according to length of stems, our extra long being 30 inches and up. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

Current Price List.

RUSSELL

$1.50 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 to $20.00 per 100
Medium	12.00 to 15.00 per 100
Good short	8.00 to 10.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 per 100, depending on quality.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.00 per 1000.
Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK CONTINUES SCARCE.

Stock continues scarce, especially roses, which are in exceptionally good demand, but exceedingly short supply. The shipments of this flower appear to be decreasing at most of the houses, which clean up what few are arriving every day in double quick time at high prices. Carnations are in brisk demand at very satisfactory figures and clean up completely in all varieties right along. Lilies are good property and are bringing fine returns. Orchids are quite plentiful, but are moving well considering the large quantity offered. Lily of the valley is exceedingly scarce, which is causing a brisk demand for cut Roman hyacinths, of which a limited supply is offered. Freesias are arriving in larger quantities, but are holding their own at good prices, with practically none left when the stores close for the day. Sweet peas continue to clean up early at high figures, with some very choice stock now arriving. White and yellow narcissi are quite a factor in the market and still find ready buyers at surprisingly good figures compared to former years. Snapdragons are seen in limited supply and a few forget-me nots are to be had. Pansies sell well to the local trade. White and yellow daisies are in larger supply, but the receipts of mignonette have dropped off considerably. Callas are in fair supply, but clean up early. Calendulas, tulips, jonquils, single and double violets, gardenias, pussy willows, and a few other miscellaneous items arriving, but not already mentioned, are included in the daily shipments, but not in any such quantities as to permit a surplus. Green goods are in large enough supply to meet all demands in practically all items. Business has been good all this month with the wholesalers, and the retailers report a great improvement in trade with a strong demand for wedding flowers and funeral work.

NOTES.

President Zech, of the florists' club, has appointed judges for the annual novelty show, February 6, as follows: Carnations, C. W. Johnson, Harry Blewitt, P. W. Peterson; roses, N. J. Wietor, W. J. Keimel, W. G. Earle; miscellaneous, Albert Erickson, Geo. Ball, Geo. Asmus. The entire arrangements for this exhibition are in charge of Chairman T. E. Waters of the good-of-the-club committee. President Zech, George Asmus, August Poehlmann, and Fred Lautenschlager will talk on the annual meeting and exhibition of the American Carnation Society at Cleveland, O., and the S. A. F. director's meeting at Detroit, Mich. Everyone in the trade is cordially invited to attend, regardless of whether they are members of the club or not. Be sure and come.

Frank Ayres, for many years with Chas. W. McKellar, is now with Archie Spencer. His many friends wish him every success in his new undertaking.

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers,
Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

Valentine Cards

100	$0.60	200	$1.00
500	2.00	1000	3.50

The John Henry Co., LANSING MICH.

Kennicott Bros. Co. is expecting Luke Schroer back from Europe in the near future, where he has been with the American troops for almost a year. He was in the heaviest part of the fighting, but came through safe and sound.

The Chicago Flower Growers' Association had an exhibition the past week of the longest stemmed pussy willows ever seen in the market.

H. G. MacLellan, who has not been in the best of health for some time, is recuperating at West Baden.

W. J. Keimel and A. F. Amling are taking the bath treatments at Hot Springs, Ark.

Walter Stockloss is no longer identified with Poehlmann Bros. Co.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

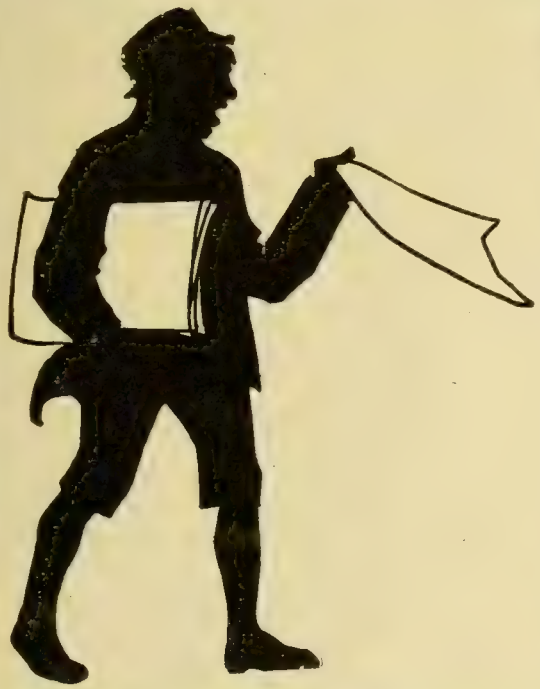
Choice Carnations in Large Supply at Reasonable Market Prices

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	Per 100
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Welland	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	3.00 to 6.00
" Extra fancy	$ 8.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch 75c	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $1.50	
Leucothoe Sprays	1.00



EXTRA!! EXTRA!!

SPECIAL SWEET PEA OFFER

Fancy Spencers, $3.00 to $4.00 per 100.
Medium . . 1.50 to 2.00 per 100.
1000 lots, . . . $10.00 to $15.00.

FANCY CARNATIONS

Select, ... $5.00 to $6.00 per 100.
Our selection, mostly red, 3.00 to 4.00 per 100.

A. T. PYFER & COMPANY

Formerly at 30 East Randolph Street

164 North Wabash Avenue, **CHICAGO**

L. D. Phone, Central 3373

R. E. Jones, of the Advance Co., Richmond, Ind., who has been with the colors for some time, is back on the job again and called on the trade here this week. He left January 27 for Detroit, Mich., and from there he intended to go to Cleveland, O., to attend the annual meeting and exhibition of the American Carnation Society.

A. T. Pyfer & Co. received a letter from Jack Byers this week, who is with the American troops in Germany, in which he stated that he expected to be back home some time in February.

It is rumored that one of Zech & Mann's employes will join the ranks of the benedicts in the near future. Only two guesses are necessary.

Leon Glow, formerly employed in the cut flower department of the A. L. Randall Co., who is at present with the colors at San Diego, Calif., is expected back on the job soon.

Dan Simonds, of the Ogden Floral Co., 1917 West Harrison street, has been confined to his home with rheumatism for over a week.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00
RICHMOND	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00
KILLARNEY BRILLIANT	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00
ROSES, OUR SELECTION	7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS	**Per 100**
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

My Friend Bill Says: ***Van's*** *100% Service*

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

PERCY JONES

INC.

FLORISTS' SUPPLIES

56 E. Randolph St., **CHICAGO**

August Poehlmann, of Poehlmann Bros. Co., R. E. Kurowskzi, of the John C. Moninger Co., Fred Lautenschlager, of Kroeschell Bros. Co., Allie Zech and Matt Mann, of Zech & Mann; John Michelsen, of the E. C. Amling Co.; C. W. Johnson, of the Mt. Greenwood Cemetery Association; F. A. Zenke, of The Excell Laboratories; George Mohn, of Vaughan's Seed Store; P. J. Foley, of the Foley Greenhouse Manufacturing Co.; George Asmus, of Schiller, the Florist; A. Miller, of the American Bulb Co.; Arthur Dietsch, of A. Dietsch Co., and Arthur Hansen, of the A. L. Randall Co., are attending the annual meeting and exhibition of the American Carnation Society at Cleveland, O. this week. Among the out-of-town people who made the trip with the local delegation were George Blackmann, Evansville, Ind.; Samuel Seligman, with Schloss Bros., New York, Blaine and Glen Wilcox and wives, Council Bluffs, Ia.; C. C. Pollworth, Milwaukee, Wis.

A committee appointed by The Retail Florists' Association and a committee appointed by the Wholesale Cut Flower Association met together on the afternoon of January 28. The committee representing the wholesalers agreed to eliminate the so-called "red violets" and confine their efforts to doing a strictly wholesale business. The committee representing the retailers agreed that they should in turn buy their cut flowers and green goods direct from the wholesalers. The Retail Florists' Association organized recently is growing by leaps and bounds, and a special campaign will be made next week to secure all the dealers who have not yet joined. One may become a member for $25 by joining now, which eliminates the initiation fee of $25, or become an associate member for $10. An advertising campaign will be made for St. Valentine's day, in one of the daily papers, from which the entire trade should derive benefit.

C. L. Washburn, of Bassett & Washburn, and wife, will leave soon for a month's visit at Pasadena, Calif. E. B. Washburn and wife are expected here shortly from Pasadena. Ned will look after the firm's business here while his father is away.

George A. Kuhl of Pekin is progressing as nicely as can be expected at the Presbyterian hospital. He is in room 556 and no doubt would appreciate a call from his many friends in the trade here.

Miss O. A. Tonner, of O. A. & L. A. Tonner, has been home for over a week with inflammatory rheumatism, but is doing nicely at this writing, and is expected back at the store in a few days.

V. Bezdek, of Wilmette, is building a new three-flat building near his range there. He has just invested in a new Ford delivery truck and is planning on buying a new touring car.

James G. Hancock, for many years with Frank Oechslin, is now in the insurance business with headquarters with George N. Wright & Co., in the Insurance Exchange building.

John Michelsen, of the E. C. Amling Co., received a telegram this week from E. C. Amling and party, announcing their safe arrival at Orange, Calif.

A. L. Vaughan & Co. received word this week from Mr. Vaughan and family that they are at present at Tampa, Fla., and are having a delightful time.

The A. A. Arnold Paper Box Co. is featuring a very appropriate soldier and sailor design Valentine box that is bound to be a winner.

A. Henderson & Co. have bought out Winterson's Seed Store and will concentrate its business at 166 North Wabash avenue.

Miss Edna Frauenfelder will continue the business of her father, the late Conrad Frauenfelder, at 3343 West Madison street.

Wietor Bros. have had such a strong demand for rooted carnation cuttings that they are already sold out in some varieties.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is back from a trip to New York.

Louis Finnermann, of the Grossberg-Tyler-Finneman Co., is back from a Wisconsin business trip.

H. N. Bruns announced the arrival of an importation of 300 cases of lily of the valley pips.

T. E. Waters' daughter, Mildred, is recovering from a severe attack of pneumonia.

D. D. P. Roy, of the America Bulb Co., is calling on the trade in Michigan.

Herman Wendland is back from a business trip to Oklahoma.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Fancy Carnations

Good supply in the best leading varieties at very reasonable market prices.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Mignonette, Calendulas, Tulips, Freesias, White and Yellow Narcissus, Violets, Daisies, Greens, Etc., Etc.

W. N. Rudd left for the east January 28 to meet his daughter, Mrs. Margaret Rudd Speed, and granddaughter, Patricia, returning from Europe on the S. S. Adriatic.

George Wienhoeber had a very fine window display of sweet peas and forced shrubbery this week.

Visitors: O. O. Boston, Tulsa, Okla.; Bob Simmen, La Salle; W. R. Lange, St. Joseph, Mo.; Chas. Robinson and A. Strumpp, of the Henry M. Robinson Co., Boston, Mass.; Harry Hoffman, Jacksonville, Ill.

Cincinnati.

BUSINESS IS SATISFACTORY.

Business is good; more stock is the only thing that can be desired. Everything is selling readily and more could be used if available. Prices are good, while shipping business is excellent. Roses clear readily as fast as they arrive and many more would sell if they could be obtained. Carnations are in fair supply and generally clear from day to day. Bulbous stock, including Paper White and yellow narcissi, freesias and Dutch hyacinths, is proving a welcome addition to the supply. Sweet peas are fairly plentiful and meet with a good demand. Easter lilies, callas and rubrum lilies are proving good property. Snapdragons sell well. Orchids are finding a good market. Other offerings are calendulas, forget-me-nots, some mignonette, baby primroses and wallflowers.

NOTES.

C. E. Critchell and E. G. Gillett intend to attend the meeting of the carnation society at Cleveland, this week. The latter is going by way of Springfield, O., to attend to business there.

RETAIL FLORIST—WHERE TO BUY
WHOLESALE GROWER—WHERE TO SHIP

You can't go wrong in selecting a house whose wholesale activities in this market extends over a period of 38 years.

With us began the history of the Wholesale Cut Flower Industry as it is constituted today in the marketing of the Growers' Products—in the Service that is Best with the Retailer.

YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION

Kennicott Bros. Co.
Wholesale Dealers in Cut Flowers and Plants Since 1881
CHICAGO

P. J. Olinger has been getting in an excellent cut of carnations ever since before Christmas and is now cutting some excellent sweet peas. Both have been cleaning up regularly.

Paul Naber has been mustered out of the service and has returned home.

Visitors: George Lampert, Xenia, O.; A. A. Kramer, Dayton, O.; Mr. and Mrs. Frank Friedley, Cleveland, O.; Fred Lemon and Earl Mann, Richmond, Ind.; C. Meinard, New York; E. Amann, Newark, N. J., and Samuel E. Quint, Allston, Mass. H.

ROSES BEST QUALITY CARNATIONS

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, etc.

As we are in HEAVY CROP with CARNATIONS, we can supply you at reasonable prices. Would recommend their use in funeral work.

Split Carnations, $2 to $3; Choice Stock, $4, $5 and $6 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Notice. Owing to the fact that the American Railway Express Company does not assume risk for shipments, we in turn can only ship at your risk.

You can increase your profits and business by sending all orders direct to

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Milwaukee, Wis.

MARKET CONTINUES SATISFACTORY.

The market continued in a healthy condition all of the past week, with demand brisk, and the supply generally sufficient to fill orders in good shape. Due to a week of cloudy and mild weather, the cut of roses is still on the short side, thus throwing the demand to carnations, which are more plentful, but due to unfavorable growing conditions, quite a few weak stems are noticeable. Good stock has been bringing five cents all week, and there was none to spare. The supply of orchids is better than the demand. Lilies kept moving at $2.50 per dozen. Miscellaneous stock, such as snapdragons, sweet peas, calendulas, etc., is still arriving in small lots, while there is enough stevia to go around.

NOTES.

Geo. Valker, Minot, N. D., received a telegram from Madison, Wis., informing him of the serious illness of his brother, who is attending the university, and asking him to come at once. In passing through he stopped off at our city January 27, saying his brother's condition is improving.

The next regular meeting of the florists' club will be held February 6. Officers for 1919 will be installed, as no quorum was present at the January meeting. Reports from those who attended the carnation convention in Cleveland point to a good attendance.

Wm. Edlefsen, formerly of this city, but now living at Lorane, Oregon, celebrated his seventy-third birthday January 19 in good health. He is well known to the older members of the local craft.

The C. C. Pollworth Co. received a consignment of spireas from abroad, January 25. Their last cold storage lilies have been potted for Easter.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Gust. Rusch & Co. report business fine during the past week. Clearing up nicely every day has been the rule with them for some time past.

The Holton & Hunkel Co. is on crop with orchids. Preparations for the Easter plant trade are now occupying attention.

Theo. Hefke, of Marshfield, Wis., was a trade visitor the past week.

E. O.

Nashville, Tenn.

GOOD DEMAND, BUT OFFERINGS LIMITED.

Trade is very good, but the supply of stock is limited, according to reports from all quarters, roses being very shy. Carnations are seen in larger numbers and with narcissi have to meet the greater part of the demand. Some lilies are offered, also callas, but the latter are rather rare now, being grown in limited numbers.

NOTES.

Geny Bros. report quite a heavy run on funeral work, both in this city and from nearby towns. They are using a generous supply of prepared magnolia leaves.

The Joy Floral Co. continues to be able to supply the requirements of its trade both locally and at its Chattanooga branch.

The McIntyre Floral Co. have quite a fair supply of roses and carnations and are featuring well grown azaleas.

L. H. Haury & Son are well supplied with flowering plants.

M. C. D.

Cleveland.

SUPPLY INCREASES MODERATELY.

Market conditions continue as last reported with roses and carnations short of the demand, although the supply was slightly increased. Bulbous stock is also more plentiful, with Paper Whites, tulips, daffodils and freesias cleaning up nicely. Sweet peas and calendulas are none too plentiful. The lily demand is brisk. Good lily of the valley is scarce. The shortage of other stock caused a heavy call for violets the latter part of last week.

NOTE.

Visitors: Oscar Leistner and H. W. Miller, Chicago.

C. F. B.

Elyria, O.

A recent visit to this city showed the writer that the local flower shops were very busy and up-to-date. At the Elyria Flower Shop, the establishment presented a very attractive and businesslike appearance and Miss Fern reported trade had been most satisfactory. An electric sign flashes the message, "Say It with Flowers."

At the Hecock Floral Co.'s stores, both in this city and Lorain, the forces have been kept busy. In addition to using all the stock they can grow themselves, Mr. Hecock is a frequent visitor to the Cleveland wholesale houses.

C. F. B.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Callas

Mignonette

CARNATIONS

Valley Cattleyas

Calendulas

Single and Double Violets

White and Yellow Daisies

Forget-Me-Nots Pansies

SNAPDRAGONS

Paper White Narcissus

Yellow Narcissus

Freesia Jonquils

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantium Smilax

Mexican Ivy

Boxwood Leucothoe

San Francisco.

LIMITED SUPPLY AT HIGH PRICES.

Activity in the florist trade keeps up much the same as during the past few weeks. Stock of all kinds is scarce and prices are high. Roses are still away up, with no prospect of a reduction in prices for some time to come. American Beauty, which has been out of the market all season, is now arriving in limited quantities. The quality is very good and it is quickly moved. It would be hard to excell the Russells that are now being received. Some of them are wonderful, both in length of stem and size of flower. Ophelia is not in such evidence as it was during the past few weeks. There is quite a cut of red roses coming in, particularly Red Radiance. It must be said that it is about the only rose lacking in quality, the greater part of them being weak necked. Shawyer is popular and brings excellent prices. Mrs. Aaron Ward is about the only yellow to be had. Cecile Brunner has practically disappeared from the market. Carnations have come into their own of late and are now bringing $1.25 per bunch of 25 flowers. They have brought fine figures all during the year. Strange to say, the best red variety to be had is Victory, one of the old standards which has withstood the comings and goings of many much heralded newer varieties. Violets are in great demand. The bunches offered are very small, mostly composed of leaves. Orchids are appearing in quite a variety of lots. Just now we have trianæ in large quantities. They have moved a bit slowly the past week because the public was unable to absorb the large offering. Phalænopsis amabilis and Schillerianum are arriving in the market freely, and are quickly disposed of. Gardenias are better and more plentiful, but in common with cattleyas are dragging somewhat. Roman hyacinths are coming along very slowly, but sell on sight. Dutch hyacinths are being shown this week and are going nicely. Freesias are in heavy demand. Prices to the growers are of the best. Paper White narcissi are about over. Gaillardias and marigolds are in limited supply. Sweet peas are coming in regularly, but of poor quality. Ferns are scarce and high. The same applies to asparagus and other greens. Pot plants, with the exception of Boston ferns, are on the short side also.

NOTES.

George C. Roeding, owner of the California Nursery Co., at Niles, and the Fancher Creek Nurseries at Fresno, in a recent interview, said that his nurseries are just now experiencing the heaviest plant business in their history. The demand for all varieties of fruit trees has exceeded all expectations and they are now supplying some of the largest plantings in the history of this state. The demand for ornamentals is also showing a decided increase.

The J. B. Boland Co., on Kearny street, of which John H. Sievers recently became manager, was the largest buyer of space in the annual advertising issue of the "Chronicle." Mr. Sievers has always been a great exponent of publicity, and is a great believer in the daily newspaper as a business getter. He reports that the "ad" has repaid his firm handsomely.

Albert O. Stein's beautiful store on Sutter street presents a beautiful appearance these days. He has a splendid lot of specimen decorative plants, every one of which is perfect. His cibotiums are especially fine, as also are the ericas and nephrolepis. Manager Patrick Orr always has paid great attention to the quality of the plants handled by this firm.

Avensino Bros.' Geary street store has attracted much attention the past week, owing to the splendid specimen Streptosolon Jamesonii, which they have on display. They are over four feet in height, splendidly shaped, and with a wealth of orange flowers. This firm is also receiving large shipments of Marie Lousie violets.

Frank R. Mills, of Palo Alto, is shipping an extra good grade of Roman hyacinths lately. He has had a splendid cut of carnations all winter and is at present making heavy shipments. He says the nursery trade is improving very materially and that there is every prospect of a heavy plant trade this coming spring.

Martin Poss, of San Mateo, is greatly impressed with the opportunity offered this season in the plant line, and is preparing to get his share of spring business. His greenhouses have been producing heavily of the best grade carnations all winter. His stock of flowering plants is also very complete.

F. C. Jaeger & Son are greatly pleased over the steady increase in business over last season. They tell us that funeral trade has been exceptionally heavy right along. They have a fine showing of flowering plants this week, and are also handling some extra fine American Beauties.

M. H. Ebel, of Sacramento, who has recently been convalescent from an attack of influenza, was in town during the week, visiting his growers.

Fancy and Dagger Ferns

Per 1000, $1.75. Per case, 5000, $7.50.

Long Green Leucothoe, per 1000 ..... $4.00
Medium Green Leucothoe, per 1000 ..... 3.50
Short Green Leucothoe, per 1000 ..... 2.00
Long Bronze Leucothoe, per 1000 ..... 4.50
Medium Bronze Leucothoe, per 1000. .. 3.50
Short Bronze Leucothoe, per 1000..... 2 50
Green and Bronze Galax, per 1000..... 1.25
" " " " per case, 10,000 9.00
Blue Berry Cedar, per pound..... .10
Very Large Dark Green Laurel Leaves, per 1000..... 1.50

Terms: Cash with order.

Stone Mountain Evergreen Co.,
Route 1, BUTLER, TENN.

Everything in seasonable Cut Flowers and Greens. The best is none too good for you.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Pete Ferrari, who has entirely recovered from his recent illness, is sending in Russells to the stores here that have rarely been equaled for length of stems and size of flowers. He is cutting a fine crop of freesias and gardenias. His orchid houses are also producing heavily.

A. Picette, manager of the Chas. C Navlet Co's. new store at 423 Market street, is enthusiastic over the way business is progressing at his new store. Large shipments of fruit trees and rose stock are arriving at the store from various parts of the state.

The recent rains will be a great boon for the violet growers. The prolonged cold spell has cut down the supply of these flowers greatly during the past week, but with the coming of warmer weather, the supply may reasonably be expected to increase greatly.

The E. W. McLellan Co. is sending large shipments of violets to the east every day. Manager J. A. Axell is receiving a splendid lot of American Beauty now. He reports trade as very good, but finds it difficult to fill all orders, especially for roses.

Manager Walter Hobb, of the MacRorie-McLaren Co., says funeral work is quite heavy with his firm. He reports a great scarcity of good roses. Many fine decorative plants arrive here daily from the firm's greenhouses at San Mateo.

The Lynch Nursery Company, of Menlo Park, is shipping a splendid grade of Nelrose and Keystone snapdragon at present. They have several houses of these favorite flowers and they all look to be in the finest condition.

Manager P. Vincent Matraia spent several days during the week quail hunting. He reports an enjoyable outing and returned with the limit of birds, which is as we expected, as he is noted as being an expert marksman.

Kenneth S. Murray is in with a heavy cut of freesias. His Killarney is of very good quality also, and is in much demand. This rose has always been one of his favorites and he grows it to perfection at all seasons.

The Bay Counties Seed Co. is receiving large shipments of trees and shrubs at their nursery. They have gathered together a very fine lot of specimen boxwood and tell us that these are moving rapidly.

Ferrari Bros. are in with a heavy cut of gardenias and Cattleya trianae. They are cutting some of the finest roses coming into this market, the Russells just now being particularly good.

Domoto Bros. are having a difficult time of it in filling all orders for stock. While they are handling a large supply of all seasonable stock, it is not sufficient for the heavy shipping trade.

Caruso Pllardi, of the Art Floral Co.'s staff, besides a high-class floral artist, is also a noted singer. His services are in great demand for concerts and entertainments of all kinds.

Pete Rosaia has resigned his old position with the Art Floral Co. to accept a similar one with Pelicano, Rossi & Co., on Kearny street.

Alfred Cuneo, recently with Joseph's, on Grant avenue, has taken a position with the Art Floral Co., on Powell street.

JAMES T. LYNCH.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per case.

Natural Log Moss, per bag (100 square feet), $1.75

Perpetuated Sheet Moss, per bag (100 square feet), $3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	
Roses, Beauty	$	2.00@$	7.50
" Mrs. Chas. Russell		1.50@	5.00
			100
" Hoosier Beauty		8.00@	30.00
" Killarney Brilliant		6.00@	20.00
" Killarney		6.00@	15.00
" White Killarney		6.00@	20.00
" Richmond		8.00@	25.00
" Prince de Bulgarie		8.00@	25.00
" My Maryland		8.00@	25.00
" Mrs. Geo. Shawyer		8.00@	25.00
" Milady		8.00@	30.00
" Sunburst		8.00@	25.00
" Mrs. Aaron Ward		8.00@	15.00
" Hadley		8.00@	25.00
" Ophelia		8.00@	20.00
" Double W. Killarney		8.00@	25.00
" Mrs. Moorfield Storey		8.00@	25.00
" Champ Weiland		8.00@	25.00
" Stanley		8.00@	25.00
" Francis Scott Key		8.00@	25.00
" Bayard Thayer		8.00@	35.00
" Cecile Brunner			4.00
" George Elgar			4.00
" Baby Doll			4.00
" Nesbit			4.00
" Our selection			8.00
Violets, per 100			1.00
Carnations		4.00@	8.00
Cattleyas, per doz		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Stevia		2.00@	4.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		3.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz		1.50@	2.00
Mignonette			8.00
Freesia		4.00@	6.00
Ferns per 1,000 $5.00			
Galax " $1.50@ 2.00			
Leucothoe		1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00			
Plumosus Strings, each, 60@ 75			
Smilax, per doz., 2.50@3.00			
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case.			9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Southern Wild Smilax

50 lb. case, $2.25.

Magnolia Leaves

For preparing purposes, 3 to 5 inches long, 70 lb. case, $3.00. Satisfaction guaranteed.

J. A. CURRY & CO., Drewry, Ala.

Wire us Flomaton, Ala., via Telephone Drewry.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet).....$3.50

NATURAL LOG MOSS
Per bag (100 square feet).....$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Rooted Carnation Cuttings

Ready for delivery in January. **C. W. Ward, Matchless, Alice** and **Beacon, $35.00 per 1000.**

We can also furnish all other commercial varieties. Send for complete list.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND ABSORBS ALL GOOD OFFERINGS.

There is not much change in the situation over that of a week ago. If anything, flowers are shortening up instead of getting more plentiful, as has been predicted. A good healthy demand, that appears to take everything offered, is encouraging. Roses are in shorter supply than last week, and on January 25 the carnations were so scarce, that to get even a bunch, was considered quite a favor. The first daffodils were offered during the past week. Cattleyas are fairly plentiful, but are all used at fair prices. Excellent lilac sells as high as $2 per dozen heads of bloom. There is still a little stevia. Easter lilies and callas are equal to the demand. White and yellow narcissi, calendulas, freesias and mignonette clean up every day. Flowering plants, with the exception of Primula malacoides and cyclamens, are very scarce. The former are now in fine bloom, and a factor in all the shops against which the high prices are no barrier. There is a good out-of-town demand for cut flowers.

January 27.—The two days' accumulation brought a fair amount of stock to the market, but the local and out-of-town demand soon took it all. Carnations have jumped $2, and all good stock brings $10 a hundred. Exceptionally fine freesia sells for $12 per hundred. Cattleyas are a quantity stock, good Golden Spur narcissi are grabbed up at 10 cents.

SPRING BEDDING PLANTS.

The situation as regards all kinds of stock for outdoor planting looks very promising for those who have been able to weather the storm, and are now supplied with the "makings" of a good variety, particularly geraniums, of which young stock is at present very scarce. One grower turned down an order for all he could send from two-inch pots for $10 per 100. It is said that four-inch geraniums, the ordinary bedding size, will easily bring $15 per hundred, and are likely to go to $20, which compared to $7 and $8 of a year or two ago, is certainly a bit progressive. All kinds of plants grown from cuttings are expected to sell for $10, and the two and one-half inch pot seedling stock, $6 to $8. Pot roses will bring good figures, as on account of nothing more coming from abroad, growers will need to hold on to a good portion of their stock for propagating purposes.

NOTES.

The meeting of the Pennsylvania Horticulture Society, held January 21, was splendidly attended. President J. W. Boyd delivered a lecture on "Flowers as a Hobby," which was a great treat to all present. Peonies and irises are his favorites, and he kept his hearers entranced with his descriptions, and the splendid slides shown on the screen. He followed these garden favorites from their first opening in the trial grounds at Washington, D. C., through the various stages, up until six weeks later in Michigan. His description of the care of the cut blooms was very interesting, particularly the revival of apparently worthless blooms by placing the ends of the stems in boiling water. All the lectures now given before the society are to be published in pamphlet form and sent to the members. Recent horticultural publi-

Air Plants

Per dozen bunches..... $1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton..... $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls..... $5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Jan. 29, Per 100

Roses, Beauty, Special	60.00@	75.00
" Fancy	40.00@	50.00
" Extra	30.00@	40.00
" 1st	12.00@	20.00
" Killarney	6.00@	15.00
" My Maryland	6.00@	15.00
" Sunburst	6.00@	15.00
" Ward	6.00@	10.00
" Ophelia	6.00@	20.00
" Russell	8.00@	20.00
" Shawyer	6.00@	15.00
Lillies	15.00@	20.00
Cattleyas	60.00@	75.00
Carnations	4.00@	7.00
Chrysanthemums	20.00@	30.00
Sweet Peas	1.50@	3.00
Asparagus Sprengeri .35@		.50
Violets	1.00@	1.50
Ferns ..per 1,000	3.00	
Calendulas	4.00@	6.00
Freesias	4.00@	6.00
Paper Whites	4.00@	5.00
Callas	15.00@	25.00
Romans	4.00@	6.00

BOSTON, Jan. 29. Per 100

Roses, Beauty	20.00@	60.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney.	6.00@	12.00
" Killarney Brilliant	2.00@	8.00
" Hadley	8.00@	20.00
" Mock	6.00@	10.00
" Mrs. Chas. Russell	8.00@	12.00
" Taft	6.00@	12.00
" Milady	6.00@	12.00
" Ward and Hillingdon	6.00@	10.00
" My Maryland	2.00@	12.00
Carnations	4.00@	8.00
Easter Lilies	12.00@	20.00
Valley	6.00@	10.00
Gladioli	4.00@	8.00

CINCINNATI, Jan. 29. Per 100

Roses, Killarney	4.00@	15.00
" Mrs. Chas. Russell	6.00@	20.00
" Ophelia	4.00@	15.00
" Richmond	4.00@	15.00
" Sunburst	4.00@	15.00
" Shawyer	4.00@	15.00
" Columbia	6.00@	15.00
Lilium Giganteum	12.50@	15.00
Carnations	4.00@	8.00
Callas	12.50@	15.00
Sweet Peas	1.00@	2.00
Narcissus	4.00@	6.00
Lily of the Valley	4.00@	6.00
Violets	1.00@	2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

cations and books on kindred subjects of value are to be added to the library.

The next meeting of the florists' club to be held in the roof garden of the Adelphia hotel, Tuesday, February 4, at 8 p. m., will be a memorable occasion. It is to be retailers' night. All members of the trade, however, but particularly retail florists of this city and surrounding country, men and women, are invited and requested to bring their employes along. Max Schling, one of New York's greatest artists, will address the club and give a demonstration in artistic floral arrangement with the aid of accessories from his own store and flowers of the local market. Mr. Schling is a most interesting and inspiring speaker, and one of the most enthusiastic members of the craft. Do not miss the inspiration of this meeting.

Edward Reid, the Ranstead street sage, says that many retail florists rent a store, put in some fixtures, and then wait until they get orders before they risk their money for flowers. People do not come into flower shops to buy hay ricks, harrows and the like. What they want is flowers, and they expect to see them. Florists must carry stock if they want to do business, and it has taken a lot of them a long time to find this out.

The trade were shocked to learn of the death of Wm. Vogt, of Camden, N. J., who was struck by an automobile at 15th and Diamond streets, this city, January 22, and died the following night in a hospital to which he was taken.

Albert Saxer, who conducted a retail store in Frankford, and the past year worked with John Andre, Doylestown, was last week a victim of the dreaded influenza. His widow and one child survive him.

Karl Corts, of the Jos. Heacock Co., says: "We do not try to sell flowers these days. Our trouble is to make the stock go around. A good supply of cattleyas is a feature."

The Leo. Niessen Co. finds a strong demand for everything in the list. Choice Russell and Ophelia roses, high grade carnations and cattleyas in quantity, are features.

Jack Berger is back on the job again. Southern asparagus is a feature, together with Easter lilies, fine carnations and snapdragons.

The Philadelphia Wholesale Florists' Exchange is featuring good roses and sweet peas. Lily of the valley is also a top liner. K.

Wholesale Flower Markets

PHILADELPHIA, Jan. 29.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ....
Carnations	8.00@ 10.00
Cattleyas.....each $0.60@$0.75	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	1.50@ 2.00
Sweet Peas	2.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	10.00
Freesias	8.00@ 12.00

ST. LOUIS, Jan. 29.	Per 100
Roses, Hadley	3.00@10.00
" Killarney	6.00@10.00
" White Killarney	5.00@12.50
" Hoosier Beauty	6.00@15.00
" Russell	10.00@40.00
" Sunburst	6.00@15.00
" Ward	5.00@10.00
" Mrs. Shawyer	5.00@12.50
" Ophelia	6.00@20.00
Ferns	4.50
Carnations	4.00@ 8.00

MILWAUKEE, Jan. 29.	Per 100
Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	15.00@50.00
" Ophelia	10.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	3.00@ 5.00
Cattleyas, per doz.	6.00@ 7.50
Calendulas	4.00@ 8.00
Sweet Peas	1.50@ 2.50
Paper Whites	4.00@ 6.00
Narcissus	4.00@ 8.00
Freesia	3.00@ 6.00
Callas, per doz.	2.50@ 3.00
Stevia	2.00@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Jan. 29.	Per 100
Roses, Beauty, special	40.00@60.00
" " fancy	20.00@30.00
" " extra	12.00@15.00
" " No. 1	4.00@10.00
" Hadley	8.00@20.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	4.00@ 6.00
Valley	6.00
Ferns, per 1,000	4.00
New Crop Green Galax, per 1000	$1.50
Sweet Peas	1.00@ 2.00
Freesias	8.00
Calendulas	4.00
Mignonette	6.00

VICK'S FAMOUS A

THREE GLORIOUS NEW VARIETIES

Just at this time, the dawn of a new era of peace, and just when the world has been released from the stress and t expression for its joy and hope in beautiful flowers, we are very fortunate in being able to offer three new varieti have we offered at any time three more attractive varieties than **Heart of France, Silvery Rose** and **Peerle** every florist needs to make his offerings for the coming year most attractive and unique.

Prepare to fill the demand for flowers, which has already been indicated by the splendid trade in carnations this pas beautiful Asters ever produced in your market. It is the florist with the proper perspective who will take advan will reap a rich reward and will be enabled to serve his fellowmen in a very real fashion. Plan to make this year t

Heart of France Aster.

The most glorious rich, red Aster ever introduced. All others have somber shades of blue or too much yellow in the color pigments. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture. In any light, natural or artificial, Heart of France is startlingly beautiful and will command instant admiration. The flowers are large and full with never a trace of hollow center. The plants are of branching type and very robust habit. The stems are long and strong and have very few laterals The plants begin to bloom quite early in the season and open fully with the mid-season varieties. They retain their brilliancy and luster for a longer period than almost any other color. This will be a tip-top variety for florists as well as home gardeners for the reason that the flowers and stems are so large and vigorous and their shipping and long keeping qualities are such as to make it a winner for almost any purpose. Heart of France will surely supplant all other reds and near reds of either branching or upright types because of its marvelous beauty and other satisfactory characteristics. **In packets only, 25c; 2 for 40c.**

HEART OF FRANCE ASTER.

Vick's Sil

Here is another robust, l Every petal is a combination o threaded with white. Do not g The threads are so tiny as t slightest change in light will s to a silvery rose. The plants long and the flowers very large are sure to make Vick's Silver **In packets only, 25c; 2 for**

Vick's Pee

The most satisfactory yell beautiful chrysanthemum yello shaped, with centers deeply co plants are of branching type plant with from 20 to 30 good flowers of ample size for extra large are the flowers that the dome. It is certainly a winner **2 for 40c.**

We have introduced more new varieties of Asters than all other Am Seedsmen combined.

Vick's

Vick's Earliest Snowdrift—1-64 oz., 20 oz., 30c; 1-16 oz., 45c; ⅛ oz., 75c; $1.35; ¼ oz., $2.50.

Vick's Earliest Lavender, **Vick's Earliest Pink**, **Vick's Earliest Purple** — per pkt., 25c 40c.

Vick's Lavender Gem—Per pkt., 15c; $

Vick's Imperial Aster, rose, sunset, lavender, lilac, blue bird, dark viole oz., 20c; 1-16 oz., 30c; ⅛ oz., 50c; 85c; ⅓ oz., $1.50; 1 oz., $2.50.

Vick's Giant Daybreak—1-32 oz., 20c; 1- 30c; ⅛ oz., 50c; ¼ oz., 85c; ½ oz., 1 oz., $2.50.

Vick's Lavender Pink Rochester (type)—1-16 oz., 20c; ⅛ oz., 35c; ¼ o ½ oz., $1.20; 1 oz., $2.00.

Vick's King Asters (Branching type oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; $1.00; ⅓ oz., $1.75; 1 oz., $3.00.

Florists

A handsomely illustrated complete book of its kind ever p If yours has not come, write for

A Catalogue

If you grow or deal in othe tell us about it. A catalogue to for the asking.

JAMES

LARGE

ERS

is ready to find fitting
ceptional merit. Never
These are just what

ving the best and most
portunities ahead, that
ntest ever experienced.

se Aster.

large flowering new variety.
almost cerise, very delicately
that this is a striped variety.
s a silvery sheen. Even the
rom a rich glowing rosy cerise
ous. The stems are unusually
inctive and excellent qualitie.
ular with the cut flower trades

low Aster.

d. Every flower will come a
are remarkably full and ball
ed and twisted florets. The
us. It is not unusual to find a
is sufficiently long and with
purposes. So numerous and
npletely covered like a golden
color. **In packets only, 25c;**

for our Illustrated Book on Asters
ists—Most complete book of its
very florist should have a copy.

Asters.

vender Pink Rochester (Non-lateral
1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c;
$1.00; ¼ oz., $1.75; 1 oz., $3.00.

ochester, shell pink, white, laven-
urple—1-32 oz., 25c; 1-16 oz., 40c;
60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz.,

erfection, crimson—Per pkt., 20c;
c.

ink Enchantress—1-64 oz., 20c; 1-32
; 1-16 oz., 45c; ⅛ oz., 75c.

erfection, white, blush, shell pink,
avender, purple—1-32 oz., 25c; 1-16
; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz.,
oz., $3.00.

ing Asters (Upright Type)—Shell
nd crimson, per pkt., 25c; 2 for 40c;
er pink, per pkt., 20c; 2 for 35c.

iant Purity—1-16 oz., 20c; ⅛ oz., 35c;
35c; ½ oz., $1.20; 1 oz., $2.00.

Book.

s for the florists; the most
ry florist should have a copy.

ery Purpose.

table seeds, plants and bulbs,
ticular needs will be sent free

VICK'S PEERLESS YELLOW ASTER.

Vick's Famous Asters.

Vick's Triumph Comet—White, shell pink, rose, purple, 1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00; lavender pink and lavender, per pkt., 15c; 2 for 25c.

Vick's Mikado Asters—1-32 oz., 20c; 1-16 oz., 30c; ⅛ oz., 50c; ¼ oz., 85c; ½ oz., $1.50; 1 oz., $2.50.

Vick's Royal—White, shell pink, lavender pink, rose, purple, 1-32 oz., 20c; 1-16 oz., 30c; ⅛ oz., 50c; ¼ oz., 85c; ½ oz., $1.50; 1 oz., $2.50; lavender, per pkt., 10c; 3 for 25c.

Vick's Late Branching—White, shell pink, lavender pink, lavender, rose (Lady Roosevelt), claret, crimson, purple, dark violet, mixed, 1-16 oz., 20c; ⅛ oz., 35c; ¼ oz., 65c; ½ oz., $1.20; 1 oz., $2.00; cardinal, rosy carmine, Scarlet Gem, per pkt., 20c; 2 for 35c.

Vick's Early Upright—White, shell pink, 1-32 oz., 20c. 1-16 oz., 30c; ⅛ oz., 50c; ¼ oz., 85c; ½ oz., $1.50; 1 oz. $2.50.

Vick's Non-Lateral Early Branching—White, lavender pink, rose, lavender, crimson, dark violet, purple, 1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00; shell pink, per pkt., 10c; 3 for 25c; rosy red (new), per pkt., 25c; 2 for 40c.

Vick's Non-Lateral Late Branching—Peach Blossom, Peerless Pink, 1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00; rosy pink or deep pink, per pkt., 10c; 3 for 25c.

Vick's American Comet—White, rose, lavender, purple—1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00; Improved Crego, 1-16 oz, 20c; ⅛ oz., 35c; ¼ oz., 65c; ½ oz., $1.20; 1 oz., $2.00.

Vick's Late Upright—White, rose, crimson, lavender pink, purple; amethyst, peach blossom, 1-32 oz., 20c; 1-16 oz., 30c; ⅛ oz., 50c; ¼ oz., 85c; ½ oz., $1.50; 1 oz., $2.50.

Vick's Autumn Glory—1-32 oz., 25c; 1-16 oz., 40c; ⅛ oz., 60c; ¼ oz., $1.00; ½ oz., $1.75; 1 oz., $3.00

Vick's Seed Farms.

Situated in one of the garden spots of America, where quality, hardiness and productiveness predominate, over 600 acres devoted to growing high-grade vegetable, farm and flower seeds. Our farms constitute one of the show places of Rochester and Western New York, with their vast expanse of beautiful flowers of which we grow many other kinds than asters. Flowers, vegetables and farm crops are grown under conditions that produce seeds of the most desirable type. Every effort is made to keep up the standard of excellence that the name Vick implies.

VICK'S SONS, ROCHESTER, N. Y.

"THE FLOWER CITY"

FLOWERS OF HIGH GRADE ASTERS IN THE WORLD.

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

New York.

SUPPLY INCREASES BUT PRICES FIRM.

There was no material change in the condition of the wholesale market during the past week. During the week ending January 18, there were some indications of lower prices, but on January 20, the market had a stronger tone, particularly in roses and carnations, the supply of both stocks being light. In sweet peas, freesias, Paper White and yellow narcissi, the supply has been on the increase, but not enough to have much effect on prices. Orchids and violets are the only stocks that approach a surplus, and sometimes drag. A noteworthy feature in several stores is the fine quality of iris, some of the best wholesaling up to $9 per dozen. Besides the above mentioned stocks, there is on the market a considerable supply of calendulas, mignonette, snapdragons and cut pansies, all of which move at good prices. Funeral work is the larger part of the business of most of the retail stores, consequently lilies and all other suitable funeral stock is in demand. There were a number of good dinner decorations during the past week that called for good quality.

January 27.—The market is fairly active and prices firm, particularly on roses, carnations, lilies and callas. A larger supply of Paper White and Golden Spur narcissi is arriving and prices are a little easier. Good tulips are now arriving and the best wholesale at $2 per dozen. In minor stocks, there is no change worthy of note.

NOTES.

Although flowers are said to be scarce, one who visits the Dards store, Madison avenue and 44th street, would hardly believe it. At no time of year have we ever noticed a larger or finer stock in a retail store. In the large show window, a fine display of acacias, orchids, heather and other flowers, were recently noticed, on a background of large cibotium ferns. In addition to a well filled ice box, in the store, several tables were covered with vases of sweet peas, snapdragons and the various spring flowers. Pans of tulips arranged in handsome baskets were another feature. Around the walls the national colors were conspicuous. This is one store that is patriotic all the year round.

John V. Phillips, 272 Fulton street, Brooklyn, will soon have rounded out a half century in the retail business in that city. He has been active until a month ago, when an abscess formed on one of his ankles, but we hope to see him around soon. His son, William A., is managing the store.

At the Hession range, Flatbush, they are cutting fine stock of their pink sport of Enchantress, Enchantress and white Enchantress. The sport is a deeper and brighter pink than Enchantress. They have a considerable area in Mrs. Ward, but are tired of it as a producer.

William H. Foddy, 8 Seventh avenue, Brooklyn, has a large and attractive store with a conservatory attached. He says he has no complaint about business. Dame Rumor has it that he has considerable of the "purchasing power" laid by for a rainy day.

One of the most attractive retail stores of Brooklyn is that of Isaac Abrams, 123 Seventh avenue. His show window and ice box are always well filled with good stock, which is good "publicity" for any retailer

Mrs. S. Trepel, who is a constant buyer in the New York wholesale district, has an attractive store at 296 Seventh avenue, Brooklyn. In its management she is assisted by her very clever young daughter.

The death of Mrs. Charles H. Lohr, wife of a well-known retail florist of the neighboring city of Mt. Vernon, was reported, January 22. She is survived by her husband and other relatives, but no children.

Dailledouze Brothers, Flatbush, are making some changes in the interior of their range that will increase their rose area. This range is now almost completely devoted to roses.

The Flatbush Flower Shop, 2603 Church avenue, which is owned and conducted by Mrs. A. T. McCanna, is showing good features and has been having much funeral work.

G. Messeberg, Flatbush, has a good crop of carnations and callas. He always has a stock of Easter plants and this year has a house of cinerarias coming on.

Paul Klingsporn, who when we first knew him was, so to speak, a Philadelphia student, and who eventually went to Chicago and graduated, spent several days of the past week in this city.

Alfred Demunsy, Flatbush, has a sport of the Enchantress carnation, of his own raising, bright pink in color and a good producer and keeper.

A. T. Bunyard, 413 Madison avenue, always has fine stock and an attractive show window, and he does not get "cold feet" over high prices.

Under the name Victory Florist, a new retail store has recently been opened at 2851 Church avenue, Flatbush, by Chacalos & Hayes.

M. A. Bowe, 332 Fifth avenue, has been keeping his show windows attractive with orchids and spring flowers. He reports business active.

Thomas Daniel, the popular florist of 212 Fifth avenue, Brooklyn, keeps his store well stocked with fresh flowers and reports good business.

At the store of the Astor Floral Co., 290 Flatbush avenue, Brooklyn, it was recently stated that they were busy with funeral work.

Joseph Trepel, who has seven stores in Brooklyn, keeps them well stocked with natural flowers and is having good business.

N. A. Doganges, 2685 Broadway, now carries a stock of fruit, in addition to plants and cut flowers.

Christ Rotas has recently opened a retail store at 198 Flatbush avenue, Brooklyn.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephone: Farragut 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephone: 8864 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
114 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 29. Per 100

Roses, Beauty, special	75.00@100.00
" " extra and fancy	50.00@ 75.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	12.00@ 60.00
" Hoosier Beauty	8.00@ 25.00
" Francis Scott Key	12.00@ 75.00
" Columbia	10.00@ 35.00
" Prima Donna	10.00@30.00
" Alice Stanley	10.00@ 35.00
" Mrs. Geo. Shawyer	10.00@ 25.00
" Double White Killarney	12.00@ 35.00
" Killarney	8.00@ 25.00
" " Queen	8.00@ 25.00
" " Brilliant	8.00@ 25.00
" Aaron Ward	10.00@ 25.00
" Sunburst	8.00@ 25.00
" J. L. Mock	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Mrs. Chas. Russell	12.00@ 60.00
Cattleya orchids, special	60.00@75.00
Rubrums	10.00@12.00
Lilies, Longiflorum and Formosum	15.00@25.00
Lily of the Valley	6.00@10.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Bouvardia	4.00@ 6.00
Carnations	6.00@10.00
Gardenias, per doz.	2.00@ 8.00
Violets	.75@ 1.00
Paper White Narcissus, per doz.	.50@ .75
Snapdragons, per doz.	2.00@ 3.00
Callas, per doz.	3.00@ 4.00
Sweet Peas	3.00@ 5.00
Mignonette, per doz.	1.00@ 1.25
Golden Spur narcissus, per doz.	1.25@ 1.50
Freesias	4.00@ 6.00
Tulips, per doz.	1.00@ 2.00
Iris, per doz.	5.00@ 6.00
Asparagus Plumosus, doz. bchs.	3.00
Smilax doz. strings	1.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

It is stated that both state and national agriculturists will address the farmers of New York at Cornell University, Ithaca, February 10-14, including Dean Eugene Davenport of the Illinois State College. Elwood Mead will represent Secretary Lane. Oliver Wilson, the head of the national grange, is coming from Illinois, and Capt. F. A. Waugh, formerly head of landscape art at Massachusetts Agricultural College, will illustrate his lectures with moving pictures, showing the value of horticultural training for wounded soldiers. Dr. W. H. Jordan of the Geneva experiment station, Seth J. Lowell, master of the state grange, and several other well-known agricultural authorities will also be present.

Paul A. and Peter J. Blei, twin brothers, who before they entered the United States army were employed by the E. G. Hill Co., Cincinnati, O., and Richmond, Ind., were in this city, January 26-27, on furlough from Camp Mills, where they have been stationed since entering the service. They called on THE AMERICAN FLORIST, Young & Nugent, and others. They expect their discharges in a short time, and will return to their former positions.

"Roses budding; coal men grave; birds nesting; bees busy and Chicago plumbers worried," are the headlines of a weather article in a local newspaper. As to the coal men, the florists and many other people did the worrying last winter, so it is but fair that the coal men should have their turn. If the Chicago plumbers are like the New York plumbers—but why pursue the subject? Everyone knows a plumber.

A meeting of the leading orchid growers who ship to this market was held at the store of George C. Siebrecht, 109 West 28th street, January 25, to consider action on the impending plant embargo. Julius Roehrs, Rutherford, N. J.; Lager & Hurrell, Summit, N. J.; George Baldwin, Mamaroneck, N. Y., and other well-known growers attended.

The twelfth annual entertainment and ball of the Greek-American Florists' Association will be held at the Palm Garden, 58th street, near Lexington avenue, Thursday, February 27, at 8:30 p. m. This association has an established reputation for good entertainments and the promoters say that this will eclipse all their previous events.

The next meeting of the New York Florists' Club will be held on the night of February 10 in the Grand Opera House building, Eighth avenue and 23d street. As President Kessler's administration has already made a good start, it is expected that the next meeting will be interesting and well attended.

The following delegation left this city on the Lake Shore Limited on the afternoon of January 28, to attend the annual meeting of the American Carnation Society at Cleveland, O.: Roman J. Irwin, Wallace R. Pierson, A. L. Miller, John Young, David Ward and Joseph Hill, the latter of Richmond, Ind.

The retail store at 2251 Broadway, near 80th street, formerly known as the "Colonial Flower Shop," is now owned and conducted by Macres Brothers under their own name. One of them has recently been honorably discharged from the United States army and has resumed his place in the store.

The new Hotel Commodore, 42nd street and Lexington avenue, in the block with the Grand Central station, has a flower stand, under its own management, which is being conducted by Robert Whitaker, well known in the trade of this city.

Charles R. Brown, financial and news editor of the Journal of Commerce, died at his home, Tenafly, N. J., January 24. He was born in Warrington, Eng., 55 years ago, but since childhood has lived in this country.

The Bartels Flower Store, 411 Fremont avenue, Bronx borough, which is conducted by Charles L. Bartels and brother, will hereafter carry a stock of vegetable and flower seeds.

Private Lew Wise, formerly with John Young & Co., has been honorably discharged from Camp Gordon, and is back in the wholesale district.

William Mackie, 105 West 28th street, is receiving a liberal supply of Freesia Purity.

A. F. F.

FOR VALENTINE'S DAY

No. 1.

25 **Tumbler Baskets,** in all colors, complete with metal liners..... **$8.50**

No. 2.

12 **Cut Flower Baskets,** 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **$9.00**

No. 3.

15 **Plant Baskets,** medium size, assorted shapes, in all colors, complete with metal liners..... **$15.00**

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue **CHICAGO, ILL.**

Mention the American Florist when writing

Fort Wayne, Ind.

INCREASED SUPPLY LOWERS PRICES.

Business conditions are again becoming normal. The supply is increasing steadily and prices, which up until two weeks ago retained their holiday advance, are now dropping considerably. Although the demand is brisk, there is not the inflated call of the past few months, which was caused mostly by the influenza epidemic. Funeral work is still the main support of the trade. The supply of medium grades of roses is quite plentiful, but the select grades are very scarce. Carnations are much more plentiful than during the first of January, and the quality is excellent. There are still a few primroses and cyclamens being offered in the plant line, but the majority of pot plants are the bulbous stock, which, on account of the recent high prices of cut flowers, have sold unusually well.

NOTES.

Henry Freese, of the Freese Floral Co., returned to the store last week, after an absence on account of illness. Miss Margaret Sturm, of the same firm, has also returned to work, following an operation for appendicitis.

Mrs. R. W. Doswell was severely shocked and internally injured last week when the automobile in which she and Mr. Doswell were riding, collided with two other machines.

The New Haven Floral Co.'s greenhouses are making a fine showing at present. They are having a fine cut of roses and carnations, but are not able to meet the big demand.

The Flick Floral Co. had a number of handsome table decorations and weddings last week, which, with a large amount of funeral work, used up all available stock.

Clem Lanternier and Roy Brown, of the A. J. Lanternier Co., are both "on the job" again after an attack of influenza.

Edgar Wenninghoff reports a brisk trade, especially in funeral designs.

H. K.

Albany, N. Y.

RETAILERS FORM CO-OPERATIVE BODY.

Proprietors of retail florists' shops in the city to the number of a dozen met on the night of January 22 at the Hampton hotel to discuss organization. The following officers were chosen: William C. Gloeckner, president; William C. Kurth, of Kurth & Burke, vice-president; Edward P. Tracey, The Rosery, 23 Steuben street, secretary, and Howard Menand, treasurer. President Gloeckner announced the following committees: Constitution and by-laws, William C. Kurth, Frederick A. Danker, and Harry Riggs, of Whittle & Riggs; Advertising St. Valentine's day —Frederick A. Danker, Howard Menand, and George Russell. The association will meet on the third Wednesday evening of the month to discuss matters pertaining to the retail florists' business. Following the business of the evening dinner was enjoyed. For some years there has been talk among the retailers, members of the florists' club, to form an organization to be devoted entirely to their interests. The meeting on January 22 was the most important step to that end yet taken. The retailers' association will not conflict with the regular florists' club, and the two bodies are in harmony.

NOTE.

George E. Nagengast, Jr., has been granted a permit by the municipal bureau of buildings to remove two greenhouses from the property at 436 Western avenue to his establishment at 806 Washington avenue. The greenhouses will be re-erected in the spring upon concrete foundations.

R. D.

Rochester, N. Y.

DEMAND QUIET BUT SPASMODIC.

Trade is rather quiet, although there are occasional spurts and rushes. Roses have been scarce and poor in quality, but prices hold firm. American Beauty especially. Carnations are of good quality, but the supply none too abundant. Bulbous flowers are seen in nearly all of the shop windows. Violets, which have been plentiful, have begun to diminish. Flowering plants are now in good demand.

NOTES.

Due to the unusually warm weather, cherry and peach trees and flowering shrubs have begun to bud.

George T. Boucher recently arranged a fine window display of cibotiums.

H. E. Wilson has been making a feature of basket arrangements.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway, Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.
A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL
The Long Island Floral Co.
Wholesale Commission Florists
Consignments Solicited
48 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK
Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.
Mention the American Florist when writing

Young & Nugent
Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.
Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.
Mention the American Florist when writing

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. R. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Deliveries to Steamers and All Eastern Points.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
R. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd Street

'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis

DULUTH, MINN

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points

NEW YORK CITY

McKENNEY

503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

John Changuris, President

100 West 57th Street

Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO

HARRY PAPWORTH

The Metairie Ridge Nursery Co.

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids

Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER F.T.D.

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DES MOINES IOWA

ALFRED LOZIER ROSERY

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

For St. Louis
WIRE
Grimm & Gorly

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St.
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

Chicago Detroit
Central Floral Co.
132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

THE Dutch steamer Rotterdam is reported having sailed from Holland, via Brest, for New York, January 22.

PEA and bean contract growers report deliveries sufficiently completed as to ease their demands for bank loans.

D. I. BUSHNELL, of D. I. Bushnell & Co., St. Louis, Mo., enjoying a vacation in the south, is now at the Arlington hotel, Hot Springs, Ark.

LEM W. BOWEN, of D. M. Ferry & Co., Detroit, Mich., has averaged a grandson every six months the past four years. Pretty fair average.

ONION SET prices in the Chicago district are somewhat easier, run of the warehouse stock colors, $2.00; whites, $2.65; special grading 25 to 35 cents higher.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., and Mrs. Ferrell, announce the marriage of their daughter, Miss Marie, to Mr. Raynor Sears Judd, January 22.

THE Amoskeag Mills at Manchester, N. H., makers of grain bags in quantity, employing 15,000 workers, will operate five and one-quarter hours a day, effective at once.

MOOSE JAW, SASK.—At the recent provincial seed fair at the Saskatoon University, W. J. Mathewson won first prize for Marquis wheat in the standing grain competition.

VISITED CHICAGO: R. L. Templin, of the Templin-Crockett-Bradley Co., Cleveland, O.; L. P. Hogue, Ventura, Calif.; S. P. Landreth, of the D. Landreth Seed Co., Bristol, Pa.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade January 29 were as follows: Timothy, $8.00 to $10.25 per 100 pounds, a drop of 25 cents in the high price of last week.

SAN FRANCISCO, CALIF.—Manager William Holmes, of C. C. Morse & Co.'s Market street store, reports a heavy demand for all seeds, especially garden varieties. The call for sweet pea is much earlier than last year.

PETER HENDERSON & CO., New York, in their 1919 catalogue, have changed, in an appealingly effective manner the motive power behind their well known wheelbarrow of vegetables, from an elderly man to an athletic young woman.

J. S. MICHAEL, of the Sioux City Seed Co., Sioux City, Ia., who stopped off at Chicago, January 29, returning from a contracting trip, reports good business. Prices on his specialties are about the same as last year, a few items being slightly lower.

CONTRACT orders for 1919 garden seed crops are being placed slowly, it is reported. Growers face conditions which they claim do not admit of much reduction, while seedsmen are waiting for evidence that they can unload present supply at a profit.

Clover Prices Advance.

Following a report from Washington that the government will permit the export of 3,000,000 pounds of clover seed to meet the seed requirements of Europe, prices at Toledo advanced 25 cents, January 28, closing at $24.75, a drop of 35 cents, however, during the preceding seven days. January was quoted at $24.75, February $24.50 and March $23.75. Timothy was steady with cash offered at $4.75, January $4.85, February $4.87½, March $5.05, April $5.00, May $5.10, September $5.55.

Barteldes Has Disastrous Fire.

The warehouse and office of the Barteldes Seed Co. at Oklahoma City, Okla., was the scene of a disastrous conflagration, January 19, the entire building and stock being a total loss. The firm is fortunate, however, in having in that city a retail store, another three-story warehouse and a grain elevator nearby, and the warehouse is already being equipped to continue the garden seed and small field seed business, complete stocks being shipped from the warehouses at Lawrence, Kan., so orders can be filled without delay. The carlot and heavy field seed business will be taken care of for the time being from the grain elevator.

A serious loss is the destruction of the entire mailing list, both wholesale and retail, and while the wholesale price lists and retail catalogues were not in the fire, it will be necessary for customers to write for them.

New York Seed Trade.

A large force is at work in the annex of Vaughan's Seed Store getting orders ready. While calling it an annex, it is in fact a separate store on the opposite corner of Barclay and Church streets, and has been well fitted up for the purpose for which it is being used.

Frank Woodruff and wife have gone to Florida for an extended stay. Mr. Campbell, who has for years been bookkeper for S. D. Woodruff & Son, is seriously ill of pneumonia. Considerable improvements have recently been made in the internal and office arrangements of this firm's store.

Henderson Acquires Seed Business.

A. Henderson & Co., Chicago, well known jobbers in seeds, plants and bulbs, have purchased the retail business known as Winterson's Seed Store, and will take possession February 1. The Henderson business, formerly conducted at 211 North State street, will be concentrated at the new location, 166 North Wabash avenue, in the heart of the wholesale cut flower market. John P. Degnan, who was with Winterson's Seed Store many years, will be retained by A. Henderson & Co., in the same capacity.

Imports at New York.

During the week ending January 25, horticultural goods were received at the above port as follows:

S. S. Talthytris, from London, Eng.—
Dunkirk Seed Co., Dunkirk, N. Y., 32 bags seeds.
R. & J. Farquhar & Co., Boston, Mass., 12 bags seeds.
Bertrand, Johansen Seed Co., Cincinnati, O., 10 bags seeds.
F. W. Bolgiano & Co., Washington, D. C., seven bags seeds.
American Seed Co., 67 bags seeds.
Mangelsdorf Seed Co., Atchison, Kan., 26 bags seeds.
L. L. Olds Seed Co., 19 bags seeds.
Everett B. Clark Seed Co., Milford, Conn., 37 bags seeds.
Diggs & Beadles, Inc., Richmond, Va., five bags seeds.
O. Schwill & Co., Memphis, Tenn., two bags seeds.
To others: 195 bags seeds.

S. S. Chicago, from Bordeaux—
I. Rouse & Son, 72 cases plants.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

MAULE'S
SEEDS and BULBS
Write for our 1919 Special Price List for Market Gardeners and Florists.
Wm. Henry Maule, Inc., 21st & Arch Sts., Philadelphia, Pa.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Via S. S. Rochambeau from Bordeaux:
A. Rolker & Sons, New York, 49 cases plants.
Vaughan's Seed Store, New York, six cases plants.
McHutchison & Co., New York, 71 cases plants.
To others, 34 cases plants, two sacks seed.

W. W. Barnard Co.'s Poultry Show.

The W. W. Barnard Co., Chicago, held a poultry show at its West Madison street store, January 21-25, which attracted large crowds and was a complete success. There were over 150 exhibits of chickens, pigeons, and rabbits from the game farms adjoining this city and state. The pheasant display in the big show windows was one of the finest ever staged in this vicinity.

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

Lilium Giganteum
7-9 in. and 9-10 in., for immediate delivery. Write for Prices.
Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Mention the American Florist when writing

SEEDS
Flower and Vegetable
WHOLESALE ONLY
ROUSTAN SERVAN & CO.
Established 1843
—— SEED GROWERS ——
Saint-Remy-de-Provence, FRANCE

Mention the American Florist when writing

SPECIAL OFFER
500 lbs. **Yellow Canary Island Onion Seeds** at 80c per lb. 200 lbs. **White Palmero Onion Seeds** at $1.25 per lb., all last crop seeds. F. O. B. Habana.
Cash with order or good references.
Albert R. Langwith & Co.
66 Obispo Street, HABANA, CUBA

Mention the American Florist when writing

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00.....per case of 1000

15.00.....per case of 500

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing

BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

Tomato, Lima and Pole Beans

WRITE US

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

DREER'S FINE SWEET PEAS

We offer below a line of the very best Orchid-flowered and Grandiflora sorts. For complete list including the Early Forcing kinds see our current Wholesale Catalogue, copies free to florists on request.

Orchid-Flowered or Spencer Sweet Peas

This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest sorts. Owing to their being shy seeders, they will always be higher in price than the grandifloras.

	Oz.	¼-lb	Lb.
Agricola. Light lilac or lavender-pink	$0.25	$0.75	$2.50
Barbara. A beautiful rich salmon	.30	1.00	3.00
Blanche Ferry Spencer. An extra selected stock of this fine pink and white	.20	.60	2.00
Blue Monarch. Rich deep navy-blue	.30	1.00	3.00
Blue Picotee. White edged violet-blue	.20	.60	2.00
Constance Hinton. The largest and finest white, black seeded and a strong, vigorous grower with very long strong stems	.25	.75	2.50
Countess Spencer (true). A lovely clear pink	.20	.60	2.00
Dobbie's Cream. The finest primrose-yellow	.20	.60	2.00
Elfrida Pearson. The largest and finest light pink	.25	.75	2.50
Florence Nightingale. The largest and finest pure lavender	.20	.60	2.00
Hercules. A very large flowering Countess Spencer	.25	.75	2.50
King Edward Spencer. Crimson scarlet	.20	.60	2.00
King White. Considered the largest and finest pure white, white seeded	.25	.75	2.50
Margaret Atlee. The largest and finest rich pink Sweet Pea—the "Spencer Supreme"	.20	.60	2.00
Margaret Madison Improved. Azure blue, developing to a clear light lavender	.25	.75	2.50
Mrs. Cuthbertson. The finest bicolor, standards rose-pink, wings blush white	.20	.60	2.00
Mrs. Hugh Dickson. Salmon-pink on a cream ground	.20	.60	2.00
Old Rose. A beautiful old rose color	.30	1.00	3.00
Othello Spencer. A rich, deep maroon of immense size	.20	.60	2.00
R. F. Felton. Considered one of the finest lavender sorts	.25	.75	2.50
Rosabelle. The finest rich rose variety	.20	.60	2.00
Royal Purple. Rich royal purple, a very distinct color	.30	1.00	3.00
Scarlet Emperor. A brilliant deep scarlet	.30	1.00	3.00
Thos. Stevenson. Brilliant orange-scarlet	.20	.60	2.00
White Spencer. A pure white Countess Spencer of very large size	.20	.60	2.00
Orchid-flowered Mixed	.15	.50	1.75

GRANDIFLORA SWEET PEAS

We have reduced our list of the Grandiflora varieties to the very best kinds, all of them sorts that are suitable for cutting.

	¼-lb.	Lb.
Blanche Ferry. Pink and white	$0.20	$0.60
Dorothy Eckford. The finest white	.20	.60
Frank Dolby. A large wavy flower, pale lavender	.25	.75
Flora Norton. The most pronounced bright blue	.20	.60
Janet Scott. Grand rich, deep pink	.20	.60
King Edward VII. Rich deep crimson scarlet	$0.20	$0.60
Lady Grisel Hamilton. Pale lavender	.20	.60
Lord Nelson. Rich navy blue	.20	.60
Nora Unwin. A superb pure white cut flower variety with wavy petals	.25	.75
Prima Donna. Deep pink, fine	.20	.60
Dreer's Peerless Mixed	.20	.60

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

ROOTED CARNATION CUTTINGS.

Ready for immediate delivery. ORDER EARLY.

	1,000	100		1,000	100
Good Cheer	$30.00	$3.50	Rose-pink Enchantress	$25.00	3.00
Aviator	30.00	3.50	Rosette	25.00	3.00
Nancy	30.00	3.50	Albert Roper	25.00	3.00
Mrs. C. W. Ward	30.00	3.50	Beacon	25.00	3.00
White Wonder	30.00	3.50	Herald	25.00	3.00
White Enchantress	30.00	3.50	Alice	20.00	2.50
Enchantress	25.00	3.00	Thenanthos	20.00	2.50

Peter Reinberg 30 E. Randolph Street, CHICAGO, ILL.

Northern Michigan Grown

RADISH SEED

Now ready to contract 1919 crop.
Write for contract prices.

Lou S. Darling Seed Co.
PETOSKEY, MICH.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

SEASONABLE STOCK

All 2½-inch pots, except as noted.

Manettia Bicolor	$ 5.00 per 100
Blue Spirea (Coryopteris)	5.00 per 100
Holt's Sage	5.00 per 100
Sanseveria Zealanica	7.00 per 100
Plumbago Capensis	7.00 per 100
Plumbago Capensis Alba	7.00 per 100
Abutilon, Daydawn	5.00 per 100
Abutilon, Souv. de Bonn	6.00 per 100
Oleander, Pink, Thompsoni Plena	7.00 per 100
Oleander, White	7.00 per 100
Agatha Coelestis (Blue Daisy)	6.00 per 100
Weeping Lantana	4.00 per 100
Pelargonium, Mrs. Layal	6.00 per 100
Palm, Kentia Belmoreana, 2½ in.	10.00 per 100
" " " 3 in.	16.00 per 100
" " " 4 in.	40.00 per 100
Lantania Barbonica	6.00 per 100
Ageratum, Little Blue Star	3.50 per 100
Achyranthus Herbsti (Bright red)	4.00 per 100
Santolana Incana	5.00 per 100

The Storrs & Harrison Co., Painesville, Ohio

Michell's New Crop Flower Seeds

ASTER Early Wonder, pink and white, each, tr. pkt., 40c; $2.25 per oz.

ASTER Queen of the Market, blush pink, crimson, dark blue, light blue, rose pink and white each, tr. pkt., 25c; $1.00 per oz. All colors mixed, tr. pkt., 20c; 75c per oz.

ASTER Early Royal Branching, lavender, purple, rose pink, shell pink and white, each, tr. pk., 40c; $2.25 per oz. All colors mixed, tr. pkt., 40c; $2.00 per oz.

VERBENA, Michell's Mammoth Fancy, blue, pink, scarlet, striped and white, each, tr. pkt., 30c; $1.25 per oz. Mixed colors, tr. pkt., 30c $1.00 per oz.

Also all other Seasonable Seeds and Supplies.
Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of FLOWER and GARDEN SEEDS

Vaughan's Flower Seeds for Sowing Now.

Extracts from "Florists' January Price List," just issued. Ask For It.

VERBENA—Vaughan's Best Mixture.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.50
Imperial Dwarf, White	.10	.50
Blue Perfection	.10	.60
Little Blue Star, ⅛ oz. 75c	.25	

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.20
Vaughan's Little Gem, extra fine strain, lb., $7.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.15	.80
Queen Victoria, pure white	.15	.80
Venus, apple-blossom pink	.20	
Silver Pink, ⅛ oz., $1.00	.25	
Vaughan's Special Mixture	.20	1.00

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000, $3.50.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh, Lavender. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

We Carry a Most Complete Line of Aster Seeds for Florists.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.60	$0.25
Glory de Chatelaine	.50
Prima Donna, large transparent rose flowers, 1-32 oz., $1.50	.35
Vernon, red-leaved and red-flowered, oz., $3.00, ⅛ oz., 50c	.15
Erfordia, rosy carmine, 1/32 oz., 75c	.25

BELLIS (Daisy).

	Trade Pkt.	Oz.
Mammoth Mixture, ⅛ oz., 60c	$0.25	$4.00
Mammoth, White	.25	4.00
Mammoth, Pink, ⅛ oz., 65c	.25	4.00
Longfellow, dark pink	.20	2.80
Snowball, double white	.20	2.80
Monstrosa, giant double white, ⅛ oz., 75c	.25	
Monstrosa, giant double pink, ⅛ oz., 60c	.25	
Double Red	.25	
Double Rosy White Quilled	.25	

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	1.60
Dwarf Empress, crimson, ¼ oz., 60c	.25	2.00
Childsii, Chinese Wool Flower, ⅛ oz., 75c	.25	

CENTAUREA, Gymnocarpa	.10	.50
Candidissima	.25	1.80
COBAENA, Scandens, Purple	.10	.35
Scandens Flore Alba, White	.15	.80
COLEUS, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
CYPERUS, Alternifolius, Umbrella	.15	1.00
DRACAENA Indivisa, lb., $3.00	.10	.30
Indivisa Latifolia	.10	.40
Australis	.15	.60
GREVILLEA, Robusta	.15	.60
HELIOTROPE, Mammoth Flowered, mixed, ¼ oz., 45c	.25	1.50
LEMON VERBENA, ¼ oz., 50c	.20	
LANTANA, Hybrida, mixed	.05	.30
Bruant's New Dwarf Hybrids	.10	.40

LOBELIA.

Bedding Queen, ⅛ oz., 40c	.20	2.50
Crystal Palace Compacta, true, ⅛ oz., 40c	.20	
Speciosa, dark flowers and foliage	.15	1.00
Emperor William, ⅛ oz., 35c	.20	
Hamburgia	.25	
Hybrida Sapphire, best for hanging basket, 1/16 oz., 80c	.25	

MIGNONETTE.

True Machet, Vaughan's Selected Stock, ¼ oz. .40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
MYOSOTIS. Vaughan's Early and Late Flowering	.15	1.00

PANSY.

VAUGHAN'S INTERNATIONAL MIXTURE.

The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

VAUGHAN'S GIANT MIXTURE.

Oz., $5.00; ¼ oz., $1.25; ⅛ oz., 75c; Trade Pkt., 25c.

See Catalogue for list of separate varieties.

PETUNIAS.

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice. Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $4.00.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.60	$0.25
Fringed, mixed extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $1.80	.25
Triumph of the Giants, 1/32 oz., $1.50	.50
Balcony Queen. Rich velvety violet with white blotches	.50

Vaughan's Best Mixture of Large-Flowering Single Petunias.

Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium Aureum, Golden Feather	$0.10	$0.40

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	2.25
Fireball	.35	3.00
Zurich	.35	3.40
Maroon Prince, rich plum purple	.25	2.40

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above ⅛ oz., 35c.	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again. Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ⅛ oz., 40c	.25	
THUNBERGIA, mixed	.15	.60
TORENIA Fournieri Grandiflora, ⅛ oz., 40c	.10	

SWEET PEAS.

Write for special list, just issued.

VINCA.

Vinca Rosea. Mixed	.10	.60
Rosea, pink	.10	.60
Rosea Fl. Alba Oculata	.10	.60
Rosea Alba Pura, pure white	.10	.60
Resea Delicata, delicate pink	.15	.80

VERBENA.

(See cut above.)

Mammoth, Mixed	.10	.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Aurora Borealis. Fiery red	.25	2.00
Commandant Marchand, purple	.25	2.00
Defiance. Brilliant scarlet, true	.10	.80
Firefly. Scarlet, white eye	.15	1.40
Lucifer, Improved Defiance, ¼ oz., 80c	.50	
a new giant strain in which red shades with white eye predominate	.25	2.00
Auricula-Flowered, mixed	.10	.80
Mayflower. Beautiful pink	.15	1.00

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.

Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

Our Trade Packets Contain Double the Quantities of Most Dealers. Four Complete Catalogues Annually. We Want Your Card for Our Mailing List. Mail It Today.

10 % cash discount on flower seeds if cash is enclosed except Asparagus and Cyclamen; discount on these is 2 %.

Vaughan's Seed Store, 43 Barclay Street, NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Geraniums

Nutt, strong, 2-in., per 100	$2.00
Viaud, strong, 2-in., per 100	2.00
Ricard, strong, 2-in., per 100	2.00
Dracaena Indivisa, good, thrifty stock for growing on, 2-in., per 100	2.00

ELMER RAWLINGS, Allegany, N. Y

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

ONTARIO vegetable growers claim they have suffered during the war through competition with amateur gardeners, but believe they will eventually benefit through a more general use of vegetables.

Prices of Indoor Fruits and Vegetables.

Chicago, January 28.—Cucumbers, 2-dozen box, $6.00 to $7.50; celery, crate, $2.50 to $2.75; head lettuce, crate, $5.50; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $7.50 to $8.00.

New York, January 27.—Celery (state), per case, $4.00 to $10.00; cucumbers, $1.00 to $2.50 per dozen; mushrooms, 75 cents to $1.85 per basket; tomatoes, per pound, 20 to 40 cents; lettuce, per package, 50 cents to $6.00; radishes, per 100 bunches, $3.00 to $5.00.

Onion Movement and Values.

The outstanding feature of the movement of the northern onion crop this season was the large amount of stock shipped before the first of January, the final report of the bureau of crop estimates of the United States department of agriculture reduced to carlots of 600 bushels showing a crop of 22,365 cars in 1918 of which 12,354 cars had been shipped by January 1. During the corresponding period of the preceding crop season 9364 cars had been shipped out of 21,213. In respect to the earliness of the shipping movement, the season so far is comparable with that of 1916-1917, when as again happened this year, more than one-half of the estimated crop was moved before the first of the year. Early shipments this season were due to various reasons. Storage buyers, remembering the losses of the preceding season, hesitated to commit themselves heavily, while on the other hand, growers found the crop maturing early and some of it doubtful in keeping quality, and not having facilities for long storage, started an early, active shipping movement. Apparently these liberal shipments have been consumed or sold to dealers. Without doubt much stock remains to be shipped if prices warrant. Apparently 10,000 cars of the total crop remained in producing sections January 1. Markets have been reported dull throughout most of the season in both producing and consuming sections. During the last part of December the market situation improved, supplies becoming moderate and many markets advancing 25-50 cents from the low point. The improvement continued into January of the present year. On January 9 the general jobbing range of the large city markets was $1.75-$2.25, an average gain of 50 cents over the season's low points. Tops of $2.50 were reached in some sections on that date, while demand was reported good in New York and Chicago, but continued limited in most other markets.

The Tomato Crop.

Where tomatoes are intended for a spring crop under glass, an early start is necessary. Lettuce growers generally start their plants in December, owing to the low temperatures carried in lettuce houses. However, where a warmer house is available, we prefer a later start. Any time in January to early February will do; we would prefer younger plants to those that have become overgrown or pot-bound. When no warm house is available, a hot-bed can be built right in the greenhouse. Build a box of a suitable size and 18 inches deep and tramp full of fresh horse-manure. When hot, put in four or five inches of cinders or sand and place the flats on this warm bottom. If sash are at hand, put them on the box, same as a hot-bed, and the young tomato will walk right along. At this time of the year, seedlings damp off readily, and it must be remembered that the more manure is used in the soil to fill the flats, the more danger from this malady. If manure is used, it should be old and fine, or from an old hot-bed, and much sand is needed to correct it; one-quarter loam, one-quarter manure, and one-half sand would do well. Gradually, growers are learning to shift their plants as little as possible. The proper way, as some would have it, is to pick out the seedlings, 2½x2½, and from these flats, plant directly into the lettuce beds in March. This means that the sooner the seedlings can go into their permanent quarters the better. This is correct. However, when tomatoes are used as a companion crop to cut flowers, such as carnations, sweet peas, etc., it is often necessary to pot the plants and to shift them. In this case, a rich compost should be used to pot them into, and the growth should then be controlled by limiting the water supply, for a starved tomato plant will never be a heavy cropper. By reducing the water supply, we can control them in pots until needed for benching. We have had such plants wilt for the lack of water for weeks and come out all right in the end. The only precaution we use is to syringe them once or twice a day in hot sunshine to prevent their burning. Last year, many florists for the first time tried their tomatoes among carnations. We have seen some very good crops that way, and the practice will, no doubt, be continued. As one grower told us, "We got 800 pounds of tomatoes out of that house, which sold for 20 cents per pound, which money came in handy at a time when our flower business is at a low ebb."

MARKETMAN.

Tomatoes for the Canning Factory.

Four main factors enter into the production of a profitable crop of tomatoes for the canning factory: viz., growing of good plants, the use of proper fertilizers, careful preparation and cultivation of the soil, and the selection of the seed, according to S. N. Green in The Monthly Bulletin of the Ohio agricultural experiment station, Wooster. In this article, however, only the last point will be considered, namely the relation of the variety to the yield of the crop.

A century has passed since the tomato was first offered to the public by seedsmen as an edible vegetable. Many varieties have been developed, named and renamed until today the early types and nomenclature have been almost lost sight of. As the canning factory has become the chief channel through which the tomato is marketed, it is not surprising that we have a considerable group of varieties adapted to planting for canning purposes.

The pure food laws of Ohio forbid the use of artificial coloring matter; hence, with the tomato for canning, one of the prime requirements is a skin having a bright red color. This eliminates largely from our consideration the so-called "purple varieties" and certainly all of the yellow skinned sorts. The extremely early types, of which the Earliana may be considered the standard, may be largely discarded in Ohio, as they are of delicate growth, much subject to disease of leaf and fruit, are thin walled, seedy and rough, and while very good for early markets, are poorly adapted to cannery uses.

The shape and size of the tomato are of small importance to the factory which pulps its stock to be worked up later into catsup, soup, etc., and the grower selling to such canneries does not need to consider a small or uneven size objectionable, nor are the rough flat types unsuited for this purpose. However, factories which put tomatoes in tin cans after removing the skins are insistent that the size be fairly uniform, not greatly above medium, and that the shape be such that peeling is not difficult and without excessive waste. Hence, in general, the varieties suited for the cannery are also those of a bright scarlet color, also popular for midseason markets and the grocery trade.

The average length of growing season at Wooster is 147 days, according to records extending over more than 30 years. For the northern tier of counties in Ohio, excepting a narrow belt along Lake Erie modified by that great body of water, 150 days may be considered the average length of growing season. It is therefore advisable for tomato growers in northern Ohio to select varieties that ripen the bulk of the crop early in order that the yield be not cut short by frosts. At the same time the variety should not be lacking in any other desirable qualities.

Bonny Best and Landreth may be considered typical of such varieties, while Stone and Matchless may be classed as late, the heavy pickings from Stone not being made until a short time before frosts kill the vines and soften the fruits. In the latitude of Columbus and southward the length of the growing season is about three weeks longer and therefore, in the central and southern counties, varieties of which Stone is typical is reasonably certain for a satisfactory crop.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.
440 S. Dearborn St., CHICAGO

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Montreal.

BUSINESS SHOWS GENERAL IMPROVEMENT.

Trade since the holidays has been good, with stock more plentiful but still high in price. Funeral work continues heavy and social functions are beginning to call for flowers for the first time in four years, there being a big demand for corsages last week. The quality of the cut stock shows general improvement, and the demand is in excess of the supply.

NOTES.

McKenna, Ltd., were heavy sufferers in a fire which originated in the packing shed and destroyed about two-thirds of their splendid establishment. The greatest damage was caused by cold, the glass at the ends of the houses being destroyed. James McKenna contracted a severe cold and Leo J. McKenna was injured by falling glass while doing salvage work. The loss is estimated at $25,000 with $12,000 insurance. The range will be rebuilt.

The gardeners' and florists' club, in order to renew interest and enlarge the membership, will hold a series of meetings at members' places of business or residences. The social side of the organization will be featured.

Joseph Bennett, who closed his houses, is dismantling some of them and the material is being disposed of.

F. C. Smith, for many years gardener for Sir William Van Horne, has retired for a long earned rest.

W. J. Smith is able to attend to business again after an attack of influenza.

Mrs. James Kean is still a sufferer with the prevailing epidemic.

J. L.

Louisville, Ky.

NOTES.

Several florists in this city have been victimized by a swindler who has been disposing of a worthless fertilizer called "Ironitis," which he claimed would supply food for roses and carnations and would remain in the soil for years without renewal. He fraudulently gave the name of a number of rose growers of national prominence as reference.

Kingsley Walker is in charge of the F. Walker Co.'s range at Camp Taylor, having received an honorable discharge from the officers' training school at Camp Hancock.

It is reported that the C. B. Thompson Co. will have to look for another location, its lease having expired and the building taken by a shoe concern.

Several large houses at the range of Anders Rasmussen, New Albany, Ind., now devoted to lettuce, will soon be planted with roses.

G. L. Nance has leased the range of the F. Walker Co. at New Albany and will grow roses, violets and bedding plants.

Nicholas Riehlman, who has been a sufferer from influenza, is now recovering.

The Jacob Schulz Co. has discontinued its branch store at Camp Taylor.

H. G. W.

KANSAS CITY, MO.—Preliminary arrangements are being made for the planting of a Roosevelt memorial grove in one of the city parks.

CARNATION CUTTINGS—Ready Now.

PINK	100	1000
Miss Theo. True rose pink	$4.00	$35.00
Mrs. C. W. Ward. True rose pink	4.00	35.00
Enchantress Supreme	4.50	37.50
Alice	4.00	35.00
Enchantress	4.00	35.00
Rose Pink Enchantress (Limited)	4.00	35.00
RED		
Merry Christmas	5.00	40.00
Doris	6.00	50.00
Belle Washburn	5.00	40.00
RED	100	1000
Aviator	$4.00	$35.00
Nebraska	5.00	40.00
Beacon	4.00	35.00
WHITE		
White Benora	7.50	65.00
Matchless	4.00	32.50
White Wonder	4.00	35.00
White Perfection	4.00	35.00
White Enchantress	5.00	40.00
VARIEGATED.		
Benora	5.00	40.00

C. U. LIGGIT, Office: 325 Bulletin Building, **Philadelphia, Pa.**

Mention the American Florist when writing

ROSE STOCK

Be Independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., **New York, N. Y.**

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Winter Stock

Write for List of Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower PEKIN, ILL.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

HARTFORD, CONN.—Fire which started in the boiler room at the range of Andrew W. Welch, 31 Asylum street, caused considerable damage January 14.

GREENVILLE, MISS.—In order to accommodate its increasing business the Idle Hour Floral Co. has purchased a tract of land on Main street and will erect a modern range in the near future.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

OF THE

United States and Canada

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

"MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.

WRITE FOR PRICES"

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: Burton J. Vandervort, president of the Illinois Landscape Association, Bloomington, Ill.

RIVERSIDE, CALIF.—Citrus fruit crops in this vicinity have been reduced 10 to 15 per cent by severe frosts. The forecast for the fruit belt of southern California is 31,000 cars of oranges and 7,000 of lemons.

"RECREATION Uses of the National Forests" is the title of an interesting booklet of 44 pages by Frank A. Waugh, recently issued by the forest service of the United States department of agriculture.

Western Association of Nurserymen.

The Western Association of Nurserymen met in annual session at the Coates house, Kansas City, Mo., January 22-23, with representatives from 49 companies in 12 states in attendance. Officers for the ensuing year were elected as follows: Earl D. Needham, Des Moines, Ia., president; E. P. Bernardin, Parsons, Kan., vice-president; Geo. W. Holsinger, Rosedale, Kan., secretary-treasurer. Executive committee: H. D. Simpson, Vincennes, Ind.; C. G. Marshall, Arlington, Neb.; C. C. Mayhew, Sherman, Tex.; E. E. May, Shenandoah, Ia., and J. H. Skinner, Topeka, Kan. A resolution was adopted to the effect that nurserymen should discourage the practice of free replacement of trees that do not grow, and also went on record as being opposed to the practice of newspapers accepting advertisements for stock at killing prices. Trade was reported brisk, but supply of stock short due to labor conditions.

New England Nurserymen's Ass'n.

The annual meeting of the New England Nurserymen's Association was held at Boston, Mass., January 28-29, President Robinson occupying the chair. The roll call and the report of the membership committee showed a gain of 50 per cent in the enrollment. Two of the subjects on the programme were of unusual interest, "Quarantine Regulation" and "Market Development." A resolution was adopted and sent to Secretary Houston of the department of agriculture, asking that Order 37 of the federal horticultural board be withdrawn. Curtis Nye Smith, of Boston, counsel for the American Association of Nurserymen, commented on this quarantine ruling, stating that in it the federal horticultural board had exceeded its authority and that this order was as unnecessary as the killing of a dog to eradicate the flea which may live on it. J. Horace McFarland, Harrisburg, Pa., president of the American Civic Association, advised united action by nurserymen and the placing of protests with Secretary Houston rather than with the federal horticultural board.

F. F. Rockwell, of New York, and Robert Pyle and J. Edward Moon, members of the Nurserymen's National Service Bureau, spoke for the support of this bureau. W. H. Wyman, of Massachusetts, advised waiting until the movement was financed with at least $100,000 per year. Mr. Moon replied that what was needed now was leaders and that if a few would start the movement for market development upon a small scale, it would rapidly grow and receive much stronger backing.

The annual banquet was well attended by members and guests. The public illustrated lecture by J. Horace McFarland was attended by the members and about 100 guests from garden clubs, horticultural societies and improvement societies. He demonstrated by word and picture what could be done to make New England more fruitful and more beautiful. He insisted that greater thought be spent in making plantings so that the results will be pictures rather than chromos; that the results should be original and not mere apeings.

The second session was given over to papers upon the growing of high grade ornamentals. The feature was a paper by Wm. H. Judd, of Arnold Arboretum, on the subject of "New Ornamentals of Value." At the final session, C. H. Greaton, of Rhode Island, read a paper on the "Nurserymen's Outlook for 1919." His opinion was that the future is very hopeful, and that as soon as the building boom starts it will be exceptionally fine. Wm. W. Colton, city forester, of Newton, Mass., presented the subject, "Living Monuments for Our Soldiers." He advised the carrying out of this movement and recommended the best sorts of trees for this purpose.

Officers for the ensuing year were elected as follows: C. R. Burr, Manchester, Conn., president; Charles Adams, Springfield, Mass., vice-president; H. M. Wyman, Framingham, Mass., secretary; V. A. Vanicek, Newport, R. I., treasurer.

URGENT.

Plant Imports Danger.

Unless the plant growers and nurserymen of the United States take prompt and vigorous action, it is likely that all imports of palms, azaleas, roses, rhododendrons, box and bay trees, etc., also general nursery stock, from Europe will be shut out under the proposed plan of the federal horticultural board unless the present programme of that body is changed.

What To Do.

Every florist, nurseryman and seedsman should at once telegraph protests to his representatives in Congress, both Senate and House of Representatives, also to Dr. C. L. Marlatt, Chairman Federal Horticultural Board, Washington, D. C.

Do It Today.

Forest Fires in Texas.

Texas loses something like $2,000,000 a year in forest fires. The state appropriates about $10,000 a year with which the state forester and his aids endeavor to keep this loss at a minimum. Fortunately the larger part of Texas forests is in the rain belt. Were that not so, the yellow pine would be burned up in the next 10 years.—Houston Post.

OSHKOSH, WIS.—N. A. Rasmussen, of this city, has been elected president of the Wisconsin State Horticultural Society for the ensuing year.

CHATHAM, CONN.—Samuel Stewart, superintendent of the Howard Taylor estate, has been elected to the general assembly of the state legislature.

CLEVELAND, O.—At a meeting of the local florists' club, January 6, resolutions protesting the proposed federal horticultural board restrictions were unanimously passed and copies sent to congressmen representing this district.

BEACON, N. Y.—Benjamin Hammond, the well-known manufacturer of insecticides, greenhouse paints and putty, at a meeting of prominent citizens, January 23, was chosen chairman of a committee to formulate plans for a suitable welcome to the returning soldiers from this city and vicinity.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.
342 pages, illustrated. Price $1.50.

American Florist Co.
440 S. Dearborn St., Chicago

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.

ABUTILONS.

Abutilon. Daydawn, 2½-in., $5.00 per 100; Souv. de Bonn, 2½-in., $6.00 per 100. The Storrs & Harrison Co., Painesville, O.

AGERATUMS.

Ageratum, Little Blue Star, 2½-in., $3.50 per 100. The Storrs & Harrison Co., Painesville, O.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum. Put in cold storage free from frost and now reinspected. 7-9-in., (300 bulbs to case), $25.00 per case. L. Rubrum, 11-12-in., $12.00 per 100; 12-14-in., $16.00 per 100. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Ward	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Victory	4.00	35.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

Carnation Cuttings. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

Rooted carnation cuttings. Ready for immediate delivery. Order early. For varieties and prices see display advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

CHRYSANTHEMUMS.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COCOS.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY

The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Whitmanii, 5-in., 50c each, $6.00 per doz.; 6-in., 75c each, $9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

FERNS. Boston, heavy plants from 5-in. pots, $4.50 per dozen, $35 per 100. Extra heavy 6-in., $6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., $1.00; 9-in., $1.50 each. Whitmanii, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, fancy and dagger, per 1,000, $1.75; per case of 5,000, $7.50. Stone Mountain Evergreen Co., r. f. d. No. 1, Butler, Tenn.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for forcing under glass. America, $22 per 1,000; Augusta, Mrs. Francis King, $20 per 1,000; Chicago White, $25 per 1,000; Panama, $30 per 1,000; Schwaben, $37 per 1,000; Mrs. Frank Pendleton, $45 per 1,000; Europa, $60 per 1,000; Myrtle (True), $75 per 1,000. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENS.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. E. A. Beavan, Evergreen, Ala.

Southern wild smilax, 50 lb. case, $2.25. J. A. Curry & Co., Drewry, Ala.

IVIES.

English Ivy, 4-inch, $15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove. Ill.

Kentias. Belmoreana and Forsteriana, 2¼-in., $1.25 per dozen; 5-in., made-up, $9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

LEUCOTHOE.

Leucothoe, green, fine stock. Long, $4.00; medium, $3.50; short, $2.00 per 1,000. Bronze, long, $4.50; medium, $3.50; short $2.50 per 1,000. Stone Mountain Evergreen Co., r. f. d. No. 1, Butler, Tenn.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

Magnolia leaves for preparing purposes, 3 to 5-in. long, 70-lb. case, $3.00. J. A. Curry & Co., Drewry, Ala.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palm, Kentia Belmoreana, 2½-in., $10.00 per 100; 3-in., $16.00 per 100; 4-in., $40.00 per 100. The Storrs & Harrison Co., Painesville, O.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsetti. Nice bushy plants for Christmas baskets or boxes. 4-inch, $10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS, NURSERY, Minneapolis, Minn.

ROSES.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Bench grown. Richmond and Milady. $10.00 per 100, $90.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

New and standard roses for all uses; get list. Leedle Co., expert rose growers, Springfield, O.

SEEDS.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.
Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.
MARTIN KOHANKIE.
Painesville, Ohio.

Seeds. New scarlet sage, America or Globe of Fire. 50c per trade packet; $4.00 per oz. Superb large flowering petunias, 500 seeds, 75c; 1,000 seeds, $1.50; trade packet, 50c. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. New crop flower. Aster and Verbena. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Flower for early sowing. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Sweet Peas. Orchid-flowered or Spencer and Grandiflora. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Aster, new varieties. For varieties and prices see display advertisement elsewhere in this issue. James Vick's Sons, Rochester, N. Y.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds. Flower and vegetables. Renowned specialties. Sale to seed merchants only. JOS. PAQUET, seed grower, Nice, France.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Write for our 1919 special price list for market gardeners and florists. Wm. Henry Maule, Inc., 21st and Arch Sts., Philadelphia, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown. 45c per 100. $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seed. Radish: Northern Michigan grown. Write for contract prices. Lou S. Darling Seed Co., Petoskey, Mich.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

For Sale. San Luis Valley Field Pea seed; sold in car lots only. FELIX GARCIA, Garcia, Colo.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Winter Stocks. Write for list of soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A. Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

NEBRASKA RED POTS

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention.
Made of high grade material by skilled workmen in a modern plant.
Write for prices on your requirements.

KAHLER POTTERY CO., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Anything you require in the line of **Sash Operators or Greenhouse Fittings** can be furnished by us.

Write for Catalogue.

ADVANCE CO., Richmond, Ind.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS

A. H. HEWS & CO., INC.
Cambridge, Mass.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Split Carnations

Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

NIKOTEEN

For Spraying.

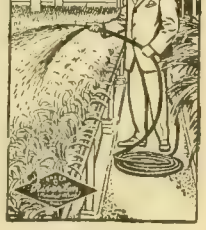
APHIS PUNK

For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

DREER'S

Florists' Specialties

New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST—
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
½-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.



HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Kansas City, Mo.

HIGH PRICES RULE LIMITED SUPPLY.

There has been little change in market conditions during the past week, with prices still high, the supply none too plentiful, and a heavy demand, especially in funeral work. Rose prices range from eight to 35 cents, with quality not up to standard, while carnations are a little better both in quality and supply, and are used largely in the cheaper lines of work, in addition to stevia and yellow and white narcissi. Sweet peas are more plentiful and of improved quality. Calendulas are still taking well. Pot plants continue popular. The demand, both local and out-of-town, is brisk.

NOTES.

H. Kusik & Co. are rebuilding their office. The old quarters will be used as a supply room.

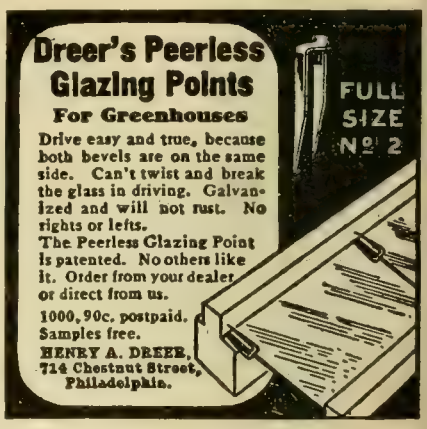
J. J. Hess, of Omaha, Neb., visited his friends in the trade in this city last week. E. J. B.

JAMESPORT, N. Y.—J. Ebb Weir, Jr., proprietor of the Elklawn Greenhouses, after serving nine months as chief boatswain in the United States navy, has been released and is back on the job again. The range, which has been under Mrs. Weir's management during her husband's absence, is in fine condition.

Index to Advertisers.

Advance Co.....139
Alfred Lozier Rosery.124
Allen J K.....119
Alpha Floral Co.....123
Amer Bulb Co..... I
Amling E C Co.....113
Anderson S A.....124
Angermueller G H Co.....114
Aphine Mfg Co.....1-8
Astoria Florist.....122
Avenue Floral Co...124
Baer Julius.....123
Barnard W W Co...127
Bassett & Washburn.106
Baumer Aug R.....125
Baur Window Glass Co.....IV
Bayersdorfer H & Co.115
Beaven E A.....113
Begerow's.....122
Berger Bros.....114
Berning H G.....114
Bodger J & Sons Co .128
Boland J B.....125
Bolgiano J & Son.....130
Bramley & Son.....125
Brasian Seed Growers Co.....126
Breitmeyer's J Sons..122
Briggs Floral Co....124
Broadway Florist. 123
Brown A J Seed Co..126
Brown Bag Filling Machine Co.....128
Bryan Alonzo J.....133
Buchbinder Bros....111
Buckbee H W.....124
Budlong J A.....110
Burpee W A Co.....127
Caldwell The Woodsman Co....113
California Florists ..123
Central Floral Co...125
Chicago Feed & Fertilizer Co.....140
Chicago Flower Growers Assn.....112
Clark E B Seed Co..130
Clarke's Sons D.....124
Clay & Son..... III
Coan J J..... 119
Conard & Jones Co..134
Cooke Geo H..... 125
Cottage Gardens Nurs Inc.....134
Cowee W J.....111
Coy H C Seed Co... 127
Craig Robt & Co....131
Curry J A & Co 113
Danker Fred A .. .124
Dards Chas..... 122
Darling L S Seed Co 130
Dietsch A & Co.....IV
Dominion Floral Co 122
Dorner F & Sons Co.131
Drakos Co..... 121
Dreer H A...129 139 140
Duluth Floral Co....124
Dunlop John H..... 122
Dwelle-Kaiser Co. .139
Eble Charles 121
Edwards Fold Box..111
Erne & Co.... 112
Excell Laboratories. 11
Eyres H G.....121
Fallon Florist..... 121
Fish Henry Seed Co..130
Foerster Co Joseph..112
Foley Greenhouse Mfg Co.....III
Ford M C..... 119
Ford William P.....119
Fox J M & Son Inc..123
Frauenfelder C 124
Freeman Mrs J B....123
Frey C H..... 124
Frey & Frey ... .124
Friedman ... .125
Froment H E. 119
Futterman Bros.... 118
Galvin Thos F.... .123
Garland Mfg Co.....IV
Gasser J M Co.....122
Giblin & Co III
Gnatt The Ove Co...104
Godineau R & M....128
Goldstein I..... .119
Gorham Printery Inc.III
Grakelow Chas H...122
Grand Rpids Flo Co.'124
Finnermann Co....110
Grimm & Gorly.....125
Gude Bros.....121
Habermehls Sons J J.121
Hardesty & Co.....123
Hart George B..... 119
Hart Henry.....121
Haven Seed Co The.127
Heacock Jos Co.....133
Heinl John G & Son.124
Henderson A & Co.. . I
Henderson Lewis ...122
Henry Co The John.106
Henshaw Floral Co .119
Hentz & Nash.....118
Herr Albert M..... .133
Hess & Swoboda....122
Hession..... 123
Hews & Co A H.....139
Hill D Nurs Co.....134
Hoerber Bros.....113
Hollywood G'rdens.122
Holm & Olson.....122
Holton & Hunkel Co.115
Hort Advertiser.....140
Hort Trade Journal..139
House of Flowers...121
Hurff Edgar F.....130
Hurst & Son 128
Huscroft G. L.....125
Ickes-Braun Mill Co.IV
Idlewild Greenhs 125
Jahn Hugo..... 122
Jones Percy. 108
Joy Floral Co.....121
Kahler Pottery Co..159
Kasting W F Co. ... I
Keller Pottery Co Geo.....139
Keller Sons J B.....123
Kelway & Son 129
Kennicott Bros Co .109
Kervan Co The.....119
Kessler Wm.....119
Kottmiller A. . .121
Kroeschell Bros Co..III
Kruchten John 113
Kuehn C A 115
Kuhl Geo A 133
Landreth Seed Co. .127
Lang Flo & Nur Co.124
Lange A..... 121
Langwith A R & Co 127
Leborius J J 123
Leikens..... 125
Leonard Seed Co.. .127
Levy Jos J 118
Liggit C U.....133
Littlefield Florist ...124
Lockland Lum Co ..IV
London Flow'r Shp .125
Long Island Flo Co.121
Louis Simon Freres & Co..... .127
Louise Flower Shop.123
McCallum Co.....115
McGill R C & Co....128
McHutchison & Co. .133
McKenney..... .124
Mackie William ... 119
Malandre Bros.....124
Matthews the Flo'st.123
Matthewson T E 121
Maule Wm H Inc....127
May & Co L L.....125
Meconi Paul 119
Metairie Ridge Nursery.....124
Meyer A.....125
Michell Henry F Co 130
Miller Floral Co.....124
Miller & Musser.....123
Moninger J C Co... .IV
Murray Samuel.....125
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...114
Newell A..... 124
N Y Cut Flower Ex..119
N Y Floral Co.. ... 125
Nicotine Mfg Co.... .139
Niessen Leo Co . .114
Okmulgee Window Glass Co.....III
Orchid Florists 124
Palmer W J & Son .123
Pappas Nicholas G. 118
Park Floral Co ..123
Peacock Dahlia Fr..134
Pearson E W.....124
Pedrick G R & Son..128
Penn The Florist.. .125
Peters & Reed Poty..139
Philadelphia Wholesale Floral Ex.....115
Philips Bros.....124
Pierce F O Co..... .IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....126
Pikes Peak Flo Co...124
Pillsbury I L.....139
Pittsburg Cut Flo Co 114
Podesta & Baldocchi.125
Poehlmann Bros Co.105
Pollworth C C Co ...115
Polykranas Geo J....119
Potter Floral Co....121
Pressing Seed Co W C.. 126
Pulverized Manure Co The.....138
Pyfer A T & Co.....107
Raedlein Basket Co .120
Randall A L Co.....113
Randall's Flow Shop.125
Randolph & McClements.....124
Rawlings Elmer.....131
Ready Reference....135
Reed & Keller 111
Regan Ptg House....111
Reid Edw.....114
Reinberg Geo.....113
Reinberg Peter.107 130
Rice Bros..... .115
Rice Jerome B Seed Co..... 127
Riedel & Meyer.. ...119
Robinson J C Seed Co.129
Rock Wm L Flwr Co..124
Rodgers J W.....121
Rohnert Waldo .130
Rosery The Flor'l Co125
Roustan Servan & Co127
Routzahn Seed Co . 130
Rusch G & Co..... .115
Saake O C... 121
Salzer Seed Co.....125
Sceery Edward.....123
Schiller the Florist..123
Schillo A Lum Co ...IV
Schlatter W & Son 123 140
Schmidt Chas L.....125
Schwake Chas & Co.118
Shaffer Geo C 125
Sharp Partridge & Co.140
Sheppard H W..... 125
Sheridan Walter F..119
Siebrecht George C 119
Simon & Son I N.....129
Situation & Wants...103
Skidelsky S S & Co.. I
Smith A W & Co....122
Smith & Co E D.....133
Smith & Fetters Co..124
Smith Henry.....124
Stone Mountain Evergreen Co. 111
Storrs & Harrison...130
Stumpp G. E. M.....123
Takeuchi Bros.....III
Thorburn J M & Co .128
Tonner O A & L A..106
Totty Chas H 133
Traendly & Schenck .119
Trepel Jos.....123
Turner Bros.....139
United Cut Flo Co...119
Vaughan A L & Co..109
Vaughan's Seed Store .....I II 131
Vick's Sons Jas..116 117
Vincent R Jr & Sons Co..... I
Walker F Co..... ..121
Weber F H.....124
Weidemann H G....123
Weiland & Risch....113
Weir James..... 121
Western Seed & Irrigation Co.....127
Wietor Bros. 108
Williams Mrs E A. .125
Wittbold G Co..... 121
Wolfskill Bros & Morris Goldenson 121
Woodruff S D & Sons.128
Yokahama Nurs Co .127
Young A L & C Co..118
Young John & Co...119
Young & Nugent....121
Zech & Mann....111 113

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.



Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

ULTIMATELY
YOU'LL DEMAND

MAGIC BRAND
When Ordering Fertilizer Of Your Supply House.
WHY NOT DO IT NOW?
CHICAGO FEED & FERTILIZER CO., U. S. YARDS, CHICAGO
Eastern Office
G. G. Green, Jr., Real Est. and Trust Bldg., Philadelphia, Pa.

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Trade Directory
OF THE
Florists, Nurserymen, Seedsmen
OF THE
United States and Canada.
PRICE: $3.00 POSTPAID
American Florist Co.,
440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, FEBRUARY 8, 1919. No. 1601

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich. Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago January, 1920. THEODORE DORNER, Lafayette Ind., President; C. W. JOHNSON, Morgan Park Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary. Next annual exhibition, June, 1919.

AMERICAN CARNATION SOCIETY.

Annual Meeting and Exhibition, Cleveland, O., January 29-30, 1919. Officers Elected: Theodore Dorner, Lafayette, Ind., President; C. W. Johnson, Chicago, Vice President; A. F. J. Baur, Indianapolis, Ind., Secretary; F. E. Dorner, Lafayette, Ind., Treasurer. Next Meeting at Chicago, January, 1920.

(Continued From Last Week.)

The Exhibition.

The ball room of the Hollenden hotel, the scene of many former floral exhibitions and florists' meetings, was the place happily selected for the twenty-eighth exhibition of the society, and when the entries, completely staged, were turned over to the judges at 1 o'clock Wednesday there was, according to many recognized expert growers, displayed blooms that excelled in size, beauty and substance any ever before exhibited. Records show that in some former years a greater number were shown at the annual exhibition, but in face of the most adverse conditions for the growers that they ever experienced, this show was deemed a triumph of skillful, well-directed effort that was born and fostered in the optimism that saw so far in advance the happy results obtained for it was in the cloudy, unucertain days of early last summer that the initial efforts were put forth by the growers, which included the officers of the society. The local management was most excellent, and as a result it is doubtful if ever before the exhibits were kept in such uniformly good condition to the closing hours of the convention, which terminated with a banquet in the same room with the full exhibition in sight to greatly add charm to the event.

As indicating the success of the exhibition, comments were heard as follows:

"The show is far beyond expectations under such trying conditions. The quality of the blooms most excellent."—R. C. Kerr.

"The show is great and Laddie is the finest variety ever produced."—A. N. Campbell.

"Up to the standard of former years. Laddie stands out superior to any variety in the history of the flower."—Alfred Baur.

"Agreeably surprised at the number of exhibits and the quality of blooms. Unfavorable growing conditions make the result the more praiseworthy."—W. W. Gammage.

"A good exhibition; a greater improvement in quality could not be expected."—A. J. Stahelin.

"The quality of flowers shown is most excellent, but we cannot expect as big an exhibition as in former years."—Elmer D. Smith.

"A surprising exhibition in view of the conditions that harrassed every grower the past season."—Wallace Pierson.

"It is a splendid show, and I am glad to see it so successful.—W. J. Palmer.

"It is a great show. I am glad I came over to see it. The blooms are wonderful and holding up finely."—Fred Breitmeyer.

"Every visiting florist seems glad of the success of this show. That is a surprise to the most sanguine."—A. Miller.

Wednesday's Business Session.

The opening of the business sessions of the convention in the assembly room of the Hollenden hotel, Wednesday evening, were marked by the absence of any preliminary ceremonies whatever. President C. S. Strout occupied the chair, and to the 50 members present, read his address, at the conclusion of which he appointed C. W. Johnson, Fred Lemon and Ernest Saunders as a committee to report on its recommendations the following day. Secretary A. F. J. Baur then read his annual report, which was followed by that of

Treasurer T. E. Dorner, read by Secretary Baur. This was followed by the report of an auditing firm verifying the foregoing reports and highly commending the systematic work of both officers.

Fred Lautenschlager, speaking for the trade of Chicago, extended an invitation to the society to hold its next annual meeting in that city. J. F. Ammann followed in an urgent appeal to accept the invitation. A letter was read from the Cincinnati Florist's Society, urging the society to meet in that city, and assuring the members genuine hospitality and excellent facilities for the holding of the meeting and exhibition there. This was supported by J. W. Rodgers. However, the evident inclination of the members to prefer Chicago prompted E. G. Gillette, Cincinnati, to withdraw the invitation of the florists there, but reminded those present that at a future time, insistence would be made for the privilege and pleasure of the Ohio city florists to entertain the American Carnation Society.

The nomination of officers for the ensuing year then followed. S. J. Goddard nominated Theodore Dorner for president and many supported the name. J. F. Ammann nominated C. W. Johnson for vice-president and E. G. Gillette supported it. For secretary E. G. Gillett nominated A. F. J. Baur, seconded by C. W. Johnson, E. Saunders nominated Fred E. Dorner for treasurer. For director to succeed Fred Burki, retired, S. J. Goddard nominated W. D. Howard, for the same office. Adam Kohankie nominated Carl Hagenburger. The two retiring, C. W. Johnson and David S. Ward, were nominated to succeed themselves for a period of three years.

Secretary Baur then read the judges' report on the awards and followed with a letter from C. Engelmann, Saffron Walden, England, reciting in detail the many trials of the growers there during the period of the war. Adam Kohankie, Denver, Colo., stated, that while not complaining of the decision of the judges in making awards, he thought, however, that more consideration should be given to exhibits coming from far-distant points when in competition with the like entries from more favored localities, and referred to the variety, Denver, that came nearly two thousand miles. The discussion of this thought, which was well received, led to the offer by R. C. Kerr of a special prize of $25 for the most successful keeping variety shown at the future exhibitions, judged according to relative distance traveled, and to be distinct from the conditions of the Fred Burki's special prize as now scheduled. Mr. Kohankie, further commenting upon climatic conditions of Denver, said that country suffered very much the past year from little sunshine and the severity of the weather in the early fall.

Irwin Bertermann was profuse in his praise of all the blooms shown at the exhibition, and called particular attention to the variety Laddie. A general discussion followed on the variable keeping qualities of carnations, and high commendation was given the variety Denver that was shown in such good condition after having been cut eight days. It was thought the high altitude of Colorado may have been responsible for the vitality that was evident in this variety.

Thursday's Proceedings.

At the opening of the Thursday morning session, it was decided to defer the judging of the exhibits to determine the winner of the Burki special prize, until evening and report the result at the banquet later. The selection of Chicago as the next meeting place was made on the motion of E. G. Gillett, which received unanimous support.

The report on the president's address was read by Chairman C. W. Johnson. It heartily approved president Strout's suggestion that some permament recognition be given those of the society's members who entered military service, and to that end the president appointed E. G. Gillett, Geo. Noyes and R. Witterstaetter to draw up suitable resolutions in conformity to the president's recommendation. The committee commended the president's recommendation to extend aid to the growers of our allied countries in their efforts of reconstruction, and gave it the form of requesting Secretary Baur to at once correspond with floral societies and individual growers in those afflicted countries, and learn whereby the brother growers here can aid them in the contemplated gratituitous contribution of stock for that purpose. The president's recommendation of a system of grading was approved, and led to the appointment of a committee consisting of C. W. Johnson, Fred Lemon and S. J. Goddard to devise a means of standard grading to be known as the American Carnation Society system. The president's suggestion to attempt the regulation of prices did not meet the approval of the committee, who stated that the old standard guide of supply and demand is, as yet, the only method to determine this much mooted question. The committee highly commended Secretary Baur's report, his optimistic attitude throughout the year in the face of adverse conditions, and his successful arrangements for this meeting and exhibition. The same report included due recognition of Treasurer Dorner's efficient custody of the society's funds.

J. H. Dunlop, R. Witterstaetter and Irwin Bertermann were appointed a committee to carry into effect the president's recommendation to contribute cuttings and plants to the growers of our allied countries.

David S. Ward, who was in the service in France, was called upon to relate his experience while "over there." His dramatic recital of some of the exciting events he witnessed in that unfortunate country, was listened to with keen interest and left no doubt in the mind of anyone present as to the wisdom and justice of President Strout's recommendation to extend substantial aid to the afflicted florists there.

Discussing the president's suggestion as to the regulation or maintenance of prices, an attempt was made to arrive at an understanding of what may be regarded as a profitable average price that carnations may be grown for, but the great diversity of growing conditions in the widely separated parts of the country, particularly in the cost of coal, made the efforts indefinite, but the trend of thought, as developed, was directed to great carefulness in growing and marketing that would insure profit to the growers. To this end, J. F. Ammann made the suggestion, that found approval of those present, to form organizations of growers in the different parts of the country to keep in touch with their local conditions and make prices based upon such conditions and maintain them. "Do not have gluts," he warned. "If necessary, give the unavoidable excess to hospitals and the poor, but maintain the stability of the industry." Geo. Asmus, commenting upon it, said: "The growers are generally careless and know little about the actual cost of their productions, which is the basis of all the trouble in making prices." In an effort to arrive at a fair price throughout the country, President Strout appointed a committee, consisting of J. H. Dunlop, A. Kohankie, S. J. Goddard and E. Saunders. Henry Penn, speaking from the retailers' point of view, said: "Strengthen the prices; make it possible by more publicity. Get more people to use flowers and there will be no glut with depression of prices. We are up now, and let us stay up, not to the highest point but to fair figures that will be remunerative to both growers and retailers."

CARNATION RUTH BAUR.

Winner Dorner Memorial Gold Medal at the American Carnation Society's Exhibition, Cleveland, O., January 29-30, 1919.

Officers Elected.

The election of officers resulted in Theodore Dorner, Lafayette, Ind., being chosen president for the ensuing year, C. W. Johnson, Morgan Park, Chicago, being the selection for vice-president. A. F. J. Baur, Indianapolis, Ind., secretary, and F. E. Dorner, Lafayette, Ind., treasurer, were re-elected.

CARNATION LADDIE.

Winner American Carnation Society's Gold Medal at Cleveland Exhibition, January 29-30, 1919.

W. D. Howard, Milford, Mass., was chosen a director and David S. Ward and C. W. Johnson were elected judges to succeed themselves.

The Awards.

American Carnation Society's medals: Gold medal for best vase of 100 blooms any variety; scoring not less than 90 points—Jos. H. Hill Co., Richmond, Ind., with Laddie. Silver medal for second best vase scoring not less than 88 points—S. J. Goddard, Framinghm, Mass., with Laddie.

Special Society of American Florist medals: Silver medal for best vase of 50 blooms of any undisseminated variety of American origin scoring not less than 88 points—C. S. Strout, Biddeford, Me., with Sunshine, formerly Seedling 809. Bronze medal for second best vase in this class scoring not less than 86 points—Jos. H. Hill Co., with Topsy.

Fred Dorner Memorial gold medal for best vase of 100 blooms of any undisseminated seedling variety (sports not eligible) that has been in cultivation at least three years and scoring not less than 85 points judged by the A. C. S. scale—Baur & Steinkamp, Indianapolis, Ind., with Ruth Baur.

Fifty blooms of an undisseminated seedling variety in preliminary competition for eligibility for medal in 1920—No. 809 by C. S. Strout; Red Cross by Peter Fisher, Ellis, Mass.

Certificate of merit for new or undisseminated varieties not less than 50 blooms and the variety must have been in cultivation not less than three years; and must score not less than 85 points—No. 809, scoring 89 points, and White Delight, scoring 85 points, both exhibited by C. S. Strout.

Preliminary certificate to be competed for by 12 blooms each of two-year-old varieties, scoring not less than 85 points—No. 8-A and No. 20-L, scoring 85 points each, both exhibited by A. J. Stahelin, Redford, Mich.

Best vase of 100 blooms of any variety, disseminated prior to July, 1918—Jos. H. Hill Co., first with Laddie.

Best vase of 50 blooms of any variety, disseminated prior to July, 1918—Jos. H. Hill Co., first with Laddie.

Silver vase offered by Chicago Feed & Fertilizer Co. for best 100 to 150 blooms, one or more varieties, arranged for effect. To establish ownership, vase must be won twice by the same exhibitor—S. J. Goddard with mixed varieties.

Hitchings & Co.'s silver cup for best 50 blooms in assortment to be shown in one vase, not less than five varieties—C. S. Strout, with mixed colors.

Fred Burki's prize, $10 in gold, for vase holding in best condition until the end of the exhibition, and which has won a premium in its class—S. J. Goddard with Laddie.

Classes added to premium list by request of the Cleveland Florists' Club:

Fifty blooms any variety, white—J. F. Ammann & Co., Edwardsville, Ill., first with White Enchantress; Pittsburgh Cut Flower Co., Pittsburgh, Pa., second with Matchless.

Fifty blooms any variety, light pink, being not darker than Winsor—J. F. Ammann & Co., first with Enchantess Supreme; George Brenkert, second with Denver; Gude Bros. Co., Washington, D. C., third with Democracy.

Fifty blooms any variety, dark pink, being darker than Winsor—Cleveland Cut Flower Co., first with Mrs. C. W. Ward; Baur & Steinkamp, second with Rosalia.

Fifty blooms any variety, red—Pittsburgh Cut Flower Co., first with Belle Washburn.

Fifty blooms, any other color—Baur & Steinkamp first, with Pocahontas.

Sweepstakes in above classes—Pittsburgh Cut Flower Co., with vase of Belle Washburn.

Honorable mention was awarded to the following:

The E. G. Hill Co., and Jos. H. Hill Co., for Rose Premier.

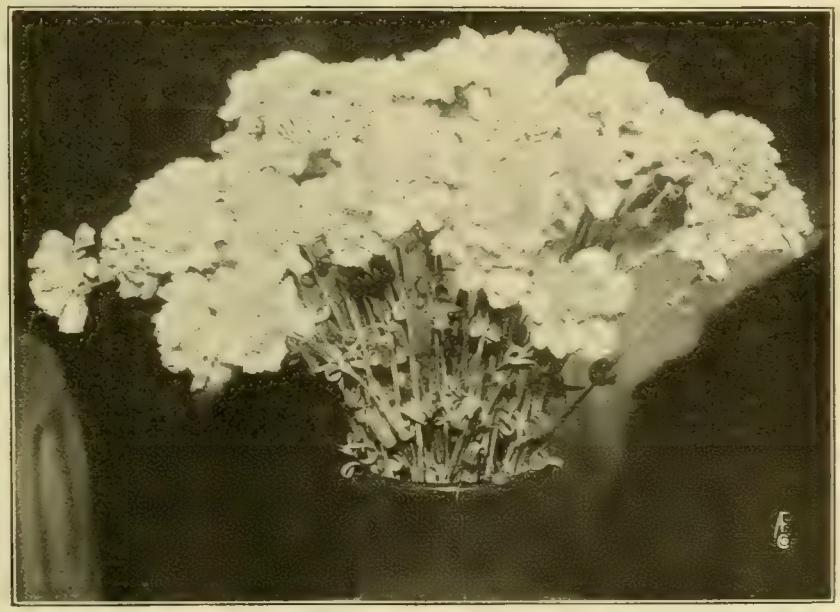
Peter Fisher, for Carnation Red Cross.

Joy Floral Co., Nashville, Tenn., collection of seedling carnations.

Wm. F. Kasting Co., Buffalo, N. Y., Chrysanthemums Hamburg. Late White and Late Pink.

The Retailers' Exhibits.

The table decorations by six of the local florists added much to the attractiveness of the show and many were the words of admiration and approval of the visiting ladies. The tables were round and of uniform size. C. M. Wagner treated his most effectively by the use of deep crimson carnations in a low basket effect with pussy willows and a profusion of maiden hair fern. The J. M. Gasser Co. had a centerpiece with high effect, using cerise carnations, acacias, maiden hair and pussy willows. It was tastefully executed



CARNATION SUNSHINE.

Winner of the Society of American Florists' Silver Medal at the American Carnation Society's Exhibition, Cleveland, O., January 29-30, 1919.

and much admired. Knoble Bros. used Gloriosa carnations in a low glass bowl with pussy willows and maiden hair and yellow freesias. Smith & Fetters, in their decoration of colonial effect, used light pink carnations in a low arrangement of almost solid formation. Rich, straw-colored, wide ribbons reached from it to four points of the table, the whole being most effective. A. M. Albrecht used a centerpiece of deep pink carnations in a high vase with the base similarly treated. The Jones-Russell Co. used the new carnation, Democracy, in a high vase, terminated with a candle of the same shade of pink. The base of the vase was liberally treated with the use of bronze leucothoe and carnations. The flowers used were large and fine, though the whole called for a larger size table to maintain more consistent proportions. This table attracted considerable attention.

The Banquet.

Seldom, if ever, have we seen such a beautiful setting as was presented for the banquet tendered the visitors Thursday night after the close of the business sessions. The tables, at which were seated 175 persons, were arranged along the outer walls of the ball room, leaving the spacious center for the dancing that followed. Herman Knoble acted as toastmaster, and ably so. Music, dancing, recitations and speeches alternated with pleasurable frequency and continued until a late hour. The splendid opportunity permitted also the display of the publicity films shown by the local committee in the same room during the F. T. D. meeting last October.

Chas. S. Strout, retiring president, the first speaker, had assigned to him the subject, "The Carnation," which he treated briefly, but most interestingly. He claimed the rare merit of the blooms on exhibition was the result more of the extreme care of the grower than of skill. The president-elect, Theodore Dorner, modestly thanked the members for the honor shown him and was pleased to see such splendid carnations. Referring to the gold medal prize winner, Laddie, he hoped it would be grown for many years. He urged all to work hard in the interest of the society. Carl Hagenburger said: "I am happy tonight for having invited the society here a year ago." J. F. Ammann, president of the Society of American Florists, was called upon to respond to the toast, "Peace," and while he is usually serious, he injected some humor into the beginning of his address that aroused much enthusiasm in his plea for one hundred per cent Americanism. Education, he said, of our people in pure American spirit will itself bring and maintain the true peace the world yearns for. And this assured, he hoped florists will get some of the good results of the readjustment period now to speedily follow. Geo. Asmus responded to the "Retail Flower Business, Past, Present and Future." He reviewed interestingly the primitive methods of the past and the rapidly changinig conditions that signifies all that is modern. He pleaded for more publicity to maintain the progress of the business. Department stores dealing in our product is a mistake, he said. Florists themselves should use their methods to advertise. The future is rosy, get together, organize, and demand a fair price for flowers. He was most gracious to the local florists for their hospitality and co-operation.

Miss Andrews' recitations and humorous anecdotes preceded W. W. Gammage in his response to "Our Friends and Neighbors." He said: "We in Canada rejoice in your success. We now see the Union Jack side by side with the American flag." He paid a glowing tribute to President Wilson, whose proclamation and efforts makes the world safe for democracy. Chas. Grakelow, who yielded to the urgent telegram of Herman Knoble to stop here on his way to Detroit, praised the Cleveland "boys" for their achievements and was eloquent in his tribute to the growers responsible for such magnificent blooms. He urged them all to develop publicity for the product of their greenhouses and skill, and make flowers become a real necessity, and then it will be easy to educate the buyers to the justice of advanced prices. He concluded by the recital of "Your Flag and My Flag." Henry Penn used to splendid advantage the opportunity to advance the publicity campaign, which this year will involve the expenditure of $100,000. He said: "We will create a new desire for flowers that will consume our entire product, and avoid the dreaded glut." He closed with praise to the local craft and wished other cities would emulate them in behalf of publicity. The festivities concluded with the singing by all of "The Star Spangled Banner" and the reading by John H. Dunlap of the final resolutions.

Report of Committee on Final Resolutions

Your committee on final resolutions at this, the twenty-eighth annual convention of the American Carnation Society, begs to report as follows:

To the Cleveland Florists' Club, for the ample and satisfactory arrangements made for the convenience of those attending the convention, for having secured the Hollenden hotel, which has proved so admirably suited for the purposes of the convention, both in the magnificent exhibition hall, also the hall in which the business meetings were held; the care that was exercised in maintaining the proper temperature in the exhibition hall, which was evidenced by the superb condition of the entries at the close of the exhibition; for the painstaking efforts of individual members of the club in assisting in every way to facilitate the arranging of exhibits, and in making the visit from outside points both pleasant and profitable.

To the proprietors of the Hollenden hotel, for the use of the several rooms for exhibition and business purposes of the society; the care that was exercised in all details that had for their object the success of the convention.

To the local press for the extended notices and publicity given the meetings and exhibition, offering the citizens of Cleveland an opportunity to view some of the finest carnation blooms ever exhibited at any meeting

ST VALENTINE'S DAY SPECIALTIES.
Pan of Primula Malacoides with Mat Covering and Valentine Decorations.

of the society, which, no doubt, was appreciated, therefore, be it

Resolved, that the hearty thanks of the American Carnation Society be hereby tendered to these several bodies, and that these resolutions be incorporated and spread on the minutes of the society, all of which is,

Respectfully submitted,
J. H. DUNLOP, Chairman,
W. R. NICHOLSON,
R. WITTERSTAETTER.

NOTES.

The local publicity committee took advantage of the occasion to enlist the support of the daily press to advertise the convention, and many people visited the show as a result.

It was a happy coincidence that the show was held on the birthday anniversary of the late President McKinley, who so much loved the carnation.

The flowers were distributed to the soldiers of the 331st regiment as they passed through the city Friday on their way to Camp Sherman.

The Joy Floral Co.'s exhibit of meritorious seedlings showed that the south is not behind in advancing the divine flower.

Nearly every exhibitor brought his stock with him, fearing to entrust it to the express companies.

Additional Visitors.

In addition to the visitors announced in last week's issue the following were among the later arrivals:

Karl P. Baum, Knoxville, Tenn.
Fred Breitmeyer, Detroit, Mich.
F. Dorner, Lafayette, Ind.
Theodore Dorner, Lafayette, Ind.
John A. Evans, Richmond, Ind.
Charles Frueh, Saginaw, Mich.
John Frueh, Saginaw, Mich.
D. S. Geddes, St. Louis, Mo.
Charles Grakelow, Philadelphia, Pa.
Harry Heinl, Toledo, O.
Joseph H. Hill, Richmond, Ind.
Alfred C. Hottes, Columbus, O.
R. C. Kerr, Houston, Tex.
E. C. Ludwig, Pittsburgh, Pa.
Mrs. E. C. Ludwig, Pittsburgh, Pa.
Wm. C. Manke, Milwaukee, Wis.
Major P. F. O'Keefe, Boston, Mass.
S. S. Pennock, Philadelphia, Pa.
Henry Penn, Boston, Mass.
J. L. Schiller, Toledo, O.
Charles A. Schmitt, Cleveland, O.
Elmer D. Smith, Adrian, Mich.

Calendulas.

The calendula is becoming one of the standard winter stock flowers, the introduction of the varieties, Orange King, and the lighter yellow, Orange Queen, which when well grown, cut in the right stage, and marketed properly, find ready sale. The flowers must be almost full blown before being taken. Frequently they are cut too tight. About a third of the bottom leaves should be removed from the stems, and if the flowers are large, tied in bunches of six to a dozen each. When ready for shipping, the bundles should each be wrapped in a sheet of paper the length of the flowers and stems, open at both ends, and tied snugly in the center. They will then handle without bruising, the paper also keeping the moisture in the foliage while they are being handled or lying about on the counter or in the open boxes at the commission houses. What is wanted in the calendula is perfect flowers. All weak side buds should be removed and the strength thrown into the leading shoots in order that each shall be a finished flower.

ST. VALENTINE'S DAY SPECIALTIES.
Red Heart With Vase For Flowers, Front and Back.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The continuing high prices of flowers is the bugbear of many florists; that is, of the retail persuasion, all others being "dee-lighted" with the situation. Bugbear is defined in the dictionary as "anything that causes needless fright." Now, is this not true of the present situation? Flowers are like every other kind of merchandise, such as the most staple articles of food; eggs, for instance, have sold as high as 90 cents per dozen, which price the dealer asks without the slighest coumpunction. Eggs are his stock in trade. He sometimes sells them for 35 cents a dozen, and less, his net profit being not much, if any, greater at either extreme. Flowers, however, are sold on percentage of cost, which ratio increases as prices advance, until a sale of $2 for 12 carntions, which formerly brought $1, shows a a gross gain of that amount as compared with only 50 cents. The increased percentage of overhead expense is not, at the outside, 25 per cent more than last year, so that the net gain in all transactions should be much greater.

It is not policy to quote dozen prices unless they are asked for. The blunt announcement scares some people, to whom, if the prices were diplomatically tempered by graded figures, and "what did you desire to use them for?", an idea of about the amount to be spent would be obtained, which the clever salesman soon turns to account.

Funeral flowers are the mainstay of the business. Without this patronage, many retail stores would have to close. There should be a good profit maintained for all this class of work. The use of galax, fresh or prepared magnolia and crested ferns in wreath foundations, provide an inexpensive ground work on which to make an artistic finish, with the various seasonable flowers and variegated foliages of the greenhouses, that should bring a good price and look fully worth the money.

Anything is easy to the one who knows how. Some apparently make money easily, because they have business instinct, which asks a profit insuring price and they get it. Others are too timid, and for fear of losing the sale, do not ask a price showing a just profit, which in all likelihood would

have been paid. It is not the volume of business, but the net profit of each transaction, that counts.

Baskets are as salable as anything in the shop at this time. Pots of flowering freesia are made more attractive by the addition of pussy willow sprays, several of which around the pot, support a band of fibre ribbon, holding the flowers in place. Hyacinths are now coming into flower; a number of bulbs placed together in a pan, with a covering of growing lycopodium, will be found salable.

As St. Valentine's day approaches, everything should be done to feature the event. The more it is advertised, the greater the business. It should and could, be made one of the greatest flower days of the year. What is necessary is individual action and enthusiasm by every member of the trade. Let each one do his best, this year, in the beginning of a great propaganda to make this a memorable floral holiday.

Forsythia sprays are now coming in good flower; they are very decorative and popular with many flower lovers as the first blossoms of spring.

Pansies are favorites with many. When arranged in low shallow baskets, they show to good advantage. Combined with white and yellow daisies they will find ready sale.

The miniature colonial bouquets, with paper border, made up of Sweetheart roses, forget-me-nots and other small flowers, and tied with narrow ribbons, are always sure to be admired. It should be one person's job to keep a supply of these and other small floral conceits made up.

Cattleyas are now plentiful. They are first choice for many arrangements, particularly for the corsage, and for quality additions to all kinds of floral work. Do not keep them on a top shelf in the flower case. Baskets of the Glory fern, the near Farleyense, with narrow glass flower tubes through the ferns, and on the handles, filled with cattleyas, display these flowers to the best advantage.

"Would it Pay to Move?"

Under the above title, Prof. Ralph E. Heilman, department of economics, Northwestern University, has in System Magazine for December an interesting article on rents in their relation to retail business. Charts and illustrations of business houses variously located are features.

The writer takes the ground that to save money it is not always best to move to cheaper quarters; rather pay higher rent to put one's business before more people, and by the ratio of increased sales, cut down overhead expenses. Many factors enter into the reason for variations in rents. Certain lines of trade can afford to pay high rates for small stores on crowded thoroughfares. Cut-rate drug, shoe, candy and tobacco stores are cited as examples of those who have great numbers of small sales, trading quickly with each customer.

The better class of trade, those whose automobiles line the curbs of such thoroughfares as Boylston street in Boston, Michigan boulevard in Chicago, or Fifth avenue in New York, during shopping hours, want the best and are willing to pay well for exclusive things in any line. High rents are paid here by men catering to select trade because it is the retail center for this class of business.

The tendency of rents in the loop or central shopping districts of all the large cities is ever upward. Certain lines which thrive on the multitude can afford to pay more than others whose business is better conducted on less crowded streets. "Working for the landlord alone," keeps one's nose down to the grindstone. The matters of location and rent should receive most serious consideration. It is often found that moving to a less central location materially lessens the rental without appreciable loss of sales.

Instances are given in which certain lines of business have profited both by moving into and out of congested retail centers. Grocers, as a rule, thrive best in the business centers of residence districts. The Harvard Bureau of Business Research investigated the retail cost of the grocery and shoe business, in various parts of the country, their conclusion being that efficiently conducted grocery stores could pay 8 per cent rental while a standard of 3 per cent was right for the shoe business.

Every business should give the same careful consideration to its rent problem that it does to its buying or selling activities. The essential thing is to see that the advantages of site and location and of access to any particular group of purchasers are commensurate with the rental price for the conduct of a particular business. The rent problem is puzzling, but proper understanding of it may mean the difference between failure and success.

Conifer Culture.

The above was the subject of a very instructive lecture given by A H. Hill, evergreen specialist, of Dundee, Ill., at Horticultural hall, Boston, Mass., January 18, the second in the winter course of lectures on horticulutural subjects held under the auspices of the Massachusetts Horticultural Society. Mr. Hill predicted that the day was soon coming when American growers would produce the stocks needed for American needs, and the money now sent to Europe to purchase stock would be kept at home and aid in the upbuilding of American horticulture. Mr. Hill divided his subject into four general divisions as follows: Seedlings, cuttings, grafts and layers and divisions. He said, in part:

"In the growing of conifer seedlings, generally speaking, the first point of importance in mapping out plans for production on a commercial scale is to locate a reliable and unfailing source of seed. It is easy enough to talk about producing a million little conifer seedlings, but in order to make this possible, there must be seed of good quality and plenty of it. At first thought, it would seem easy to secure the seed necessary, when one thinks of the native evergreen forests with their range covering the whole country. The problem, however, is different from that which confronts the farmer when he wants wheat or agricultural seeds.

"Too much importance cannot be laid on the necessity of obtaining strains of seeds from the localities which produce the best and hardest types, and this requires constant research, traveling and experiments. We have had collectors ship several hundred pounds of Juniperus berries, and not a berry in the consignment contained a live germ. It requires two years for the berries of some of the juniper varieties to develop.

COLLECTING THE CONES.

"It is found that there are three methods of collecting cones: From felled trees, from standing trees, and from the squirrel hoards. Where logging is going on, it is often possible to pick cones from felled trees on the ground. In collecting from standing trees, it may or may not be necessary to climb. Squirrels' caches are often excellent places from which to get cones. The squirrels do not confine their collecting to a few species, but appear to relish a large variety. Usually, however, the cones of but one species are found in a single cache.

"The white pine grows naturally over the New England states. It is also scattered generally over Michigan, Wisconsin, Minnesota and portions of Canada. In certain years the white pine in Canada will bear a good crop of cones, while the cone crop elsewhere is a failure; it is therefore necessary to have a number of collectors in all sections of the country where the desired conifers are growing.

"Seeds are collected in quantity during the seeding year, which occurs only two, three or more years apart. In most varieties of conifers it is necessary, therefore, to secure seed during the seeding year, to store until fresh seed is again available. The yield of seeds from the cones depends upon the quality of the cones, the thoroughness of drying and extracting and the manner of cleaning.

THE CUTTING TEST.

"The usual test for quality of conifer seed made by the propagator is what is known as the cutting test, which means counting 100 seeds and cutting them with a sharp knife. This will determine the percentage of sound seed, but it will not tell their power to germinate.

"The method of sowing, and more especially the treatment of seeds before sowing, are of great importance. Generally speaking, the practice of causing the various seeds to germinate before being sown will insure the successful culture of many varieties, which, without treatment, are almost impossible to grow. Steeping, sweating, and stratifying are the various methods used to force seeds to germinate. I prefer the slow stratification treatment to the quicker methods of applying artificial heat, together with moisture, causing steeping and sweating to stimulate rapid germination. The usual method of stratifying seeds is to mix the seed with sand or soil, with a sufficient amount of moisture added to prevent drying. Store the seeds thus treated in a bin for a sufficient length of time to allow the germ to become well started. There is seldom loss from seeds that have started growth in the stratification bin. Through the skilful handling of the seed before sowing, it is possible to produce maximum results with a minimum quantity of seed.

THE TIME FOR SOWING.

"For some varieties, the best results are obtained from sowing the seed in late autumn; others respond and give better germination when planted in the early spring. However, in spring planting the propagator must bear in mind the fact that the little seedlings should be well above the ground before the hot sun of summer beats down upon them.

"In preparing the area which has been set apart as ground suitable for the production of coniferous seedlings, it is necessary to have enough land to take care of an annual planting for five years. Under this system, you

will be in a position to remove the seedlings, clean from the beds at the end of the third year, thus leaving the area vacant for the application of fertilizer or the growth of a clover crop to have the soil in fine condition to receive the second planting of seed beds. The physical condition of the soil is of as much importance as the chemical composition.

WINDBREAKS FOR PROTECTION.

"Plant evergreen windbreaks completely around the area selected for seed beds. These windbreaks temper the cold, drying winds of winter and assist in maintaining a more uniform temperature over the enclosed area in summer. They should take the form of neat, well grown hedges, six to 12 feet high.

"To place the soil in the best possible condition for planting and growing of conifer seedlings, one or more cover crops should be plowed into the soil. Cowpeas or red clover give very good results. The decayed vegetable matter keeps the soil from packing and furnishes plenty of food for the young seedlings.

"Among the points to keep always in mind, the following stand out as the most important:

(First), good seed; (second), well-drained soil; (third), proper amount of shade to prevent sun-burning; (fourth), plenty of water when the seed is germinating; (fifth), keep the beds free from weeds; (sixth), winter protection to prevent heaving; (seventh), accurate records.

REPRODUCED BY CUTTINGS.

"Many of the conifers are reproduced by cuttings. This is necessary from the fact that seeds are not available and some varieties seldom come true from seed. The greenhouse should be well planned with provision for water supply and a good supply of sharp, clean sand.

"The propagation of conifers by grafting is the most interesting mode of culture, and the work in the greenhouse can be carried on throughout the winter and early spring. Here all conditions are under the control of the propagator and the work is most successful.

"Conifers are sometimes propagated by layering and divisions although this method is usually confined to the prostrate and dwarf forms. A portion of the branch is covered with soil and roots develop along the stems. The rooted stems are removed from the plant and planted in beds of prepared soil. The usual time required is one year and is an easy and inexpensive method for the propagation of some varieties.

GROWERS ENTITLED TO SUPPORT.

"Right here in America there is a loyal, brave little band of growers who are entitled to encouragement and support. They have struggled on for years with hardly any recognition. There are more than 100 propagating firms in America, big and little, who, with a halfway, fair chance at their own market, would have been world-famous. I mention such names as Jackson Dawson, J. R. Trumpy, Josiah Hoopes, Robert Douglas, Berckman's, Farquhar's, Meehan's, Robert George, E. Y. Teas, E. M. Sherman, Eliwanger & Barry, Thomas McBeth, and F. M. Carr, who have supplied American horticulture with traditions rich with accomplishment. We have only to look back to the horticultural achievements of 30 and 40 years ago when Parsons Nurseries at Flushing, N. Y., were supplying the growers of Europe with choice hardy varieties of conifers and rhododendrons, which are today, in many cases, the sorts grown in Europe for export to America.

"The United States department of agriculture, through the forest service has established in various parts of the west, government nurseries for supplying young trees for reforestation and eight individual states maintain state nurseries to supply material for planting state-controlled lands and for distribution to property owners.

G. H. Hunkel Co's New Store, 323-325 Chestnut Street, Milwaukee, Wis.

FIGHTING FOREST PESTS.

"It is a matter of interest that the federal horticultural board has recently promulgated a very valuable protective measure to secure this country against depredations of European and Asiatic insect pests and diseases. While there are some objectors at present, we believe that eventually everyone will realize the wisdom of this action. It is preposterous to think of endangering our extensive horticultural, agricultural, forestry and nursery interests, worth hundreds of millions of dollars, for a few thousands spent each year on imported nursery stock. It was only through quick, concerted action on the part of our department of agriculture that our American white pine forests were saved from utter destruction, by reason of the white pine blister rust which was imported on nursery stock from Europe.

"With all this energy being expended on the propagation of young stock, the American nurserymen are assured of a constant and increasing supply. There has already been established on the Pacific coast an extensive plant with over one million dollars invested for the culture of azaleas, bulbs, boxwoods and other florists' forcing and decorative material which have hitherto been imported. I predict that the next few years will see a number of decided changes with American growers producing the stocks required for American needs, and the money which was sent to Europe, will stay in America to build up and develop horticulture in our own country."

District of Columbia Plant Regulations.

Florists and plant growers in the District of Columbia will be regulated in their handling and shipping of plants, nursery stock, etc., affected by plant diseases or insects, under legislation which is appended to the department of agriculture's appropriation bill for the purpose of amending the plant quarantine act.

"In order further to control and eradicate and to prevent the dissemination of dangerous plant diseases and insect infections and infestations," reads the bill, "no plant or plant products for or capable of propagation, including nursery stock, hereinafter referred to as plants and plant products, shall be moved or allowed to be moved, shipped, transported or carried by any means whatever into or out of the District of Columbia except in compliance with such rules and regulations as shall be prescribed by the secretary of agriculture.

"Whenever the secretary of agriculture shall determine, after investigation, that any plants and plant products in the District of Columbia are infested or infected with insect pests and diseases and that any place, articles and substances used or connected therewith are so infested or infected, written notice thereof shall be given by him to the owner or person in possession or control thereof and such owner or person shall forthwith control or eradicate and prevent the dissemination of such insect pest or disease and shall remove, cut or destroy such infested and infected plants, plant products and articles or substances used or connected therewith, which are hereby declared to be nuisances, within the time and in the manner required in said notice or by the rules and regulations of the Secretary of Agriculture.

"Whenever such owner or person can not be found, or shall fail, neglect or refuse to comply with the foregoing provisions of this section, the secretary of agriculture is hereby authorized and required to control and eradicate, and prevent dissemination of such insect pest or disease * * * and the United States shall have an action of debt against such owner or persons for expenses incurred by the secretary of agriculture in that behalf.

Provision is made for inspections by the federal horticultural board of plants, and places whenever such inspections are considered necessary, and for search, by warrant issued by court, or places and packages or other containers suspected of containing plants or plant products infested or infected.

B. F. L.

Hunkel Co.'s New Building.

The accompanying illustration shows the new building of the G. H. Hunkel Co., well known seedsmen of Milwaukee, Wis. The structure consists of three floors and basement, each 50 x 100 feet. Offices and salesroom occupy the first floor, the second floor is used for packeting and filling while above is the storage and cleaning departments. An electric elevator and all the latest appliances for handling and quick filling of orders have been installed and the entire establishment is modern and up-to-date.

The G. H. Hunkel Co. was established in 1904 and absorbed the Wernich Seed Co., also of Milwaukee, in 1912. The officers of the company are: E. P. Hunkel, president; H. V. Hunkel, vice-president, and G. H. Hunkel, secretary-treasurer.

National Asssociation of Gardeners.

CONFERENCE AT PITTSBURGH.

The gardeners' conference, held at the Hotel Chatham, Pittsburgh, January 30, under the auspices of the Pittsburgh and vicinity members of the National Association of Gardeners, brought together a representative gathering from western Pennsylvania. Following the reception from 6 to 6:30 o'clock, David Fraser of Pittsburgh, chairman of the conference, introduced Robert Weeks of Cleveland, president of the national association, who spoke on the "Gardener's Relation to His Employer," presenting the subject in a very able manner. After a discussion of Mr. Weeks' address, Adolph Kruhm was introduced by the chairman to speak on the inconsistencies of the plant import exclusion act, and he presented some incontrovertible facts on the absurdities of the measure, which were embodied in some correspondence that passed between the federal authorities and himself. A general discussion ensued, which resulted in the passing of a resolution instructing the secretary of the national association to wire a strong protest to Secretary Houston of the department of agriculture.

Wm. Falconer, that venerable gardener of Pittsburgh, was the next speaker, who chose as his subject the "Gardener and His Profession," reviewing the work of professional gardeners in this country. Mr. Falconer referred to a number of men holding high positions in the public service and commercial fields who came from the ranks of private gardeners. M. C. Ebel, secretary of the association, spoke on the activities of the National Association of Gardeners and its general purposes. His remarks elicited a general discussion, which drew forth some interesting and profitable ideas. At the conclusion of the addresses of the evening a buffet supper was served, which was preceded by a social hour.

The conference was in charge of a local committee of which David Fraser was chairman and James Barnet of Sewickley secretary.

The following protest was telegraphed to Secretary Houston at Washington after the conference:

"At a conference of the National Association of Gardeners held in this city, which association represents the profession of gardening in this country, a resolution was adopted most emphatically protesting against the plant import exclusion act, known as Quarantine Bill No. 37, as being not only most unfair, unreasonable, and detrimental to American ornamental horticulture, but also most inconsistent in its construction, casting a slur on the ability and intelligence of American entomologists and pathologists, which reflection, strange as it may seem, appears to have the approval of the scientists themselves. The resolution urges that you reconsider this arbitrary act, which is certainly not in harmony with the spirit of democracy our government is endeavoring to introduce to the whole world."

Express Service Betterment Campaign.

A nation-wide effort to reduce the amount of waste attributed to inadequate packing, wrapping and marking of express shipments is to be undertaken by all employes in the express business, the campaign to start February 10 in every city and town in the country. No new packing or marking rules have been adopted but express employes will be instructed to insist hereafter that the rules already in force be more carefully followed. Suggestions for preparing perishables for shipment include the following:

Always show your own name and address as well as the person or firm to whom the shipment is being made. It is also well to enclose your name and address inside of the shipment.

Place plain, legible marks directly on each shipment by use of crayon (not chalk) brush or stencil. Erase old marks of every description. Never rely on a single tag. Avoid use of tags if possible, but never be satisfied with less than two. Never use a tag when the name can be written directly on the package.

Catalogues Received.

J. M. Thorburn & Co., New York, seeds; The Storrs & Harrison Co., Painesville, O., trees, plants and seed; H. F. Michell Co., Philadelphia, Pa., market gardeners and florists' wholesale list; Farmer Seed & Nursery Co., Faribault, Minn., seeds; George S. Woodruff, Independence, Ia., gladioli; Conard & Jones Co., West Grove, Pa., cannas; W. W. Wilmore, Denver, Colo., dahlias; E. E. Stewart, Brookyln, Mich., gladioli; Alexander Forbes & Co., Newark, N. J., seeds; Archias' Seed Store, Sedalia, Mo., seeds; G. H. Hunkel & Co., Milwaukee, Wis., seeds; Walter S. Schell, Harrisburg, Pa., seeds; Turner Bros., Bladen, Neb., glass cloth, plant forcers, etc.; Vaughan's Seed Store, Chicago and New York, market garden seeds.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

New Orleans, La., February 9, 2 p. m.—Gardeners' Mutual Protective Association, 114 Exchange place. John Parr, secretary, 4539 North Rampart street, New Orleans.

Baltimore, Md., February 10, 8 p. m.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets. Robert T. Paterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., February 10, 8 p. m.—Cincinnati Florists' Society, Hotel Gibson. Alex Ostendarp, secretary, 16 East Third street, Cincinnati.

New York, February 10, 8 p. m.—New York Florists' Club, Grand Opera House building, Eighth avenue and 23rd street. John Young, secretary, 1170 Broadway, New York.

Rochester, N. Y., February 10, 8 p. m.—Rochester Florists' Association, 95 East Main street. Ambrose H. Secker, secretary, 337 Linden street, Rochester.

Springfield, O., February 10, 7:30 p. m.—Springfield Florists' Club at various places. Arthur Leedle, secretary, Springfield.

Newport, R. I., February 11, 8 p. m.—Newport Horticultural Society, Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Pittsburgh, Pa., February 11, Noon—Retail Florists' Association of Pittsburgh District, lunch at Seventh avenue hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Seattle, Wash., February 11, 8 p. m.—Seattle Florists' Club, Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Chicago, February 12, 8 p. m.—Gardeners' and Florists' Union No. 10,615, at 232 North Clark street. Louis Heidtmann, secretary, 4653 Fulton street, Chicago.

Detroit, Mich., February 12, 8 p. m.—Detroit Florists' Club, Hotel Statler. H. C. Forster, secretary, 1634 Woodward avenue, Detroit.

Madison, N. J., February 12, 8 p. m.—Morris County Gardeners' and Florists' Society, Masonic hall. Edward Reagan, secretary, Morristown.

New York, February 12, 8:30 p. m.—Greek-American Florists' Association, 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., February 12, 2 p. m.—Dutchess County Horticultural Society, Falkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Newark, N. J., February 13, 8:30 p. m.—Essex County Florists' Club, Roever's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

New London, Conn., February 13, 8 p. m.—New London Horticultural Society, Municipal building. Stanley Jordan, secretary, Harkness estate, Waterford, Conn.

St. Louis, Mo., February 13, 2 p. m.—St. Louis Florists' Club, no regular meeting place. J. J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Lake Geneva, Wis., February 15—Lake Geneva Gardeners' and Foremen's Association, Horticultural hall. Fred W. Sparks, secretary, Lake Geneva.

Hartford, Conn., February 14, 8 p. m.—Connecticut Horticultural Society, County building. Alfred Dixon, secretary, Wethersfield.

Cincinnati.

SUPPLY IS LIMITED.

The demand for stock is holding up well and is keeping the market cleaned up. The supply, on the other hand, is rather short and more could be utilized if it were available. Prices are far better than the average for this time of the year. The rose supply is unusually short. The receipts are not equal to the demand. The carnation receipts are shortening and all that come into the wholesalers' hands, if at all good, sell very readily. The cut of sweet peas is increasing. Many excellent blooms may be had and all clean up readily. The Easter lilies cut is limited and all that do come find a ready sale at top prices. Some Rubrum lilies and callas may be had. Small bulbous stock is selling well. The list now includes daffodils, a few tulips, Dutch hyacinths, Paper White narcissus, yellow narcissus and freesias. Other offerings are snapdragons, orchids, violets, calendulas, mignonette, wallflowers, baby primrose and forget-me-nots.

NOTES.

All of the Cincinnati delegation to the Cleveland meeting last week have returned home. Those who attended were W. Ray Murphy, C. Alfred Murphy, J. Chas. Murphy, E. G. Gillett, Henry Shepherd and C. E. Critchell. The last named returned home after a visit to Detroit and Richmond, Ind.

Miss Mamie Ruttle, daughter of Mr. and Mrs. Dan Ruttle, of Latonia, Ky., passed away February 2. The many friends of the family in the trade sympathize with them in their bereavement. H.

Cleveland.

BULBOUS STOCK RULES MARKET.

Bulbous stock is now the big item on the local market, Tulips Proserpine and Cottage Maid, and a few yellow varieties, Paper White narcissus and daffodills, being in large supply with a good demand. Carnations and roses clean up as before. Sweet peas, violets, calendulas, fresia, stevia and a few snapdragons meet with a good sale and generally clean up early. Adiantum and asparagus are a little short of the demand.

NOTES.

Several of the boys have now returned from camp and "over there." Joe Kolisky, formerly of the Taylor Flower Shop; Frank Ritzenthaler and Phil Brock, from Knoble Bros.; also Donald Koehl, whose father owns the Brookline Floral Co.

Mrs. Anna Nosek, florist at 5307 Broadway, gave away her daughter, Lillian, in marriage to Samuel Crawford January 28. C. F. B.

N. Y. and N. J. Ass'n of Plant Growers.

The annual dinner of the New York and New Jersey Association of Plant Growers will be held at the McAlpin hotel, New York, February 18, at 7:00 p. m. The committee consisting of John H. Flesser, Herman C. Steinhoff and William H. Siebrecht, Jr., have arranged the details for a very enjoyable evening for which the association's banquets have long been noted. Dancing will be a feature as usual. The committee will consider it a favor if those intending to be present will communicate with the secretary, William H. Siebrecht, Jr., Queens Plaza, Court, Long Island City, at once advising the number of persons for which tickets are desired.

TORONTO, ONT.—The R. H. Corney Co., dealers in florists' supplies, has opened a store at 68 Claremont street.

Boston.

SUNNY WEATHER IMPROVES OUTLOOK.

Business in this city is showing improvement, and with the sunny days stock is looking better and flowering more freely. The trade in plants is better than ever and flowering shrubs, pans of freesias, hyacinths, jonquils and tulips are in great demand. Azaleas, cyclamens and Romans move slowly.

NOTES.

Fred Ringdahl, formerly with Thomas Roland at the Nahant range, has bought an establishment at Rome, N. Y., and will go into the plant trade extensively.

The delegates from this city to the meeting of the American Carnation Society at Cleveland are loud in their praise of the hospitality of the Ohio brethren.

Charles E. Evans is sporting a new Buick runabout. He is planning a Florida trip and will incidentally look over a tract of land he purchased last fall.

Houghton & Gorney are attracting attention to their store with fine window displays featuring colonial bouquets and baskets of spring flowers.

Dolansky & McDonald will remove to much more commodious quarters in Winthrop square.

Philip L. Carbone will sail for Europe February 8 to look after his importing business.

Penn, The Florist, is unusually busy with wedding and dinner decorations.

S. K. G.

San Francisco.

EXCELLENT BUSINESS CONTINUES.

Trade is in very good shape here since last report. The demand is steady and shows no signs of abating. While prices are high, the public seems to have become accustomed to this and are buying nearly everything that is offered. There has been a slight increase in the supply, owing to favorable weather conditions, but at that, prices are much higher than at the corresponding period of last season. Roses are now at their very best. American Beauty may now be seen at all the leading stores for the first time this season. The stock offered is very good and clean and no difficulty is found in moving all that is offered at good figures. Mrs. Chas. Russell is being grown in wonderful form. It is bringing the highest prices and is very popular. The supply of red roses is still quite large and good stock goes rapidly. Some of the short, weak-necked Radiance find a market on the street. Ophelia is the leading pink, closely followed by Shawyer. Mrs. Aaron Ward is very fine just now, and is about the only rose of its color to be had in quantity. Baby roses are practically out of the market as yet, but it is expected that cutting will begin shortly. Carnations are still scarce, with the possible exception of red, which just now is not in much favor. Prices are being well maintained. Acacias are now coming into the market in large quantities. A. Baileyana, which is the earliest to bloom here, can be had in large quantities. Cattleyas are to be seen everywhere, but notwithstanding the large cut, prices are about normal. Phalænopsis amabilis and Schilleriana are to be had in limited quantities. They move quickly at high prices. Very few other orchids are in the market. Gardenias are very good the past week and rather high in price. Violets are now very plentiful and can be had in almost any supply. The street peddlers use many thousand bunches daily. The shipping demand is steady. Sweet peas show little improvement over last week. Freesias are none too plentiful and are bringing fine figures. Roman hyacinths are not seen much of late. Dutch hyacinths are coming along in large quantities. They are much in demand. Ferns of all kinds continue to be very scarce, also asparagus. Very little smilax is used here. Pot plants are in unusual supply, with the demand chiefly for Bostons and cyclamens.

NOTES.

The trade was shocked during the week to hear of the death of Mrs. Alfred Serveau, wife of Alfred Serveau, manager of the E. Serveau establishment on Fillmore street. Mrs. Serveau was a woman of charming personality and refinement, and her sudden demise will be sadly felt by her host of friends. She was a native of the city, aged 27 years. Besides her husband, she leaves a little daughter to mourn her. Her funeral was largely attended by the trade, and the great wealth of floral offerings, showed in a small way how deeply her loss is felt. Mr. Serveau has the sympathy of everyone in the trade in his loss.

Capt. W. G. McCann, who for many years was horticultural commissioner of Placer county, died at Auburn, January 25. Capt. McCann was favorably known by all the nurserymen throughout the state. He was 80 years old and leaves a widow and five children. He won his title of captain in several years of service in the British army in India and Gibraltar.

Owing to a greatly increased business, the Art Floral Co., of which P. Vincent Matraia is the efficient manager, has been compelled to take over a large portion of the building now occupied by them on the Geary street side. When completed this firm will occupy more ground floor than any floral establishment in the west.

The Francis Floral Co. is making an unusually fine display of baskets in the pastel shades. These are all the work of Mr. Schlauthauer, manager of the company. He has been developing this work for a number of years, but has never been able to turn out enough to supply the demand for them.

The annual banquet of the Pacific Coast Horticultural Society, to be held some time next month, promises to be the most elaborate affair of its kind ever held by the society. P. Vincent Matraia, of the Art Floral Co., is the manager of the affair and he promises many innovations this year.

The MacRorie-McLaren Co. is showing a splendid lot of dwarf arbor vitae in pots this week at their Powell street store. They are all perfect specimens and make a very attractive showing. This firm is also making a strong display of orchids in baskets.

Frank Pelicano, of Pelicano, Rossi & Co., says his firm has been very busy with funeral work all week. His beautiful store on Kearney street has always something of interest to the flower lover. His display of Russell roses and American Beauties was excellent.

Louis Hansen, employed at the nursery of Schwerin Bros., is recovering from a beating he received when he was attacked by two highwaymen near the nursery. He was robbed of his watch and money also.

W. B. Brown, of Brown & Kennedy, has received his discharge from the army and is a welcome assistant at the 16th street store. The firm reports plenty of funeral work.

Emelio Dentoni, of the E. W. McLellan Co., has obtained a furlough of three months from the army, and is proving of much assistance to his firm in these times.

G. Scatena, who has been chief packer for the E. W. McLellan Co., on Bush street, has resigned to accept a similar position with the Art Floral Co.

JAS. T. LYNCH.

OBITUARY.

John P. Shaffer.

After an illness of 16 months, John P. Shaffer, age 70 years, of Washington, D. C., father of George C. and Arthur Shaffer, well-known florists of that city, died at his late home recently. The deceased had been afflicted with hardening of the arteries and his death had been expected for some time. The funeral services were attended by a large delegation from the Florists' Club of Washington and others in the trade and many handsome floral tributes were sent. The remains were laid to rest in the Congressional cemetery.

B. F. L.

Walter Meldrum.

Many friends in the trade will regret to hear of the death of Walter Meldrum, a well-known florist of Sacramento, Calif., who passed away December 27. As secretary of the Sacramento Florists' Society, which position he had ably filled from the time of the formation of the organization until his death, he made many close friends, as well as many others outside of floral circles, whose high esteem he enjoyed.

Milton Alexander.

Milton Alexander, of Lion & Co., New York, died there January 30 from pneumonia contracted while making a western trip. He had a host of friends in the trade all over the country and was one of the most gentlemanly fellows that ever carried the grip. He leaves a wife and child.

Mike Chronis.

Mike Chronis, who has been engaged in the retail florist business at Pittsburgh, Pa., died January 28 and was buried there the following Friday. He was about 60 years of age and had quite a host of friends in the trade in that city and elsewhere.

ST. JOSEPH, MO.—Frank X. Stuppy and Mrs. Stuppy are at Miami, Fla., for their winter vacation.

HOUSTON, TEX.—R. C. Kerr is on a tour of southern and eastern states and will address a number of florists' organizations on the subject of national credits.

MUNCIE, IND.—Eric Buchholz and Frank Wilson have bought the business of the Williams & Clark Floral Co., with 22,000 feet of glass and three new houses will be added this spring.

BRIDGEPORT, W. VA.—The boiler house and pump station at the range of the Hayman Greenhouse Co., were almost completely destroyed by a gas explosion, January 21. The loss is estimated at $2,000.

ELKHART, IND.—Sergeant Otis L. Bullock, son of Mrs. E. M. Bullock, well-known florist of this city, writes that his division now at Camp McClellan, Ala., is being mustered out and he expected to be home soon.

FENVILLE, MICH.—The annual midwinter meeting of the Michigan State Horticultural Society will be held here February 11-12. An excellent programme has been prepared, particularly of interest to fruit growers of the state.

SIOUX FALLS, S. D.—The South Dakota Horticultural Society, in annual session, January 24, elected the following officers for the ensuing year: D. B. Gurney, Yankton, president; John Robertson, Hot Springs, vice-president; Prof. N. E. Hansen, Brookings, secretary-treasurer.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Carnation Society (illus.).....141
—The exhibition 141
—Wednesday's business session.....141
—Thursday's proceedings 142
—The awards 143
—Officers elected 143
—The retailers' exhibits.....143
—The banquet 144
—Report of committee on final resolutions...144
—Additional visitors 145
Calendulas 145
The retail trade.....145
—Next week in the flower shop.....145
—Would it pay to move?.....146
Conifer culture 146
District of Columbia plant regulations.....147
Hunkel Co.'s new building (illus.).....147
National Association of Gardeners.....148
Express service betterment campaign.....148
Cincinnati 148
Cleveland 148
N. Y. and N. J. Ass'n of Plant Growers.....148
Boston 149
San Francisco 149
Obituary 149
—John P. Shaffer.....149
—Mike Cronis 149
—Milton Alexander 149
Spring blooms in Nebraska.....150
Plant regulations menace increases.....150
Dracaena canes denied import.....150
Cold weather in Mexico.....150
Toledo 152
St. Louis 152
Chicago 154
Detroit 158
Tennessee State Florists' Association.....158
Columbus, O. 159
Providence, R. I.....159
Washington, D. C.....160
Philadelphia 162
New York 164
The seed trade.....174
—Seed appropriation bill.....174
—New York seed bill objectionable.....174
—Nicholoson increases facilities.....174
—Government seed contracts.....174
Market gardeners 180
—Lettuce troubles 180
Fort Wayne, Ind.....180
The nursery trade.....182
—Illinois State Nurserymen's Association.....182
—Tennessee Forestry Association.....182
—Tennessee State Nurserymen's Association..182
—Barberry quarantine proposed.....182

AN order removing all restrictions on anthracite coal is expected soon.

MILD weather like that of January, 1919, over such a wide area, has not been experienced since 1880.

WITH 2,000,000 wonderful girls waiting for 2,000,000 heroes, do you think there will be any weddings in June?

CHRYSANTHEMUMS were plentiful in Paris this year but were sold at prohibitive prices, 40 cents to $2 per bloom being the American equivalent.

Spring Blooms in Nebraska in January.

In Nebraska, where winters are severe and blizzards were made famous, H. W. Bullington, a pioneer of Fremont, has peonies and jonquils blooming in his yard. He has devoted considerable time during many years to producing early blooming flowers, but the warm weather during January this year has enabled him to hang up a new record.

A. E. L.

Plant Regulations Menace Increases.

The proposed regulations appended to the appropriation bill of the department of agriculture, governing the handling and shipping of plants, nursery stock, etc., in the District of Columbia, details of which will be found on another page, delegates to the secretary of agriculture sweeping authority to take whatever action he may see fit to prescribe in the matter of plants or plant products, if "declared to be nuisances" and may be but the forerunner of what may later affect the entire country. Now that the war is over, the federal horticultural board and the department of agriculture will "make the world safe for plants"—if their stock of regulations holds out.

Raffia Free From Control.

The following communication dated December 31, 1918, reprinted from the British Horticultural Advertiser, was received from the food production department by Charles H. Curtis, secretary of the British Florists' Federation, London:

"In further reference to your letter of November 14 regarding the release of raffia, I have to inform you that the raffia (control) notice, January, 1917, and the raffia (prices) order, July, 1917, have been cancelled. The position, however, has not changed greatly for the better, although in the near future it may be expected that the usual wholesale houses will be importing from Madagascar. Now that the order in question has been rescinded, there should be no difficulty in securing by next May, or perhaps earlier, an adequate supply of raffia, and I hope that it may not be impossible to obtain the release of the small military supply. This matter is receiving attention.

FREDERICK KEEBLE,
Controller of Horticulture.

Agricultural Bill Appropriations.

The appropriation bill for the department of agriculture for the fiscal year beginning July 1, next, has been reported to the house of representatives by the committee on agriculture. The measure contains the usual provisions for appropriations for carrying out the work which has been prosecuted by the department during the past few years. Large sums are provided for the various activities of the bureau of plant industry. The sum of $139,780 is provided for the purchase, propagation, testing and distribution of new and rare seeds, and $82,700 for investigations in foreign seed and plant introduction; $62,020 for investigations of plant diseases, and $82,315 for the investigation of diseases of ornamental trees and shrubs for the purpose of developing new methods of control. An appropriation of $378,980 will be required for the purchase of seeds for the annual congressional distribution, and $36,680 for studying and testing commercial seeds purchased in the open market from time to time. These investigations are made for the purpose of protecting the public from adulterated or misbranded seeds, reports being published when such seeds are discovered, giving the names of persons offering them for sale. The bureau of markets is to continue its investigation and development of methods of manufacturing insecticides and fungicides, the sum of $25,000 being set aside for that purpose and for the investigation of various chemical problems connected therewith. The work of enforcing the act preventing the manufacture, sale or transportation of adulterated or misbranded Paris green, lead arsenate and other insecticides and fungicides will be continued by the bureau of markets, and $94,790 will be appropriated for that purpose. The regulation of the importation by the federal horticultural board of nursery stock and other plants and plant products will be continued, $47,700 being provided for that purpose.

B. F. L.

Dracaena Canes Denied Import.

In a communication from the federal horticultural board to McHutchison & Co., the well known importers of horticultural goods, New York, under date of January 8, 1919, it is stated that dracaena canes will not be permitted to be imported into the United States on and after June 1, 1919, on which date the sweeping embargo of the board goes into effect.

In a communication to the board dated December 12, McHutchison & Co. in asking whether dracaena canes would be included in the embargo, explained among other things that the imported stock represented varieties that cannot be propagated or produced from seeds or cuttings, or in any other way than by canes; that when imported the canes have no roots or tops, being simply living sticks; that since none of the varieties produced from these canes, can be grown outside of greenhouses in this country, there is no likelihood of injurious insect pests or diseases being introduced through them, and that no good purpose is served by excluding them; that the living plants from which the canes are cut are from four to 15 years old, and that the cutting off of such importations will kill this growing industry and absolutely stop home production.

The reply from the federal horticultural board follows:

"January 8, 1919.

"McHutchison & Co.,
95 Chambers street,
New York.

"We have your letter of the 12th ultimo inquiring whether dracaena canes may be permitted entry after June 1 next, as scions or as exempted nursery stock. In reply thereto I regret to advise you that on and after June 1, next, the importation of dracaena canes will be prohibited.

"I note your understanding that one reason for the prohibition of plant importations is to encourage home production. In this connection it should be said that Quarantine No. 37, with regulations, was formulated by the board for the sole purpose of protecting the agricultural and horticultural interests of this country from dangerous plant diseases and insect pests.

LESTER E. PALMER,
In charge of Entry of Plants and Plant Products Under Restriction."

Cold Weather in Mexico.

During the second week in January, Mexico City experienced one of the coldest periods in many years, the thermometer in many sections going to eight degrees below the freezing point. In some locations, however, the most delicate flowers and plants were not injured.

B. F. L.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class designer and salesman; has honorable discharge from United States Army. Can furnish best of references. Desires a permanent position at good salary. Address

Frank, care American Florist,
57 W. 27th Street, New York.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.

S. Foulsham,
Ridgefield, Conn.

Situation Wanted—By gardener florist; middle age; married; child; 20 years experience; references; last place foreman 50,000 ft. glass; capable growing and handling in an up-to-date manner. Go any place for good proposition; strictly sober; industrious; can handle men; state wages and full particulars; private, commercial or public. Address

L. Le Clere,
Cuyahoga Falls, Ohio, Stowe Corners,
Stowe Tabern Greenhouses.

Help Wanted—Experienced saleslady. Good salary to the right party.

Lakeside Flower Shop,
4700 Sheridan Road, Chicago
Phone Edgewater 2670.

For Sale—Cheap; greenhouse, 22x24 ft., to be removed; glass 16x18 in.; also small ice box and 10 ft. wall case.

Mat. Kostko,
5437 W. 25th St., Cicero, Ill.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. $550 per acre.

E. Franklin,
69 W. Washington St., Chicago.

For Sale—Two very large greenhouses for raising cucumbers, radishes and lettuce. Will be sold at about one-half their value owing to ill health and advanced age. Money makers; 24 miles from New York City. Send for description.

W. K. Mackey, Plainfield, N. J.

For Sale—Modern greenhouse plant of 50,000 sq. ft. glass; seven acres adjoining land; railroad switch; office building; barn; residence; potting shed and boiler house. Good shipping facilities. Write or phone.

George Seubold, Florist,
Huntingburg, Ind.

Situation Wanted

By a young man, 25 years old, eight years' experience in the wholesale and retail trade of New York city; capable of caring for a retail store; understands buying in the wholesale market; would like to connect with a wholesale house; all-around references. Address

A. F. F., care American Florist,
57 West 27th St., New York City.

Situation Wanted

Working foreman or grower by man with ability; all round grower, thoroughly understands the growing of roses, cut flowers and pot plants in general. Life experience. Single man. State wages and particulars in first letter. Address

Key 358, care American Florist.

WANTED

Flower Seed Man

for middle west. Give full particulars as to experience, salary wanted, etc. Steady position. Applications will be treated confidentially. Address

Key 357, care American Florist.

WANTED.

Experienced man with capital to join me in enlarging my well known and long established business in the loop. The war being over, I will now move to spacious quarters again. This is a splendid opportunity to become associated with a well known and popular florist of Chicago. Address

Key 359, care American Florist.

Will Buy or Rent

Range of greenhouses near Chicago, consisting of 75,000 to 200,000 square feet of glass. State full particulars in first letter.

Key 353, care American Florist.

WANTED

Prices with samples of HOP VINE ROOTS (Humulus Lupulus).

Vaughan's Seed Store
(Nursery Dept.) **CHICAGO**

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

MAGNOLIA LEAVES

Gnatt's Queen Quality Magnolia Leaves.

Non-Mouldy Flexible Uniform Size.

Our Midwinter Special Illustrated Circular.

Just off the press, shows many new and novel items of interest to every florist.
Mail the attached coupon and get your copy.

THE OVE GNATT CO., La Porte, Ind.
Kindly mail me your illustrated circular **MIDWINTER SPECIALS.**

Name.....
Town.....
State.....

Our Magnolia Leaves are treated by a special process which makes them non-mouldy and flexible. The natural leaves are specially sorted for us by experienced pickers in the South which assures a uniform size. If you want better magnolia wreaths use **"Gnatt's Queen Quality Brand"** leaves. **Colors: Brown, Green and Purple.** Cartons contain approximately 750 to 800 leaves. **Price, $1.75 per Carton; in 100-pound Cases, $22 00 per Case.**

5% cash discount allowed on orders accompanied by Check or Money Order.

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies.

Toledo.

STOCK MORE PLENTIFUL.

Flower shops here are presenting the greatest variety and selection of both flowers and plants that florists have been able to offer for many months, and it is a real delight to the eye to enter a shop and see the riot of beauty and colors there displayed. The artificial stock, so prominently exhibited recently, has been removed, as is right, and natural flowers have once more come into their own. While roses continue scarce to a degree, carnations have been quite plentiful ever since the holidays, and they are being used extensively for funeral work and general purposes. Good stock can be had for $4 per hundred. Sweet peas, the first to be offered on this market for a long time, are coming in good quantity, and the stock is excellent. These, too, are in brisk demand and move rapidly. Violets are plentiful enough to supply the demand. Snapdragons are to be seen in splendid quality and there is a good supply of narcissi, rubrum lilies, orchids, and plenty of greenery. January was a clear, warm and sunshiny month, which not only saved coal bills, but helped relieve the flower shortage. Bulbous stock is coming out much earlier than expected and is enjoying a fair sale. Business during January was fine, and from reports, substantially ahead of the same period last year. Florists here are optimistic concerning St. Valentine's day and are making preparations for a big trade.

NOTES.

John Lambert, decorator at Mrs. J. B. Freeman's, seized the occasion of the annual auto show held last week in the Terminal building to link up his window with the event. The front part represented a landscape, with a sand road leading through it and to the exposition building reproduced in miniature in the rear. On the road a small auto threaded its way. Flowers, plants and basket effects enhanced the background. It was an arrangement that attracted a lot of attention from passersby.

The sunshine and warm weather has brought out a fine lot of snapdragons, jonquils and tulips in Schramm Brothers' greenhouses, which they are using to good advantage to supply an unusual demand for funeral work, which shows no signs of abating.

Mrs. E. Suder, pioneer florist of this city, is still in good health and enjoys nothing more than showing visitors through her handsome conservatory on Cherry street, which is one of the finest in the state. She says her business last year broke all records.

Will Krueger is in his element now that he is specializing on the growing end of the business. Since Krueger Bros. dissolved partnership, he has given his entire attention to his rose houses, and is sending in some fine stock.

A. G. Imoberstag reports a heavy demand for funeral work, and has had quite a few good sized wedding orders to fill. His Western avenue greenhouses are producing a fine stock of bulbous plants.

A. C. K.

St. Louis.

BUSINESS VERY GOOD.

Business during the past week was satisfactory from all reports of the retailers. The wholesale market showed quite a bit of activity also. Everything moved well with the exception of some of the bulbous stock. Carnations and roses clean up very quickly. Sweet peas and violets are quite plentiful, but sell well. On the shorter grades, the prices are down a trifle, in large lots. Callas, while in good supply, have a steady demand. Harrisii are scarce, as is also lily of the valley. The plant growers report a good trade, with the Boston and kindred varieties of ferns shortening up in supply. In greens, the market is well supplied.

NOTES.

The retail florists' association will hold its first bi-monthly meeting at the Knights of Columbus hall, February 10. A resolution was adopted at the last meeting to hold bi-monthly meetings instead of monthly. Nomination of officers will also take place at the next meeting.

H. G. Berning and A. L. Hummert are back from the meeting of the American Carnation Society, and the meeting of the S. A. F. board of directors. This was the inaugural meeting of our good friend, J. F. Ammann, of Edwardsville, as president of the S. A. F.

Otto Deutschman, of Des Peres, Mo., has been relieved from army service and is back on the job, cutting their big crop of sweet peas. He says army life is great, but it is also nice to be home cutting sweet peas again.

Phil Goebel, Jr., of Des Peres, says in a few weeks he will be cutting a big crop of callas, and we will not miss Easter lilies at all.

Carl Beyer has a fine lot of Primula malacoides well flowered. This is a good seller with the retailer.

The next florists' club meeting will be held February 13.

J. J. W.

NEW HAVEN, CONN.—Charles Conte & Co. have added one house to their establishment which will be devoted to carnations exclusively.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

BIG SUPPLY OF

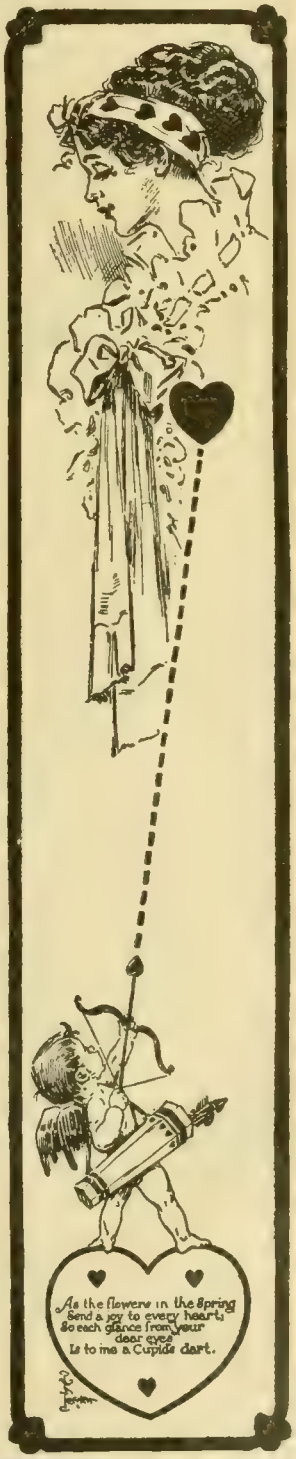
CATTLEYAS

Place Your Order Now
for St. Valentine's Day.

$35 to $60 per 100;
$6 to $7.50 per doz.

Valentine Accessories

ORDER NOW



Special Folding White Enamel Box

24 x 5 x 3½, per 100, $20.00.

Hughes' New Made Up White Enamel Box

Each in separate carton, each, 50c. Cover design as per illustration.

Arnold's Soldier and Sailor Design Valentine Box

Printed in Red and Black.

10 x 6 x 5½	per 100, $6.75	24 x 5 x 3½	per 100, $8.00
12 x 8 x 5½	per 100, 8.00	30 x 5 x 3½	per 100, 9.00
24 x 8 x 4	per 100, $10.00		

OPHELIA

We are cutting a large supply of choice Ophelia Roses, and recommend this variety for present use.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.50 to $4.00 per dozen, according to length of stems, our extra long being 30 inches and up. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

Current Price List.

RUSSELL

$1.50 to $4.00 per dozen, according to length of stems

HOOSIER and OPHELIA

Long	$16.00 to $20.00 per 100
Medium	12.00 to 15.00 per 100
Good short	8.00 to 10.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 per 100, depending on quality.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK CONTINUES TO CLEAN UP EARLY.

Stock of all kinds is in short supply and cleans up at an early hour each day at high quotations. Roses are exceedingly scarce and command exceptionally high prices with very little stock available. Carnations are in fair supply but clean up quickly at good prices every day. Sweet peas are arriving in larger quantities and are in such good demand that there is never a surplus when the stores close at night. Lilies are selling fast at $20 per 100 in the better grades. A few callas are arriving and find ready buyers. Lily of the valley is scarce. Orchids are quite plentiful but are in good demand and are seen featured prominently in the window displays of nearly all the leading stores. Gardenias are holding their own at the advertised quotations. Freesia are in good supply and in strong demand at very satisfactory prices. Violets are in good supply but are moving nicely right along and clean up fairly well. Tulips are bringing as high as $6 to $8 per 100 in the fancy grades and no trouble is experienced in moving what few are arriving. Jonquils are in heavy demand and the same holds true for snapdragon, white and yellow daisies, iris, stevia, calendulas, white and yellow narcissi, forget-me-nots pussy willows and other miscellaneous seasonable stock not already mentioned. Taking everything into consideration stock in all lines is scarce and commands high prices. Business has been very good the past week with both a heavy local and out-of-town demand. The buying for St. Valentine's day should be extra heavy this year and no trouble is expected in disposing of what little stock there will be to offer. Everyone will do well to place their orders as early as possible, so as to avoid disappointment, for everything points to a great shortage, especially as far as roses are concerned

NOTES.

H. V. Hunkel, of the Holton & Hunkel Co., Milwaukee, Wis., stopped off here to visit his old friend, Adam Zender, this week on his way home from the annual meeting and exhibition of the American Carnation Society at Cleveland, O. He reports business very good in the Cream City, and remarked that his firm's sales the past year were most satisfactory considering the conditions that the growers in general had to contend with.

The civil service board of the West Chicago park board will hold an examination for the position of gardener, Class G, Rank II, Division Z, at 9 a. m. February 14 in the general offices in Union park. The position is open to men 21 years of age or over, regardless of residence. The pay is 37½ to 50 cents per hour. Applications must be filed in the offices of the board, Union park, before 5 p. m. February 13, 1919.

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies,

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

Valentine Cards

100	$0.60	200	$1.00
500	2.00	1000	3.50

The John Henry Co., LANSING MICH.

Fred Krauss, better known as "Mickey," formerly with the E. F. Winterson Co., arrived home from France this week. He is the picture of health, and his discharge papers show a splendid record for the time he served, both here and abroad. His friends are all glad to have him back again.

August Juergens, Jr., with the Chicago Flower Growers' Association, is on the sick list.

George Ball, of Glen Ellyn, is the proud owner of a new Moline-Knight touring car.

Fritz Bahr and family have returned from a delightful visit in California.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Stock is none too plentiful and prices are high. We will do the best we can for all of our customers under the existing conditions.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** Subject to Change Without Notice.

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	Per 100
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	3.00 to 6.00
" Extra fancy	$ 8.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch 75c	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $1.50	
Leucothoe Sprays	1.00

Mention the American Florist when writing

FOR

VALENTINE'S DAY

Sweet Peas
Violets
Spring Stock
Pussy
Willows

A. T. Pyfer & Company

Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

George Willens, of the Willens Construction Co., who was with the American forces in France, has been honorably discharged and is visiting old friends here. He was in the thick of the fighting, but came through all right and is ready to take up his old line of supplying greenhouses to the trade.

Louis Ancrola, who was formerly employed in the local wholesale market, arrived home from France this week, where he was with the American troops for nearly a year. He was severely gassed once, and also wounded by schrapnel, but is looking fine now and is glad to be back in dear old Chi.

C. L. Washburn, of Bassett & Washburn, and wife were treated to a surprise shower at their home at Hinsdale, February 1, by a large number of their neighbors. They will leave shortly for California on an extended visit.

Ed. Martin, of Kennicott Bros. Co., is still confined to his home with rheumatism.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST— Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

My Friend Bill Says: **Van's** *100% Service*

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

PERCY JONES

INC.

Ferns, Boxwood, Galax, Leucothoe, Adiantum, Asparagus and Florists' Supplies.

56 E. Randolph St., **CHICAGO**

Peter Pearson, the well-known grower, is having wonderful success with his bulbs produced at Jefferson Park, which he demonstrated at the last meeting of the florists' club. In speaking of tulips he says that the variety Proserpine produced by him, and now in bloom, is showing a true bright red color minus the blue tint so noticeable in some of the imported stock of this variety.

Andrew Chronis reports that the Alpha Floral Co.'s total sales for last month were by far the largest of any January on record. Saturday, February 1, was the best transient day the firm ever experienced and reminded one of the good old days when the retail florist business was in its prime.

Tom Fogarty, with O. J. Friedman, has been confined to his home for several weeks with a severe case of blood poisoning in the left hand contracted from a scratch while handling artificial flowers. Mrs. Fogarty and the two children have also been on the sick list for a couple of weeks.

Poehlmann Bros. Co. reports a strong demand for orchids, especially cattleyas, which are in large crop. August Poehlmann and Adolph Poehlmann are again on deck after attending the annual exhibition and convention of the American Carnation Society at Cleveland, O.

H. Van Gelder, manager of Percy Jones, Inc., is well pleased with the demand for cut flowers which cleans up the supply regularly. In speaking of the present conditions he asks the question, what shape the market would be in if the supply was normal.

Miss Olga Tonner, of O. A. & L. A. Tonner, has been unable to report for duty as she expected to this week, being still at home with inflammatory rheumatism. Miss L. A. Tonner is doing double duty at the store during her sister's absence.

George Valker, of Valker's Greenhouses, Minot, N. D., was here on a short visit February 3, leaving the same evening for Madison, Wis., to visit his brother, Clarence, who is seriously ill there.

George A. Kuhl, of Pekin, who has been at the Presbyterian hospital for several weeks, is doing so nicely that he expects to be out in about another week, which his many friends are pleased to hear.

M. E. Poletsos, proprietor of the store known as the Chicago Florist at 35 East Adams street, has just renewed his lease for five years. He will conduct the business under his name in the future.

Allie Zech, of Zech & Mann, brought home some blooms of the new carnation, Democracy, which was on exhibition at the Cleveland flower show last week, and remarks that it is a wonderful keeper.

Harry Gardiner, formerly with A. T. Pyfer & Co., who has been with the colors at Camp Gordon, Atlanta, Ga., has been honorably discharged, and is visiting his old friends here this week.

George Wienhoeber is on the job early with a very appropriate St. Valentine's day window display. A charming young lady wearing a corsage of flowers plays the leading role.

James Foley, of the Foley Greenhouse Manufacturing Co., who has been with the colors, is again on the job, having received an honorable discharge last week.

A. Henderson & Co. are overhauling their new quarters on North Wabash avenue, which will present a much improved appearance after the job is completed.

Mirk Jensen, son of Hans Jensen, a former florist at McHenry, who has been with the colors, was mustered out last week at Camp Custer, Battle Creek, Mich.

Visitors: Rolf Zetlitz, Lima, O.; J. J. Karins, representing Henry A. Dreer, Philadelphia, Pa.; J. J. Hess, Omaha, Neb.; Henry Kusik, Kansas City, Mo.; R. C. Kerr, Houston, Tex.; Blaine Wilcox and wife and Glenn Wilcox and wife, Council Bluffs, Ia.; M. McCarthy, representing M. Rice Co., Philadelphia, Pa.; John H. Dunlop and H. G. Dillemuth, Toronto, Ont.; Wm. Gammage, London, Ont.; Wm. Hennig, superintendent of Scholl Bros., Orion, Mich.

PROVIDENCE, R. I.—The Rhode Island Horticultural Society at its annual meeting January 15, elected officers for 1919 as follows: E. A. Burlingame, president; Prof. John E. Hill, vice-president; E. K. Thomas, secretary; I. F. Chase, treasurer.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

We have a good supply of stock considering the general market conditions.

Try us on Carnations

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, White and Yellow Narcissus, Violets, Daisies, Greens, Etc., Etc.

Milwaukee, Wis.

GOOD SUPPLY AND MODERATE DEMAND.

As to market conditions, there is nothing new to report for the past week; demand good and supply adequate, due to the bright weather. The cut of sweet peas and violets was hastened enough to bring the receipts equal to requirements. Roses are still on the short side, while some of the split and weak-stemmed carnations hung around longer than was desirable.

NOTES.

Notices have been sent out by Secretary Seel, of the Florists' Advertising Club, calling attention to the first annual meeting to be held at the Republican House, February 10, to start with a seven o'clock dinner. This club has just passed through its first year of activity, and without doubt has been the best means of co-operative work that has yet been planned and found successful by any other body that we have heard of. It is highly necessary that all members attend, as new officers are to be elected and other matters of importance will come up for discussion.

With hardly any frost in the ground and all the snow gone, we enter into the shortest month of the year with a grateful heart, for the weather for the month of January certainly could not have been more favorable if made to order. So far, so good, with the feeling of satisfaction that the long part of the winter season is a "has been."

The A. F. Kellner Co. had the decoration for the sixty-fifth annual masquerade ball of the Turn-Verein February 1. The effect was very tasty and delicate, and again proved the artistic workmanship of the firm.

The local automobile show, which came to an end January 31, having run one week, was a great success, except to the local trade. With the exception of wild smilax, only artificial material was used by their decorators.

Visitor: Mrs. Lavenhagen, Manitowoc, Wis.

E. O.

IT is gratifying to know of the many Retail Florists that appreciate a Wholesale House that has taken the lead to conform to the principles of "Wholesale Only."

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

Kennicott Bros. Co.

Wholesale Dealers in Cut Flowers and Plants Since 1881

CHICAGO

In Business Over 38 Years

Newport Horticultural Society.

At a regular meeting of the Newport Horticultural Society, held in Horticultural hall, January 28, it was voted to hold a show in Convention hall, Newport Beach, June 25-26. It was also decided to hold a fall exhibition, the dates not decided upon. An appropriation was made to encourage the entries of novelties in flowers and vegetables at each of the monthly meetings during the year. Carnation Laddie was shown by William MacKay and was awarded a gratuity. At the next meeting, February 11, Professor Thomas, of Kingston, R. I., will give an illustrated lecture on the Royal Botanical Gardens at Kew, Eng.

J. J. B.

UNION, S. C.—The Rose Hill Greenhouse Co. has moved into an attractive new store at 1519 Main street.

JOPLIN, MO.—William Gibson has purchased the interest of O. S. Musingo in the French Flower Shop on West Fourth street.

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Tulips, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS

Splits, $3 to $4; Choice Stock, $5, $6 to $8 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Detroit.

EXECUTIVE COMMITTEE MEETINGS.

The meetings here, January 31-February 1, of the executive officers of the Society of American Florists, and a similar meeting of the Florists' Telegraph Delivery, was a most interesting affairs to the local trade. The sessions of both societies were held at the Hotel Statler, and there were present the following, which included six of the ex-presidents of the national society: President J. F. Ammann, Wm. F. Gude, R. C. Kerr, Geo. Asmus, E. G. Hill, Chas. H. Totty, Philip Breitmeyer, Secretary John Young, Treasurer J. J. Hess, Vice-President E. A. Fetters, A. Zech, Jos. H. Hill, Benjamin Hammond, W. L. Rock, H. G. Dillemuth, W. J. Palmer, Chas H. Grakelow, Fred Lautenschlager, Chas. S. Strout, Major P. F. O'Keefe, Jos. Manda, August Hummert, A. Pierce, Chas. Graham, S. S. Pennock, Karl P. Baum, Philip Kessler, Chas. Critchell, Edmund A. Harvey, C. C. Pollworth, Irwin Bertermann, W. R. Nicholson, Geo. Arnold, George Hess, also many of the local florists. The work of the delegates commenced early Friday morning and continued all day, not being interrupted even for the luncheon, which was for convenience served in the meeting room. At 6:30 Friday evening, Philip Breitmeyer entertained the entire party with dinner at the Detroit Athletic Club, where the night session of the officers was held. At this meeting, Major O'Keefe awakened much enthusiasm by his powerful plea for publicity, and presented copies of colored illustrations with the advertisement text to be employed in the coming publicity campaign. The Arcadia hall, where the coming S. A. F. meeting and exhibition will be held, was visited by the committee, and its selection by Vice-President E. A. Fetters and his committee, heartily approved. The local florists were privileged to witness the admirable work of this able body of progressive men, who so energetically and enthusiastically plunged into the work before them and with rare devotion to the cause they represented, laid the plans for the August convention and devised methods of procedure that are designed for the continuous success of the society. President J. F. Ammann conducted the deliberations of the meetings with tact, diplomacy and most evident conscientious purpose to advance the interests of the society to the utmost, and his rulings prove him to be equal to his reputation as a parliamentarian. We look for most brilliant work at his hands as president of the S. A. F. Some of the directors present acted in the dual capacity of also the F. T. D., whose officers held some meetings simultaneously with the S. A. F. at Hotel Statler.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

NOTES.

Roses continue scarce and high priced, while carnations are becoming quite plentiful and barely avoiding a glut. Sweet peas are becoming more plentiful and find ready sale. The supply of violets is about equal to the demand and the cut of freesia is all used to advantage.

Robt. Rahaley and Thos. Browne left February 1, for Palm Beach, Fla., where they will be the guests of Harry Balsley, who is spending the winter there. Deep sea fishing and other diversions will occupy their time for about 10 days or two weeks.

Frank Dolsky, of the Michigan Cut Flower Exchange, who has been in military service in Seattle, is again on duty handling flowers.

Henry Rahaley and Norman Sullivan, who were on a lengthy visit in the east, are again back much enthused by their trip.

Chas and John Frueh, who attended the carnation meeting at Cleveland, spent a few days here on their way home.

J. M. Corey, the dealer in "Dependable Flowers," is the proud father of a girl. Mother and child doing well.

Harry Breitmeyer is expected back soon from Camp Custer.

J. F. S.

Tennessee State Florists' Association.

The fourteenth annual convention of the above association was held in the Hermitage hotel, Nashville, January 28. There was a fine attendance, excellent exhibits of flowers and a very interesting programme, the opinion being expressed on all sides that the gatherings were gaining in interest and importance, and that the meeting of 1919 was the best yet held by the organization.

The loggia of the hotel was used for the exhibits and the local florists brought in some of their finest blooms. It would seem hardly possible that there was a scarcity after seeing the roses, carnations and azaleas on display. One of the best collections was shown by the McIntyre Floral Co., who had a large vase of Russell roses

For Your Supply of
CUT FLOWERS
Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Shawyer
Ward Ophelia
Killarney Brilliant

MINIATURE ROSES
Cecile Brunner

LILIES
A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.
Callas
Mignonette

CARNATIONS
Valley Cattleyas
Calendulas
Single and Double Violets
White and Yellow Daisies
Forget-Me-Nots Pansies

SNAPDRAGONS
Paper White Narcissus
Yellow Narcissus
Freesia Jonquils

GREENS.
Plumosus Sprengeri
Galaz, bronze Galax, green
Ferns
Adiantium Smilax
Mexican Ivy
Boxwood Leucothoe

that were unsurpassed. These were as large as American Beauty with very long stems. The vases of Columbia and Ophelia were equally as handsome. This firm also had a number of pot azaleas in luxurious bloom and the cyclamen plants were fine.

The Joy Floral Co. had three immense vases of splendid roses, Russell, Columbia and Ophelia, and some fine specimen carnations in magnificent form, one of pure white very large and handsome, another of mixed colors, seedlings, produced by their own growers. They also staged many pot plants and a good assortment of birch boxes. Geny Bros. confined themselves to an exhibit of pot plants, cyclamens in all colors, and beautifully decorated birch boxes filled with cyclamens, ferns and primulas. Charles H. Tritchler staged a fine showing of ferns and foliage plants and the first blooming cinerarias of the season. The Victory fern, a sport of Verona, attracted much attention.

The supply dealers were also well represented, among those who had space being Lion & Co., Cohen & Hiller, B. G. Pratt Co., all of New York, the Jas. W. Harris Co., and the Skinner System of Irrigation.

THE BUSINESS SESSION.

The business session was held in the assembly room of the hotel with President Leon Geny occupying the chair. Secretary-Treasurer G. M. Bentley was also in attendance. The papers read were ably prepared and full of helpful suggestions. One subject that claimed particular interest was that of the ruling of the federal horticultural board and it was the opinion of all present that this drastic embargo would work a great hardship and curtail the activities of the trade. After an animated discussion a committee was appointed to confer with the legislative committee of the Society of American Florists and work out a plan to secure a modification if possible.

The Veteran grower, Edward Truitt, who built the first greenhouse in the state in 1845, complained of the inability of florists in the smaller towns to secure flowers when needed and suggested that a clearing house be established in Nashville for the purpose of directing this supply. Harold Joy, of the Joy Floral Co., and A. Day McAnnis approved of this idea, as did a number of others present. The meeting also endorsed the action of the state legislature regarding the adoption of a state flower to be selected by public school children.

R. C. Kerr, Houston, Tex., past president of the Society of American Florists, made a stirring talk on publicity and spoke of the great future ahead for the trade, and urged that the slogan, "Say it with Flowers," never be lost sight of. He also advocated the profit-sharing idea. The second Friday in April was suggested as "flower, bird and tree day"—arbor day—to take its place with Mothers' day, and November 11 was offered as "Hero day." Another idea introduced was that in connection with the thousands of flowers growing in the natural woods. Thomas Joy said he had had very good results in using the Michaelmas daisy and golden rod to help out last summer.

At the afternoon session, the following officers were elected for the ensuing year: H. G. Bramm, Bristol, president; A. J. McNutt, Knoxville, vice-president; G. M. Bentley, Knoxville, secretary-treasurer. Knoxville extended an invitation for the 1920 convention. M. C. D.

Columbus, O.

GOOD VALENTINE SUPPLY IN SIGHT.

Sweet peas are now the most plentiful feature of stock, the crop being just in its prime. The bright weather of the past two weeks has hastened maturity in other flowers, and there is no lack of anything, although roses are expected to become scarce before the new crop is ready for cutting, which will be near the first of March. There promises to be an adequate supply of flowers for St. Valentine's day, in the way of violets, sweet peas and carnations, especially. This trade is being boomed by early window displays of filled baskets. Funeral work has dropped off, but business as a whole is satisfactory for the time of year. Glass that had been idle for some time is being utilized for Easter stock. Labor conditions are getting well back to normal.

NOTES.

Members of the Columbus Horticultural Society recently in a body inspected the greenhouses and horticultural building at Ohio State University. A picnic was held in the greenhouses, at which the care of fruit trees for city yards was discussed.

The Munk Floral Company, which gives much attention to roses, will soon introduce Columbia and Premier. E. A. and E. R. Munk, accompanied by their foreman, W. G. Engel, recently made a trip to Richmond, Ind., the home of these roses.

After sticking close to business all during the war period, H. M. Munk, of the Munk Floral Company, will shortly leave for a vacation of a month or two, which will include Florida, Cuba and the Isle of Pines.

F. A. Ritchey, a local florist, who has recently returned from overseas, has been home on furlough, but is still attached to the service at an eastern camp. J.

Providence, R. I.

Trade during the past week has been good, with stock plentiful and of good quality. Rose prices remain practically unchanged, while carnations have taken a slight drop. Paper Whites are also lower and sell well. The quality is excellent. There has also been a little pot stock offered. Floral work continues good and this helps to use up the stock which arrives daily. H. A. T.

Our assortment of Cut Flowers will be complete
for St. Valentine's Day. Try us on Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Washington, D. C.

DROP IN DEMAND NOTICEABLE.

The reaction seems to have set in, for retail business has dropped off to a considerable extent, and this in face of the fact that last week saw twice as much stock in the market as during the preceding seven days. Many of the growers who seemed cut out earlier in the season, are now bringing in increased quantities of flowers. Those who sell locally and deliver their own stock to the stores, are offering many varieties again. The market cannot begin to handle the sweet peas that have been coming in, although the prospects of an improved condition are good, due to changing temperatures. These huge stocks must necessarily find outlet among the street sellers, and such sales, force the average down to a low level. The favorite is the shell pink. It is by far the best seller and without difficulty brings $2 per hundred. The others go for less, although there is hardly ever a call for blue, only when the retailer wants to fill out a color design or when there is a general shortage. White varieties hang fire, and no one wants the straw-colored sorts at all. The market is short on roses, and there is not enough to go around. These are the only flowers, aside from Easter lilies, on which the wholesalers are compelled to turn down orders. Prices remain high, Hadley bringing up to $40 per hundred. The lowest prices for very short-stemmed stock are $8 and $10 per hundred. The average run of Killarney Brilliant and Ophelia, the leading roses in this market additional to Hadley, sell at from $15 to $25 per hundred. There are other scarcities, of course, but none that affect the market. Orders for gardenias, for instance, go unfilled, and for many months, lily of the valley has been almost off the market, but with prices so high as to discourage the prospective buyer. Last week asparagus was very scarce. Through the foresight of some of the growers realizing the effect of the lack of shipping space on the supply of Easter lilies, there are plenty of callas to be had. They have been moving well at $2.50 and $3 per dozen, this price being much in advance of quotations at this time last year. The spring flowers are beginning to make their appearance, and one now sees in the stores, daffodils, tulips, Roman hyacinths, narcissi, plenty of pussy willow, extra fine lilacs, good pansies, etc., and among other offerings well worth mentioning, are freesia and mignonette, of which extra fine stock is to be had. American Beauty roses are bringing from $6 to $12 per dozen, according to grade.

NOTE.

Henry Gottenkenny, for many years with Gude Bros. Company, but who left the business some months ago, is back in the game again with Harry Payne. "Bill" Sawyer, also an "old timer," having been with Fred H. Kramer before leaving for the south, is with the Louise Flower Shop. Zack Carrick, who was with the Louise Flower Shop, and Frank Weaver, who put in several years with the Leo Niessen Company, are about to go into business in the Centre market.

B. F. L.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per case.

Natural Log Moss, per bag (100 square feet), $1.75

Perpetuated Sheet Moss, per bag (100 square feet), $3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

			Dozen
Roses,	Beauty	$ 2.00@$	7.50
"	Mrs. Chas. Russell	1.50@	5.00
			100
"	Hoosier Beauty	8.00@	30.00
"	Killarney Brilliant	6.00@	20.00
"	Killarney	6.00@	15.00
"	White Killarney	6.00@	20.00
"	Richmond	8.00@	25.00
"	Prince de Bulgarie	8.00@	25.00
"	My Maryland	8.00@	25.00
"	Mrs. Geo. Shawyer	8.00@	25.00
"	Milady	8.00@	30.00
"	Sunburst	8.00@	25.00
"	Mrs. Aaron Ward	8.00@	15.00
"	Hadley	8.00@	25.00
"	Ophelia	8.00@	20.00
"	Double W. Killarney	8.00@	25.00
"	Mrs. Moorfield Storey	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	25.00
"	Francis Scott Key	8.00@	25.00
"	Bayard Thayer	8.00@	35.00
"	Cecile Brunner		4.00
"	George Elgar		4.00
"	Baby Doll		4.00
"	Nesbit		4.00
"	Our selection		8.00
Violets, per 100			1.00
Carnations		4.00@	8.00
Cattleyas, per doz		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Stevia		2.00@	4.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		5.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz		1.50@	2.00
Mignonette			8.00
Freesia		4.00@	6.00
Ferns	per 1,000 $5.00		
Galax	" $1.50@ 2.00		
Leucothoe		1.00@	1.25
Mexican Ivy	per 1000 5.00@ 6.00		
Plumosus Strings	each, 60@ 75		
Smilax	per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case.			9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Southern Wild Smilax

50 lb. case, $2.25.

Magnolia Leaves

For preparing purposes, 3 to 5 inches long, 70 lb. case, $3.00. Satisfaction guaranteed.

J. A. CURRY & CO., Drewry, Ala.

Wire us Flomaton, Ala., via Telephone Drewry.

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Rooted Carnation Cuttings

Ready for delivery. **C. W. Ward, Matchless, Alice** and **Beacon, $35.00 per 1000.**

We can also furnish all other commercial varieties. Send for complete list.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

INCREASED SUPPLY MODERATES PRICES.

"There is a change coming in the market, sure as you're born," said a close observer, and one whose business it is to keep in constant touch with the situation. Stock is becoming more plentiful and prices are softening all along the line. There is nothing radical, just a gradually increasing supply, a let up now and then, in the demand, and a consequent shading of prices. There are more roses, yet the market takes them all at good figures. Richmond is now coming with several growers who had it a little too early for Christmas. Russell is as popular as ever, all medium sized stock finding a quick market. The increase is perhaps more noticeable in carnations, which are now at their best. Very good stock is seen; $8 is high, and large buyers are talking $40 per thousand, but the market hardly warrants such figures as yet. Freesia has been exceptionally fine the past week; there has never been anything better seen in this market. Sweet peas are also increasing, both in quality and quantity, and are in good demand. Easter lilies, pink Japanese and callas move with the market, and clean up well every day. Snapdragon is popular; some special stock, 36-inch stems, is offered in limited quantities. Daffodils are coming from several new growers, and there is quite a supply of Paper Whites, also Roman hyacinths. The beautiful Iris tingitana has arrived. Cattleyas are plentiful and prices hold fairly good. They have become an unusual flower. The market takes them by the hundred now, where dozen lots used to be sufficient. Violets are more then equal to the demand.

February 3.—There were good shipments of all varieties of cut flowers this morning, sweet peas and carnations being particularly noticeable. Roses are not any too plentiful. The demand was not very active, but prices held about the same as last week. Some special carnations brought as high as 10 cents.

CLUB MEETING.

February 2 was "Retailers' night" at the meeting of the florists' club which was held at the Adelphia hotel. It proved a great success, the attendance being close to 200, including members in this city and visitors. Max Schling, the well-known New York retailer, the speaker of the evening, was at his best, delightful in his expression and demonstration of the art of arrangement of cut flowers. His many examples, as finished, were received with applause. His last effort, a loosely arranged large bouquet of garden cluster put together without string, capped the climax. His description of the Florist Telegraph Delivery and the possibilities of the sale of flowers through its system opened the eyes of many who had never given much thought to the association. Mr. Schling said that he felt fully repaid for his visit, inasmuch as 10 persons asked for membership in the F. T. D. before the meeting came to a close. Charles H. Grakelow made a splendid speech backing up the remarks of Mr. Schling, and spoke of the great progress of the F. T. D. and the methods of publicity in the western cities as seen by him during his recent trip, as did President Harvey, who declared it one of the most delightful meetings ever held by the club, there being quite a number of

Air Plants

Per dozen bunches $1.00
Per 100 bunches 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls $5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Feb. 5.	Per 100
Roses, Beauty, Special	60.00@ 75.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" 1st	12.00@ 20.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 10.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Shawyer	6.00@ 15.00
Lillies	15.00@20.00
Cattleyas	60.00@ 75.00
Carnations	3.00@ 6.00
Chrysanthemums	20.00@ 30.00
Sweet Peas	1.50@ 3.00
Asparagus Sprengeri .35@ .50	
Violets	1.00@ 1.50
Mignonette	6.00@ 8.00
Ferns	per 1,000 3.00
Calendulas	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00

BOSTON, Feb. 5.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Feb. 5.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Shawyer	4.00@15.00
" Columbia	6.00@15.00
Lilium Giganteum	12.50@15.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Narcissus	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

ladies present. Vases of choice sweet peas, grown by W. H. Thompson, Kennett Square, were exhibited by Edward Reed and a large vase of exceptionally fine freesias was staged by the S. S. Pennock Co.

NOTES.

George Craig, in speaking of the unusual demand for funeral flowers and the continuing high prices of the season, says: "We felt the first impetus September 30. It came almost like a cyclone, the demand was so unusual. We had our ordinary supply of flowers, but they were soon used up, and we found on trying to replenish, that the wholesale houses were entirely sold out. The next day prices jumped, and in a week seemed almost prohibitive. We have had many go out of the store, scared at the high prices. Still our business in dollars and cents foots put greater than last year. The growers should certainly be satisfied with the prices they are getting this season."

Frank Ross is an expert in color combinations. He particularly favors a mixture of greens and yellows. The golden tones of Uncle Sam's certificates, he likes to see well supported with his more modest but by no means despised greens. He is getting quite a collection of these famous flowers of trade.

Choice Ophelia and Double White Killarney are the high lights of the Edward Reid stock. These, and his good advice to the retailers that the way to do business was to carry a good and sufficient supply, were the interesting items of this busy shop.

S. S. Pennock, Mr. and Mrs. Alfred M. Campbell, Charles Grakelow, S. S. Skidelsky and Martin Reukauf represented this city at the carnation convention. Mr. Grakelow also attended the directors' meeting of the F. T. D. at Detroit.

"I think the market is going off a little," is the comment of Manager Duetscher, of the Philadelphia Wholesale Flower Exchange. We have a good demand for all that comes in. High grade Matchless carnations were a feature.

Richmond and Hadley are features of the Jos. Heacock Co.'s stock. Columbia is also seen. Cattleyas are a quantity item.

Berger Bros. clean up well every day. Easter lilies, callas and carnations are headliners here.

K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 5.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ....
Carnations	8.00@ 10.00
Cattleyas.....each $0.60@$0.75	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	1.50@ 2.00
Sweet Peas	2.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	10.00
Freesias	8.00@ 12.00

ST. LOUIS, Feb. 5.	Per 100
Roses, Hadley	3.00@10.00
" Killarney	6.00@12.50
" White Killarney	5.00@12.50
" Hoosier Beauty	6.00@20.00
" Russell	10.00@40.00
" Sunburst	6.00@20.00
" Ward	5.00@10.00
" Mrs. Shawyer	5.00@12.50
" Ophelia	6.00@20.00
Ferns	4.50
Carnations	4.00@ 8.00

MILWAUKEE, Feb. 5.	Per 100
Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	15.00@50.00
" Ophelia	10.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	3.00@ 6.00
Cattleyas, per doz.	6.00
Calendulas	4.00@ 8.00
Sweet Peas	1.50@ 3.00
Paper Whites	5.00@ 6.00
Narcissus	6.00@ 8.00
Freesia	3.00@ 6.00
Callas, per doz.	2.50@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Feb. 5.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	10.00@30.00
" Sunburst	10.00@30.00
" Mrs. Aaron Ward	10.00@25.00
" Russell	10.00@50.00
" Columbia	10.00@50.00
Cattleyas	50.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 3.00
Freesias	8.00
Calendulas	4.00
Daffodils	8.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

New York.

AMERICAN BEAUTY SCARCITY NOTICEABLE.

A feature of the wholesale market during the past week—if a scarcity can be called a feature—was the short supply of American Beauty roses. It is doubtful if the arrivals in the whole market averaged 100 good blooms per day. That is easily accounted for by the heavy Christmas cut. Specials brought $1.25 each, wholesale rates, with opportunities for higher prices in cases of necessity. In tea roses, there was no appreciable increase in arrivals and prices continued firm. What seems to be an anomaly in the trade is that, while roses continue scarce and high, many orchids are practically going a begging at 15 and 20 cents each, wholesale. We do not mean that the best stock is going that cheap, but passably good cattleyas are. There has been a slight increase in the carnation supply, but the best stock is holding up to $5 to $8 per 100, but if clear weather continues, they will soon be cheaper. Violets move slowly, a few of the best bringing $1 per 100. In sweet peas, tulips, Paper White and yellow narcissi, freesias, cut hyacinths and various minor stock, there is a fair supply with prices somewhat easier. A continued and heavy demand for funeral stock keeps lilies and callas moving at good figures. Lily of the valley prices are easier, due probably to recent heavy arrivals of pips.

February 3.—The supply of nearly all stocks is on the increase, and with a light demand, indications point to lower prices, though no great reduction is to be expected. American Beauties are in very light supply, so are gardenias. There is a marked increase in the arrivals of sweet peas and narcissi and prices are lower. There is also some increase in the supply of carnations, but prices are firm on the best. Up to the present the receipts of stock have so nearly equaled the demand that any predictions would be uncertain. A week of mild weather, with good sunshine, might greatly change conditions, and on the other hand, a week of rain and fog might make a greater change in the opposite direction.

NOTES.

The various balls and entertainments that in former years were given under the broad mantle of charity, had to be omitted last year on account of the coal shortage and other war conditions. But now they will be resumed. The first, what the society reporters call "the time honored Charity Ball," will be held at the Waldorf-Astoria on the night of February 7. The ball committee is an imposing list of prominent society ladies, and there can be no doubt that many stunning costumes will be seen. Just where the florists will come in—or come out—in these charitable entertainments, we are unable to state, but it is unlikely that their net profits will be large. No reflections on the managers of the charity ball are here intended, but during the war many of our citizens learned that the scriptural definition of charity had in one respect been fulfilled in this city, i. e., it covered "a multitude of sins."

W. N. Rudd of Chicago was a visitor in the wholesale district February 1. On the previous evening he had met the incoming London steamer, and safely escorted to American soil, his daughter, Mrs. Margaret Rudd Speed, and his grand-daughter, Miss Patricia Speed, the latter having been born in London. Mrs. Speed, as Margaret Rudd, went abroad as a Red Cross nurse in the early days of the war, later marrying an officer of the medical force.

A new store in the wholesale district of this city, at 152 West 28th street, has hitherto attracted little attention, but seems to be doing business. It is managed by Al Dorn, and the prospector states that it has "Greeneries at Willowemoc, Sullivan Co., N. Y." It is called the "Cash Floral Company," which is a good name, if it can be lived up to.

The Marguerite Flower Co., Zarnow & Jacobs, has two stores in Brooklyn, one at 1392 Broadway, the other at 5124 Fifth avenue, in the Bay Ridge section. Calling recently at the latter store, which is conducted by M. Zarnow, we found business active.

William Young, who has been connected with the florist business in Brooklyn for a number of years, has bought the retail business formerly conducted by the late Theodore Kronbach at 4519 Fifth avenue, Brooklyn.

James McManus, 105 West 28th street, whose specialty is orchids, has a side line of large plants of Marguerite daisies from the range of Madson & Christensen, Wood Ridge, N. J.

J. Ebb Weir & Co., in addition to a good store, have a large glass area near Greenwood cemetery, Brooklyn, and are actively pushing the propagation of bedding plants.

Mrs. Henry Murphy, who has an attractive retail store at 5205 Fifth avenue, Brooklyn, has printed on her business cards: "Everybody Loves Flowers."

J. W. Hawkins has sold his retail store, at 1708 Church avenue, Brooklyn, and is now located at Jamesport, N. Y., engaged in other business.

J. Tryforos & Co., who have an attractive store at 482 Willis avenue, near 146th street, report activity in funeral work.

In addition to a good stock of cut flowers William Kessler, 113 West 28th street, is handling well flowered cyclamens.

Miss Mabel Conkling, bookkeeper for H. E. Froment, is quite ill of influenza.

Visitors: Robert Pyle, of Conard & Jones Co., West Grove, Pa.; Joseph H. Hill, Richmond, Ind.; A. E. Kunderd, Goshen, Ind.

A. F. F.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St.

Mention the American Florist when writing

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephone: 8864 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Feb. 5. Per 100

Roses, Beauty, special	75.00@125.00
" " extra and fancy	50.00@ 75.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	12.00@ 50.00
" Hoosier Beauty	8.00@ 25.00
" Francis Scott Key	12.00@ 60.00
" Columbia	10.00@ 35.00
" Prima Donna	10.00@ 30.00
" Alice Stanley	8.00@ 30.00
" Mrs. Geo. Shawyer	8.00@ 25.00
" Double White Killarney	12.00@ 30.00
" Killarney	8.00@ 25.00
" " Queen	8.00@ 25.00
" " Brilliant	8.00@ 25.00
" Aaron Ward	10.00@ 25.00
" Sunburst	10.00@ 25.00
" J. L. Mock	10.00@ 30.00
" Ophelia	10.00@ 30.00
" Mrs. Chas. Russell	12.00@ 50.00
Cattleya orchids, special	50.00@60.00
Rubrums	10.00@12.00
Lilies, Longiflorum and Formosum	15.00@20.00
Lily of the Valley	3.00@ 8.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Bouvardia	4.00@ 6.00
Carnations	6.00@10.00
Gardenias, per doz.	2.00@ 8.00
Violets	.50@ 1.00
Paper White Narcissus, per doz.	.50@ .60
Snapdragons, per doz.	2.00@ 3.00
Callas, per doz.	3.00@ 4.00
Sweet Peas	2.00@ 4.00
Mignonette, per doz.	1.00@ 1.25
Golden Spur narcissus, per doz.	1.25@ 1.50
Freesias	3.00@ 5.00
Tulips, per doz.	1.00@ 1.75
Iris, per doz.	5.00@ 6.00
Asparagus Plumosus, doz. bchs.	3.00@ 4.00
Smilax doz. strings	1.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

ST. VALENTINE'S DAY

will cause a big demand for Telegraph Delivery orders and a large percentage of them will be sent to Chicago people. All such orders entrusted to our care will receive the best possible attention—We exchange orders with our customers whenever possible. We lead in filling Telegraph Delivery orders in Chicago.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

Fancy and Dagger FERNS

Per 1000 ..... $1.75
Per case, 5,000 ..... 7.50

Long Green Leucothoe, per 1000	$4.00
Medium Green Leucothoe, per 1000	3.50
Short Green Leucothoe, per 1000	2.00
Long Bronze Leucothoe, per 1000	4.50
Medium Bronze Leucothoe, per 1000	3.50
Short Bronze Leucothoe, per 1000	2.50
Green and Bronze Galax, per 1000	1.25
" " " " per case, 10,000	9.00
Blue Berry Cedar, per pound	.10
Very Large Dark Green Laurel Leaves, per 1000	1.50

Terms: Cash with order.

Stone Mountain Evergreen Co.
Route 1, BUTLER, TENN.

FOR VALENTINE'S DAY

No. 1.
25 **Tumbler Baskets,** in all colors, complete with metal liners..... **$8.50**

No. 2.
12 **Cut Flower Baskets,** 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **$9.00**

No. 3.
15 **Plant Baskets,** medium size, assorted shapes, in all colors, complete with metal liners..... **$15.00**

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Mention the American Florist when writing

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada

Price: $3.00 Postpaid

American Florist Co.
440 S. Dearborn St., CHICAGO

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000,	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays	per 100,		4.50
Good Medium Bronze or Green Leucothoe Sprays	"		4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches	"		2.00
Hemlock Branches, 30 inches	"		5.00
Mountain Laurel Branches, 18 to 24 inches	"		4.00
Rhododendron Leaves, like Magnolia	"		1.00

Twenty-six years in the business should remove all doubt as to my ability to fill orders. So if you want the best and want it now, send me your orders. Send cash to insure best service.

J. N. PRITCHARD, - Elk Park, N. C.

Send Valentine Orders For

Chicago and Suburbs

TO

A. LANGE

Chicago's Service Florist

Finest Flowers

Unexcelled Facilities

Exclusive Assortment of Valentine Novelties

Telephone, Telegraph and Mail Orders Given Prompt Attention.

A. LANGE, *FLORIST*

25 E. Madison Street, CHICAGO

Long Distance Telephone, Central 3777 All Departments.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street
799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 420 775 } Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY
McKENNEY
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

For St. Louis
WIRE
Grimm & Gorly

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn, The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET
Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street
Mention the American Florist when writing

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.
Mention the American Florist when writing

Chicago Detroit
Central Floral Co.
132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

Worth While Quality SEEDS.

Florists' Flower Seeds

Now ready—send your orders today—many items are in short supply this season—you may not be able to get the varieties you want a little later.

	Tr. pkt.	Oz.
ASTER—		
Queen of Market, white, shell pink, rose, crimson, lavender, light blue, dark blue, purple.	$0.25	$1.75
Vick's Late Branching, white, shell pink, rose, carmine, crimson, lavender, light blue, dark blue, purple	.25	1.50
Crego, white, shell pink, lavender, purple	.25	....
American Beauty.	.50	1.75
ASPARAGUS—		
Plumosus Nanus, northern greenhouse grown, 250 seeds, $1.00; 1,000 seeds, $3.50.		
Sprengeri, 1,000 seeds, $1.00.		
ANTIRRHINUM—		
Silver Pink	1.25	....
Nelrose	.75	....
White	.75	....
Yellow	.75	....
ALYSSUM—		
Little Gem	.20	1.00
AGERATUM—		
Little Blue Star..	.35	....
BEGONIA—		
Vernon	.25	....
Erfordii	.35	....
Gracilis Luminosa	.35	....
CALCEOLARIA—		
Winterson's Combination Mixture.	.75	....
CALENDULA—		
Orange King	.15	.75
CANDYTUFT—		
Empress	.25	1.00
CENTAUREA—		
Candidissima	.35	....
Gymnocarpa	.20	1.00
CINERARIA—		
Winterson's Combination Mixture	.75	....
COBAEA SCANDENS—		
Purple	.20	1.00
White	.25	1.50
DRACAENA—		
Indivisa	.20	.75
GYPSOPHILA—		
Elegans	.20	.75
HELICHRYSUM—		
Monstrosum fl. pl., mixed	.25	1.25
HELIOTROPE—		
Lemoine's Hybrids	.50	....
IPOMOEA (Moon Flower)—		
Grandiflora Alba..	.20	.75
LOBELIA—	Tr. pkt.	Oz.
Crystal Palace Compacta Dwarf.	$0.25	....
Speciosa Trailing.	.20	....
MIGNONETTE—		
Machet, True	.25	1.00
MYOSOTIS (Forget-Me-Not)—		
Dissitiflora Blue..	.30	....
NICOTIANA—		
Affinis (white)	.15	....
PENNISETUM—		
Ruppelianum	.20	....
PETUNIA—		
Snowball White..	.25	....
Rosy Morn	.25	....
Howard's Star	.25	....
Giants of California	.50	....
Giants of California, Ruffled	.75	....
Double, mixed, finest	1.00	....
PHLOX—		
Drummondii, Grandifl., mixed..	.25	....
PRIMULA—		
Obconica Grandifl., mixed	.75	....
PANSY—		
Winterson's Combination Mixture.	.75	5.00
RICINUS—		
Zanzibarensis, mixed	.10	.50
SALVIA (Globe of Fire)	.35	....
Zurich	.50	5.00
Bonfire	.35	2.50
Splendens	.25	2.00
Drooping Spikes..	.35	2.50
THUNBERGIA—		
Alata Mixed	.25	1.00
VERBENA—		
Mammoth, White.	.25	....
Mammoth, Pink..	.25	....
Mammoth, Blue	.25	....
Mammoth, Defiance (Scarlet)...	.25	....
Mammoth, Mixed	.25	1.50
VINCA—		
Alba Pura	.20	1.50
Alba Rosea	.20	1.50
Rosea	.20	1.50

Grow Vegetable Plants for Spring Sales

	Oz.	¼ lb.
CABBAGE—		
Early Jersey Wakefield	$1.50	$3.50
Early Summer...	1.50	3.50
Succession	1.50	3.50
Allhead Early....	1.50	3.50
Hollander or Danish Ballhead....	1.50	3.00
All Seasons.....	1.50	3.00
Fottlers' Improved Brunswick	1.50	3.00
Late Flat Dutch..	1.50	3.00
Glory of Enkhuizen	1.50	3.00
American Drumhead Savoy.....	1.50	3.00
Mam'th Red Rock	1.50	3.00
CAULIFLOWER—	Oz.	¼ lb.
Early Snowball...	$4.50	....
Early Erfurt.....	4.50	....
Dry Weather.....	4.50	....
CELERY		
White Plume.....	.50	....
Golden Yel. Self-Blanching (Fr. Grown)	1.50	....
CELERIAC—		
Giant Prague....	.35	....
EGG PLANT—		
Black Beauty....	.75	....
LETTUCE—		
Grand Rapids Forcing	.20	.60
Early May King...	.20	.60
PARSLEY—		
Winterson's Extra Green Curled.....	.15	.50
PEPPER—		
Ruby King.....	.60	2.25
Large Bell or Bull Nose	.60	2.25
Chinese Giant (True)	.75	2.75
RADISH—		
Scarlet Globe (Reselected	.30	.90
TOMATO—		
Improved Acme..	.45	1.50
Liv'gston's Beauty	.50	1.60
Early Dwarf Champion	.50	1.60
Dwarf Stone.....	.50	1.60
Golden Queen....	.50	1.60
Ponderosa	.75	2.50
True Stone.....	.40	1.25
True Earliana....	.60	2.00
Livingston's Globe	.50	1.60
June Pink	.50	1.60
John Baer (True)	.75	2.50

Large Flowering Cannas

STRONG, DORMANT ROOTS

2 to 3 Eyes.	Per 100	Per 1,000
King Humbert	$4.50	$40.00
Yel. King Humbert.	4.00	35.00
Express	3.00	25.00
Souv. A. Crozy.....	3.00	25.00
David Harum	3.00	25.00
Florence Vaughan.	2.75	22.50
Duke of Marlbor'gh.	2.75	22.50
A. Bouvier	2.75	22.50
Black Prince.....	2.75	22.50
Gladiator	2.75	22.50
Venus	2.75	22.50
Meteor	5.00	45.00
Rosea Gigantea.....	5.00	45.00
Improved Mt. Blanc.	4.50	....
Wintzer's Colossal..	5.00	....
Pennsylvania	2.75	22.50
Firebird	6.50	....
Wyoming	2.75	22.50
Madame Crozy.....	2.75	22.50
Egandale	3.00	25.00
Austria	2.75	22.50
Richard Wallace....	2.75	22.50
Charles Henderson..	2.75	22.50
Crimson Bedder....	2.75	22.50
Allemannia	2.75	22.50
Hungaria	3.50	32.50
Louisiana	2.75	22.50

"Baby" Gladiolus Blushing Bride, 100, $1.65; 1000, $15.00
Peach Blossom, 100, 1.65; 1000, 15.00

A. HENDERSON & CO., Owners of Winterson's Seed Store **166 N. Wabash Ave., CHICAGO**

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.
The thirty-seventh annual meeting will be held at Chicago, June, 1919.

NEW YORK.—The Wholesale Seedsmen's League will hold a meeting at the Hotel Astor, February 14, at 11 a. m.

EUGENE SCHAETTEL, of Vilmorin-Andrieux & Co., Paris, France, is making an extended business tour of Alsace-Lorraine, his native land.

CHARLES DICKINSON, of the Albert Dickinson Co., Chicago, has been made a member of the waterways committee of the Association of Commerce.

MISS NINA ISABELLE PEEK, for several years past of the office force of Vaughan's Seed Store, New York, was married at Jersey City, N. J., February 1, to Reginald A. Lawrence.

NEW ORLEANS, LA.—Chris Reuter reports mail-order business has opened up well, and while orders are not as numerous as last season, they are larger in amount, indicating that real war gardeners are planting as much if not more than last year.

VISITED CHICAGO: W. H. Small, of W. H. Small & Co., Evansville, Ind.; Carl Chesmore, of Chesmore Seed Co., St. Joseph, Mo.; J. W. Edmundson, of California Seed Growers' Association, San Jose, Calif.; Wilfred Olson, representing Filer Seed Co., Twin Falls, Ida.

TOLEDO, O.—The clover market closed fairly steady February 3 at $24, registering a drop of 75 cents during the preceding seven days. February was quoted at $23.80 and March at $23.25. Timothy declined 10 to 15 cents during the week, cash being offered at $4.70, February $4.80, March $4.85, April $4.90, May $4.95 and September $5.45.

Seed Appropriation Bill.

The appropriation bill for the department of agriculture for the fiscal year beginning July 1, 1919, reported to the house of representatives, contains the usual provisions for appropriations for carrying out the work which has been prosecuted by the department during the past few years. The sum of $139,780 is provided for the purchase, propagation, testing and distribution of new and rare seeds and $82,700 for investigations in foreign seed and plant introductions. An appropriation of $358,980 will be required for the annual congressional distribution, and $36,680 for studying and testing commercial seeds purchased in the open market from time to time. These investigations are made for the purpose of protecting the public from adulterated or misbranded seeds, reports being published when such seeds are discovered, giving the names of persons offering them for sale. B. F. L.

New York Seed Bill Objectionable.

Marshall H. Duryea, of the Nungesser-Dickinson Seed Co., New York, state correspondent of American Seed Trade Association, in a communication dated February 3, calls attention to a new seed bill introduced in the New York state assembly known as "No. 185, Int. 183. An act to amend the agricultural law in relation to agricultural seeds and the sale thereof," the objectionable features of which are as follows:

The bill calls for an absolute percentage of purity and germination, which is an impossibility, as a margin of tolerance is always necessary. It has been requested, therefore, that where the word percentage is used it be preceded by the word "approximate."

Section 344, which deals with the exemptions from the provisions of the act, reads: "When seeds are not sold from a place of business where agricultural seeds are kept for sale, as such, it shall be presumptive evidence that such seeds were not sold or exposed for sale for seeding purposes." This exemption would permit farmers to buy seeds from each other and sell them, which would act as a discrimination against the seed dealer.

As the bill is of vital importance to everyone in the state handling seeds, it is urged that a telegraphic request for a copy of it be made to assemblymen at once and views on same addressed to Marshall H. Duryea, P. O. Box 202, City Hall station, New York.

Nicholson Increases Facilities.

Robert Nicholson, well known seedsman of Dallas, Tex., has leased for a period of 10 years a building at 2118 South Lamar street. The structure, which has two floors and basement 100x100 feet, is being supplied with equipment of the most modern type, the cost of which will be approximately $10,000. A seed laboratory has also been installed under the supervision of an expert analyst. The new building, with the quarters now occupied, gives a storage capacity of about 50,000 square feet. Trackage, with a capacity of six cars will be a decided advantage during the rush season in caring for the heavy carload business in field seeds.

Government Seed Contracts.

That the market is very unsettled is indicated by the range in prices quoted to the United States department of agriculture, February 4, for the congressional supply, with figures greatly in excess of those quoted last year. That there is plenty of seed is evidenced by the fact that on the California items, beet, carrot, lettuce and onion, every seedsman who put in a proposal, bid on these. The range of prices thereon is wide. In some instances, bids are just double one another. In peas, one was for about $8, another for $16, while usually the variation has not been more than 10 per cent.

The following firms appear in the list of bidders: Aggeler & Musser Seed Co., Los Angeles, Calif.; Barteldes Seed Co., Lawrance, Kan.; W. W. Barnard Co., Chicago; Beaver Park Commercial Club, Penrose, Calif.; John Bodger & Sons Co., Los Angeles, Calif.; F. W. Bolgiano & Co., Washington, D. C.; Henry Bradley, Palmyra, Mich.; Braslan Seed Growers' Co., San Jose, Calif.; A. J. Brown Seed Co., Grand Rapids, Mich.; Everett B. Clark Seed Co., Milford, Conn.; C. Herbert Coy Seed Co., Valley, Neb.; Ebbert Seed Co., Rocky Ford, Colo.; Henry Berrien Fish, Carpinteria, Calif.; Alex. Forbes & Co., Newark, N. Y.; J. E. Gaugher, Swink, Colo.; Edgar F. Hurff, Swedesboro, N. J.; Johansen Sons' Co, El Monte, Calif.; Mrs. M. W. Johansen, El Monte, Calif.; Kimberlin Seed Co., San Jose, Calif.; David Landreth Seed Co., Bristol, Pa.; Mangelsdorf Seed Co., Atchison, Kan.; R. C. McGill & Co., San Francisco, Calif.; McIlhenny Co., Avery Island, La.; Northrup King & Co., Minneapolis, Minn.; King Pharr, Catherine, Ala.; L. C. Pharr, Catherine, Ala.; Pieters-Wheeler Seed Co., Gilroy, Calif.; Philip J. Reifel, Rocky Ford, Colo.; Rogers Bros., Alpena, Mich.; Waldo Rohnert Gilroy, Calif.; Routzahn Seed Co., Arroye Grande, Calif.; Norman Serphos,

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

New York; Walter P. Schell, Harrisburgh, Pa.; J. M. Shaulis, Rocky Ford, Colo.; Sioux City Seed Co., Sioux City, Ia.; Standard Seed Farms Co., Stockton, Calif.; Stokes Seed Farms Co., Moorestown, N. J.; Stumpp & Walter Co., New York; H. Van Buskirk Seed Co., Rocky Ford, Colo.; Western Seed & Irrigation Co., Fremont, Neb.; T. W. Wood & Sons, Richmond, Va.; S. D. Woodruff & Son, Orange, Conn.

The following prices cover the range of items:

VEGETABLE SEEDS—CONTRACT.

Beans	$0.10-	$0.15	per lb.
Beets	.22-	.35	" "
Canteloupe		.33	" "
Carrot	.24-	.37	" "
Corn	4.00-	5.00	per bu.
"		.09	per lb.
Cucumber	.35-	.40	" "
Lettuce	.34-	.45	" "
Muskmelon	.30-	.40	" "
Okra		.12½	" "
Onion	.88-	2.00	" "
Parsley	.27-	.28	" "
Parsnip	.22-	.35	" "
Peas	.08½-	.13	" "
" Alaska		6.00	per bu.
Radish	.26-	.40	per lb.
Tomato	.80-	1.00	" "
Turnip	.26-	.50	" "

VEGETABLE SEEDS—SURPLUS.

Beans	$0.10-	$0.18	per lb.
Beet	.23-	.40	" "
Carrot	.24-	.60	" "
Corn	.09-	.15	" "
Cucumber	.34-	.70	" "
Endive	.35-	.40	" "
Lettuce	.32-	.60	" "
Muskmelon	.20-	.60	" "
Okra	.10-	.13	" "
Parsley	.32-	.35	" "
Parsnip	.60-	1.00	" "
Peas	.06-	.12	" "
Pumpkin		.30	" "
Radish	.35-	.65	" "
Spinach		.22	" "
Squash		.50	" "
Tomato	.60-	1.65	" "
Turnip	.33-	1.00	" "
Onion	.75-	2.25	" "
Watermelon	.22-	.35	" "

FLOWER SEEDS—CONTRACT.

Aster		$2.00	per lb.
Balsam	$1.25-	2.00	" "
Calendula	.30-	.70	" "
Candytuft		1.00	" "
Coreopsis		1.00	" "
Cosmos	.80-	1.60	" "
Dianthus	1.00-	2.00	" "
Eschscholtzia	.60-	.85	" "
Mignonette	.55-	1.00	" "
Morning Glory	.30-	.35	" "
Nasturtium	.35-	.65	" "
Poppy, Shirley	.70-	1.00	" "
Schizanthus		1.50	" "
Stocks		2.00	" "
Sweet pea	.45-	.50	" "
Zinnia	1.70-	3.50	" "

FLOWER SEEDS—SURPLUS.

Calendula		$0.50	per lb.
Candytuft		.75	" "
Centaurea		1.00	" "
Cosmos	$0.50-	.95	" "
Dianthus	.65-	1.00	" "
Eschscholtzia	.50-	.70	" "
Larkspur		2.00	" "
Mignonette		.55	" "
Morning Glory		.35	" "
Nasturtium	.40-	.55	" "
Petunia		3.50	" "
Phlox		7.00	" "
Poppy	.38-	.70	" "
Sweet pea	.35-	.40	" "
Verbena		4.00	" "
Zinnia		1.75	" "

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Mention the American Florist when writing

SEEDS

Flower and Vegetable

WHOLESALE ONLY

ROUSTAN SERVAN & CO.

Established 1843

—— SEED GROWERS ——

Saint-Remy-de-Provence, FRANCE

Mention the American Florist when writing

SPECIAL OFFER

500 lbs. **Yellow Canary Island Onion Seeds** at 80c per lb. 200 lbs. **White Palmero Onion Seeds** at $1.25 per lb., all last crop seeds. F. O. B. Habana.

Cash with order or good references.

Albert R. Langwith & Co.

66 Obispo Street, HABANA, CUBA

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00.....per case of 1000

15.00.....per case of 500

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

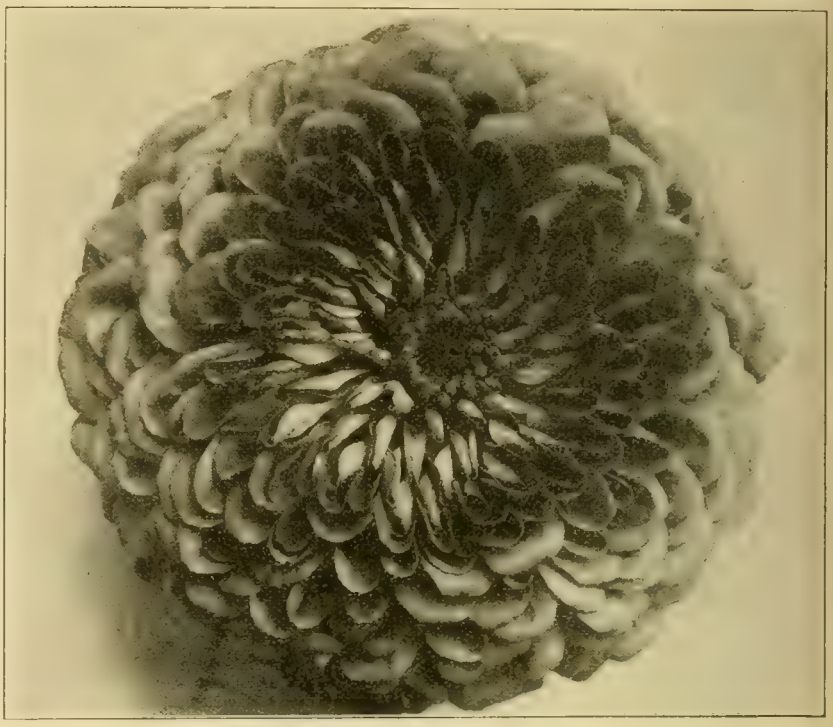
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

Tomato, Lima and Pole Beans

WRITE US

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

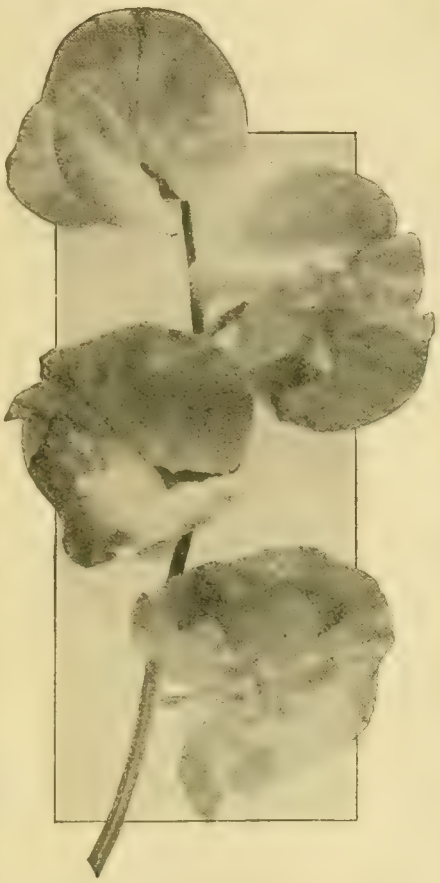
CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

DREER'S FINE SWEET PEAS

We offer below a line of the very best Orchid-flowered and Grandiflora sorts. For complete list including the Early Forcing kinds see our current Wholesale Catalogue, copies free to florists on request.



Orchid-Flowered or Spencer Sweet Peas

This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest sorts. Owing to their being shy seeders, they will always be higher in price than the grandifloras.

	Oz.	¼-lb.	Lb.
Agricola. Light lilac or lavender-pink	$0.25	$0.75	$2.50
Barbara. A beautiful rich salmon	.30	1.00	3.00
Blanche Ferry Spencer. An extra selected stock of this fine pink and white	.20	.60	2.00
Blue Monarch. Rich deep navy-blue	.30	1.00	3.00
Blue Picotee. White edged violet-blue	.20	.60	2.00
Constance Hinton. The largest and finest white, black seeded and a strong, vigorous grower with very long strong stems	.25	.75	2.50
Countess Spencer (true). A lovely clear pink	.20	.60	2.00
Dobbie's Cream. The finest primrose-yellow	.20	.60	2.00
Elfrida Pearson. The largest and finest light pink	.25	.75	2.50
Florence Nightingale. The largest and finest pure lavender	.20	.60	2.00
Hercules. A very large flowering Countess Spencer	.25	.75	2.50
King Edward Spencer. Crimson scarlet	.20	.60	2.00
King White. Considered the largest and finest pure white, white seeded	.25	.75	2.50
Margaret Atlee. The largest and finest rich pink Sweet Pea—the "Spencer Supreme"	.20	.60	2.00
Margaret Madison Improved. Azure blue, developing to a clear light lavender	.25	.75	2.50
Mrs. Cuthbertson. The finest bicolor, standards rose-pink, wings blush white	.20	.60	2.00
Mrs. Hugh Dickson. Salmon-pink on a cream ground	.20	.60	2.00
Old Rose. A beautiful old rose color	.30	1.00	3.00
Othello Spencer. A rich, deep maroon of immense size	.20	.60	2.00
R. F. Felton. Considered one of the finest lavender sorts	.25	.75	2.50
Rosabelle. The finest rich rose variety	.20	.60	2.00
Royal Purple. Rich royal purple, a very distinct color	.30	1.00	3.00
Scarlet Emperor. A brilliant deep scarlet	.30	1.00	3.00
Thos. Stevenson. Brilliant orange-scarlet	.20	.60	2.00
White Spencer. A pure white Countess Spencer of very large size	.20	.60	2.00
Orchid-flowered Mixed	.15	.50	1.75

GRANDIFLORA SWEET PEAS

We have reduced our list of the Grandiflora varieties to the very best kinds, all of them sorts that are suitable for cutting.

	¼-lb.	Lb.
Blanche Ferry. Pink and white	$0.20	$0.60
Dorothy Eckford. The finest white	.20	.60
Frank Dolby. A large wavy flower, pale lavender	.25	.75
Flora Norton. The most pronounced bright blue	.20	.60
Janet Scott. Grand rich, deep pink	.20	.60
King Edward VII. Rich deep crimson scarlet	$0.20	$0.60
Lady Grisel Hamilton. Pale lavender	.20	.60
Lord Nelson. Rich navy blue	.20	.60
Nora Unwin. A superb pure white cut flower variety with wavy petals	.25	.75
Prima Donna. Deep pink, fine	.20	.60
Dreer's Peerless Mixed	.20	.60

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

ROOTED CARNATION CUTTINGS.

Ready for immediate delivery. ORDER EARLY.

	1,000	100		1,000	100
Good Cheer	$30.00	$3.50	Rose-pink Enchantress	$25.00	3.00
Aviator	30.00	3.50	Rosette	30.00	3.50
Nancy	30.00	3.50	Albert Roper	25.00	3.00
Mrs. C. W. Ward	30.00	3.50	Beacon	30.00	3.50
White Wonder	30.00	3.50	Herald	25.00	3.00
White Enchantress	30.00	3.50	Alice	20.00	2.50
Enchantress	30.00	3.50	Thenanthos	20.00	2.50

Peter Reinberg 30 E. Randolph Street, CHICAGO, ILL.

Northern Michigan Grown

RADISH SEED

Now ready to contract 1919 crop.
Write for contract prices.

Lou S. Darling Seed Co.
PETOSKEY, MICH.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Michell's New Crop Flower Seeds

ASPARAGUS PLUMOSUS NANUS
NORTHERN GREENHOUSE GROWN SEED
1,000 seeds, $ 3.00; $13.75 per 5,000 seeds.
10,000 seeds, 25.00; 56.25 per 25,000 seeds.

NEW SCARLET SAGE
AMERICA OR GLOBE OF FIRE
The finest and brightest Salvia to date. Per trade pkt., 50c; $5.00 per oz.

Also all other Seasonable Seeds and Supplies.
Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.
CORRESPONDENCE SOLICITED

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Trade Directory
PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Vaughan's Flower Seeds for Sowing Now.

Extracts from "Florists' January Price List," just issued. Ask For It.

VERBENA—Vaughan's Best Mixture.

AGERATUM.

	Trade Pkt.	Oz.
Imperial Dwarf, Blue	$0.10	$0.50
Imperial Dwarf, White	.10	.50
Blue Perfection	.10	.60
Little Blue Star, ⅛ oz. 75c	.25	

ALYSSUM.

Maritimum, Sweet Alyssum	.05	.20
Vaughan's Little Gem, extra fine strain, lb., $7.00	.10	.60

ANTIRRHINUM.

Golden King, yellow	.15	.80
Queen Victoria, pure white	.15	.80
Venus, apple-blossom pink	.20	
Silver Pink, ⅛ oz., $1.00	.25	
Vaughan's Special Mixture	.20	1.00

ASPARAGUS.

Plumosus Nanus. Northern Greenhouse Grown. Per 100 seeds, 50c; 250 seeds, $1.00; 1,000, $3.50.

Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, $3.50.

ASTERS.

Queen of the Market Aster. White, Pink, Light Blue, Dark Blue, Scarlet, Flesh, Lavender. Each of the above, ¼ oz., 25c; trade pkt., 10c; oz., 80c.

Queen of the Market, best mixed, trade pkt., 10c; oz., 60c.

We Carry a Most Complete Line of Aster Seeds for Florists.

BEGONIA.

	Trade pkt.
Gracilis Luminosa, foliage lustrous reddish brown, flowers fiery dark scarlet, 1-32 oz., $1.60	$0.25
Glory de Chatelaine	.50
Prima Donna, large transparent rose flowers, 1-32 oz., $1.50	.35
Vernon, red-leaved and red-flowered, oz., $3.00, ⅛ oz., 50c	.15
Erfordia, rosy carmine, 1/32 oz., 75c	.25

BELLIS (Daisy).

	Trade Pkt.	Oz.
Mammoth Mixture, ⅛ oz., 60c	$0.25	$4.00
Mammoth, White	.25	4.00
Mammoth, Pink, ⅛ oz., 65c	.25	4.00

CANDYTUFT.

Giant Hyacinth-Flowered, Extra selected stock, lb., $5.00	.15	.50

CELOSIA.

Cristata (Coxcomb): Dwarf President Thiers	.25	1.60
Dwarf Empress, crimson, ¼ oz., 60c	.25	2.00
Childsii, Chinese Wool Flower, ⅛ oz., 75c	.25	
CENTAUREA, Gymnocarpa	.10	.50
Candidissima	.25	1.80
COBAEA, Scandens, Purple	.10	.35
Scandens Flore Alba, White	.15	.80
COLEUS, Vaughan's Rainbow Mixture, 1/32 oz., 75c	.25	
Extra Choice, large leaved mixed, 1/16 oz., $1.00	.25	
DRACAENA Indivisa, lb., $3.00	.10	.30
Indivisa Latifolia	.10	.40
Australis	.15	.60
GREVILLEA, Robusta	.15	.60
HELIOTROPE, Mammoth Flowered, mixed, ¼ oz., 45c	.25	1.50

LOBELIA.

Bedding Queen, ⅛ oz., 40c	.20	2.50
Crystal Palace Compacta, true, ⅛ oz., 40c	.20	
Speciosa, dark flowers and foliage	.15	1.00
Emperor William, ⅛ oz., 35c	.20	
Hamburgia	.25	
Hybrida Sapphire, best for hanging basket, 1/16 oz., 80c	.25	

MIGNONETTE.

True Machet, Vaughan's Selected Stock, ¼ oz. .40c	$0.10	$0.75
New York Market, ⅛ oz., $1.00	.50	7.00
MYOSOTIS, Vaughan's Early and Late Flowering	.15	1.00

PANSY.

VAUGHAN'S INTERNATIONAL MIXTURE.

The World's Best, oz., $10.00; ¼ oz., $2.50; ⅛ oz., $1.50; Trade Pkt., 50c.

VAUGHAN'S GIANT MIXTURE.

Oz., $5.00; ¼ oz., $1.25; ⅛ oz., 75c; Trade Pkt., 25c.

See Catalogue for list of separate varieties.

PETUNIAS.

Large Double-Flowered Sorts.

Double Large-Flowering, extra choice. Mixed 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Double Large-Flowering Fringed, best mixed, 1,000 seeds, $1.25; 10,000 seeds, $10.00; 500 seeds, 65c; 1/64 oz., $3.00.

Vaughan's Special Mixture Double, extra choice, 1,000 seeds, $1.25; 500 seeds, 65c; 1/64 oz., $4.00.

Single Large Flowering Sorts.

	Trade Pkt.
Large-Flowering, finest mixed, 1/16 oz., $1.60	$0.25
Fringed, mixed extra choice, 1/16 oz., $1.80	.25
Giants of California, true, 1/16 oz., $1.80.	.25
Triumph of the Giants, 1/32 oz., $1.50	.50
Balcony Queen. Rich velvety violet with white blotches	.50

Vaughan's Best Mixture of Large-Flowering Single Petunias.
Trade Pkt. (1,000 seeds), 50c; 3 pkts. for $1.35.

	Trade Pkt.	Oz.
Pyrethrum, Parthenifolium Aureum, Golden Feather	$0.10	$0.40

SALVIA SPLENDENS.

Clara Bedman	.25	2.00
Drooping Spikes	.25	2.25
Fireball	.35	3.00

STOCKS.

Double Large-Flowering, Dwarf, German 10 weeks, Canary Yellow, Dark Blue, Crimson, Brilliant Rose, Light Blue, Blood Red, White, Flesh. Each of above ⅛ oz., 35c.	.25	
Extra choice mixed, ⅛ oz., 35c	.25	
Giant Perfection or Cut and Come Again. Sky Blue, Light Blue, Flesh, White, Dark Blue, Canary Yellow, Pink, Scarlet. Each of the above, ¼ oz., 40c	.25	
THUNBERGIA, mixed	.15	.60
TORENIA Fournieri Grandiflora, ⅛ oz., 40c	.10	

SWEET PEAS.

Write for special list, just issued.

VINCA.

Vinca Rosea, Mixed	.10	.60
Rosea, pink	.10	.60
Rosea Fl, Alba Oculata	.10	.60
Rosea Alba Pura, pure white	.10	.60
Resea Delicata, delicate pink	.15	.80

VERBENA.

(See cut above.)

Mammoth, Mixed	.10	.80
White. Extra choice	.15	.90
Purple shades	.15	.90
Aurora Borealis. Fiery red	.25	2.00
Commandant Marchand, purple	.25	2.00
Defiance. Brilliant scarlet, true	.10	.80
Firefly. Scarlet, white eye	.15	1.40
Lucifer, Improved Defiance, ¼ oz., 80c	.50	
a new giant strain in which red shades with white eye predominate	.25	2.00
Mayflower. Beautiful pink	.15	1.00

Vaughan's Best Mixed Verbenas. This is unquestionably the best strain of Verbena seed in existence. It is composed of the best strains and colors of the Mammoth type, the Mayflower, the best European introductions of last year, all grown separately, and mixed in the right proportion.

Trade pkt., 25c; ¼ oz., 50c; oz., $2.00; 2 ozs., $3.50.

Our Trade Packets Contain Double the Quantities of Most Dealers. Four Complete Catalogues Annually. We Want Your Card for Our Mailing List. Mail It Today.

10 % cash discount on flower seeds if cash is enclosed except Asparagus and Cyclamen; discount on these is 2 %.

Vaughan's Seed Store, 43 Barclay Street, NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Geraniums

Nutt, strong, 2-in., per 100........$2.00
Viaud, strong, 2-in., per 100....... 2.00
Ricard, strong, 2-in., per 100...... 2.00
Dracaena Indivisa, good, thrifty stock for growing on, 2-in., per 100 .... 2.00

ELMER RAWLINGS, Allegany, N. Y

Robert Craig Co...
High-Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, February 4.—Cucumbers, 2-dozen box, $5.00 to $6.00; celery; crate, $2.75 to $3.25; head lettuce, create, $4.50 to $5.00; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $9. to $9.50.

New York, February 3.—Celery (state), per case, $5.00 to $10.00; cucumbers, $1.00 to $2.50 per dozen; mushrooms, $1.00 to $2.25 per basket; tomatoes, per pound, 20 to 45 cents; lettuce, per package, 50 cents to $6.00; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period January 28-February 3, indicate the movement of vegetables is still decreasing with a decline in prices. The drop in potato prices in the middle-western markets was severe and moderate in the east. Chicago carlot offerings were especially weak, declining 30 cents to a closing range of $1.50-$1.55 per 100 pounds for No. 1 sacked northern white stock, which also ranged lower in jobbing markets at $1.70-$2. Waupaca ranged 10 cents lower, closing at $1.50-$1.55 f. o. b. Maine Green Mountains lost five cents at shipping points. California fancy white stock strengthened to a range of $1.85-$2.10. Onion values were sustained at the prevailing range of $2-$2.25 for good sacked red and yellow stock in consuming markets with extremes of $1.75-$2.15 in a few cities. Western New York shipping points closed firm at $2-$2.10 for the best stock. Cabbage was slightly lower, New York Danish seed weakening in producing sections and closed at $21-$24 per ton in bulk f. o. b. and $18-$28 in consuming markets. Wisconsin Holland seed weakened to $18-$20 f. o. b. shipping points. Florida stock went at $1.50-$2.25 per hamper in eastern markets. Celery was nearly steady. California Golden Heart was firm at 85 cents to $1 per dozen bunches f. o. b. producing sections and ranged $7.50-$9 per crate in most consuming markets, although reaching $10-$12 at New York and in a few southern markets. Florida stock sold at $5-$5.50 in northern markets. Bean prices continued weak.

Lettuce Troubles.

Lettuce conditions have been abnormal for some time. Owing to high prices in the late summer and early fall, and expected scarcity of coal, growers rushed in an early crop in October, which struck a flat market, owing to outside competition. With no freezing weather up to December and ample moisture, outside competition was keen away beyond the normal time. Then the cloudy weather had its effect in December, and at present growers are "off crop" and prices soaring. To sum up, we have never seen the market as bare, prices as high, and quality as poor. We have visited some of our growers, and find the practice of the unpardonable sin in lettuce growing, forcing the crop by the aid of high temperatures and ventilators closed. The fact is that a "good warm house" is no place for lettuce; what lettuce needs is the sleeping porch treatment, which is plenty of air and low temperatures. We have seen houses of lettuce all down as if a storm had laid the plants over, simply because they are too weak to stand up. This condition also invites disease, of which there is plenty. With empty houses ready for replanting and a scarcity of plants, the same treatment has been handed out to the young stock with the same result. One grower told us: "We never had such weak plants before." It takes a good deal of self-control to keep cool under pressure, but that is just what is necessary at present. Go slow; keep cool; open the ventilators; is sound advice. With coal easier and cheaper, circulate fresh air.

Another feature is the replanting of dry houses. It is bad practice. Before resetting a house, replace the needed moisture down to the bottom. Rather wait a week in replanting than set into a dry bed. To figure adding all the needed water after plants are set is bad practice also. "Dry feet" has as much to do with lettuce rosette as any other factor and probably more. MARKETMAN.

Fort Wayne, Ind.

FEBRUARY BUSINESS GOOD.

The call for flowers has been active and finished a month of satisfactory business. Many social activities are again starting and flowers are in demand for dances. There has been a steady counter trade and normal demand for funeral work. The sunshiny, warm weather has increased the supply to quite an extent, and this increase had affected prices in some instances. Roses are scarcer than any other flowers. Callas are in very good supply, and Easter lilies show an increase. Cattleyas are quite plentiful. Spencer sweet peas are fast becoming a factor. Some very fine tulips, and Golden Spur are bringing $5 and $6 per dozen. Violets are in good supply.

NOTES.

The Flick Floral Co. is specializing in handsome pot bulbous stock in fancy receptacles. They are receiving some excellent Columbia and Shawyer roses from their greenhouses. This firm is also harvesting a good crop of lettuce. Miss Marguerite Flick has returned to the store, after spending three weeks as the guest of her aunt, Miss Helen F. Patten, of the Patten Flower shop, Toledo, O., and at Detroit, Mich.

The Doswell Floral Co. had a very active week. They are showing some fine Spencer sweet peas and Columbia roses. Mrs. R. W. Doswell, who was injured recently in an automobile accident, is reported to be recovering very satisfactorily.

A. J. Lanternier & Co. have the florists' slogan "Say It With Flowers" on their new Overland delivery car. They are featuring some fine bulbous stock, particularly tulips and hyacinths.

F. J. Knecht & Co. are cutting a very fine crop of roses, and are experiencing an excellent demand for them. H. K.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

Vaughan's Gladiolus

AMERICAN GROWN, ESPECIALLY SELECTED For Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$20.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, First	27.50
Augusta, Second size	16.00	Chicago White, Second size	22.00
Panama, First	32.50	Myrtle (True), First	75.00
Mrs. Frank Pendleton, First	45.00	Schwaben, First	40.00
Europa, First	60.00	Vaughan's Florist Mixed, First size	16.00

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger. SECOND SIZE, 1⅛-1⅜ inch.

SPECIAL FLOWER SEED PRICE LIST. All Early Stocks. Ask for it.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

CHRYSANTHEMUM CUTTINGS

All the best tested and tried commercial varieties; also **POMPONS,** guaranteed absolutely free from disease. Will start shipping March 1st.

C. U. LIGGIT
Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

FLORIST'S FLOWER SEEDS

NEW CROP AND SUPERIOR STRAINS.

Ageratum—
Dwarf Blue, ¼ oz. 15c.
Alyssum—
Little Gem, ¼ oz., 15c: oz., 50c.
Sweet, oz. 20c; ¼ lb., 60c.
Antirrhinum, (Snapdragon)—
Pink, Scarlet, each, ¼ oz., 20c.
White, Yellow, each, ¼ oz., 20c.
Mixed, ¼ oz., 15c; oz., 40c.
Asparagus Sprengeri—
100 seeds for 10c: 1,000 for 75c.
Asparagus Plumosus Nanus—
100 seeds for 50c: 1,000 for $3.50.

ASTERS.

Lady Roosevelt—
A splendid variety. Trade Pkt., 20c; ⅛ oz., 30c.
Crego Asters—
Magnificent for cutting:
Rose, Lavender and White, each, Trade Pkt., 20c; ¼ oz., 50c.
Rose King—
Enormous quilled flowers, fine for cutting.
Trade Pkt., 25c; ¼ oz., 50c.
Vick's Mikado—
A large, graceful flower for cutting.
Pink, White and Rose, each.
Trade Pkt., 20c; ¼ oz., 40c.
Lavender Gem—
An early Lavender.
Trade Pkt., 25c: ¼ oz., 50c.
Queen of the Market—
Dark Blue, Crimson, each, ⅛ oz., 15c; ½ oz., 50c.
Light Blue, Pink, each, ⅛ oz., 15c; ½ oz., 50c.
Snowdrift, Pure White, ⅛ oz., 15c; ½ oz., 50c.
Mixed, ⅛ oz., 15c; ½ oz., 40c.
Branching. Late. Extra Select Stock—
Flowers large, double on long stiff stems, excellent for cutting.
White, Pink, each, ⅛ oz., 20c: ½ oz., 60c.
Lavender, Purple, each, ⅛ oz., 20c; ½ oz., 60c.
Dark Red, ⅛ oz., 20c; ½ oz., 60c.
Mixed, ¼ oz., 20c; 1 oz., 75c.
Admiration—
Finest pink for florists' use.
Trade Pkt., 25c; ⅛ oz., 50c.
Balsam—
Camellia flowered, double mixed, oz., 40c.
Bachelor's Button—
Double Blue, ¼ oz., 20c.
Begonia—
Gracilis Luminosa, Prima Donna, Triumph. Each, Trade Pkt., 50c.
Calendula—
Orange King., oz., 15c.
Centaurea—
Gymnocarpa, ½ oz., 25c.
Imperialis, mixed, ¼ oz., 20c.
Cobea Scandens, Purple, oz., 30c.
Coleus—
Finest Hybrids, mixed, Trade Pkt., 50c.
Dracena Indivisa—
Trade Pkt., 10c: oz., 45c.
Ipomea Grandiflora (Moon-flower)—
oz., 30c.
Ipomea—
Heavenly Blue, oz., 50c.
Lobelia—
Erinus Speciosa, Trailing Blue, ⅛ oz., 15c.
Crystal Palace Compacta, ⅛ oz., 25c.
Mignonette—
Machet, Large Flowered Strain, oz., 25c.
Allen's Defiance, (Extra Select), oz., 35c.
Grandiflora, oz., 10c; ¼ lb., 35c.
Marigold—
Double African, Lemon, oz., 50c.
Double African, Orange, oz., 50c.
Double African, Mixed, oz., 25c.
Petunia—
Double Grandiflora Fringed Mixed. 1,000 seeds, $1.50.
Giant Ruffled, Trade Pkt., 75c.
Single Large Fringed, Trade Pkt., 50c.
Giants of California, mixed, Trade Pkt., 75c.
Rosy Morn, ¼ oz., 30c.
Striped and Blotched, Single, ¼ oz., 35c.
Single, Mixed, ¼ oz., 20c.
Howard's Star, ¼ oz., 40c.
Ricinus—
Sanguineus, oz., 10c: ¼ lb., 40c.
Zanzibarensis, oz., 15c; ¼ lb., 50c.
Salvia—
Clara Bedman, Trade Pkt., 35c; ¼ oz., 60c.
Splendens, Trade Pkt., 25c; oz., $1.75.
Zurich, Trade Pkt., 50c; ¼ oz., $1.00.
Salpiglossis—
Emperor, Mixed, Trade Pkt., 25c.
Schizanthus—
Wisetonensis. Trade Pkt., 30c.
Smilax—
oz., 30c; ¼ lb., $1.00.
Stocks—
Dwarf, Large Flowering, Double Ten Weeks, Mixed, ⅛ oz., 35c.
Ten Weeks, separate colors, each, ⅛ oz., 40c.
Verbena (Mammoth Flowered)—
Blue and Purple Shades, ¼ oz., 40c: oz., $1.25.
Pink, Scarlet, each, ¼ oz., 40c; oz., $1.25.
White, ¼ oz., 40c: oz., $1.25.
Mixed ¼ oz., 40c: oz., $1.25.
Candytuft—
Empress, very large, white, oz. $0.30
White, Rocket, oz. .... .20
Little Prince, dwarf white, oz. .... .20
Celosia—
Ostrich Feather, Tall, mixed, ⅛ oz. .... .20
Thompsoni Magnifica, mixed, ⅛ oz. .... .20
Childsii (Wool Flower), Trade Pkt. .... .25

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

ROSE STOCK

Be independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., **New York, N. Y.**

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**
Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-tour annual convention will be held at Chicago in 1919.

VISITED CHICAGO: Henry Chase, of Chase Nursery Co., Chase, Ala.

LE ROY, N. Y.—With mild weather causing fruit trees to bud, it is feared freezing weather will destroy the prospects for a fruit crop.

NEW YORK.—Three thousand dead trees in the city parks have been cut down during the last year and the wood will be distributed to the poor.

A. H. HILL, of the D. Hill Nursery Co., Dundee, Ill., delivered an excellent address on the "Culture of Conifers" before the Massachusetts Horticultural Society, January 18. Abstract of the address will be found elsewhere in this issue.

COLUMBUS, O.—The twelfth annual meeting of the Ohio Nurserymen's Association was held here January 29, and the following officers elected for the ensuing year: H. S. Day, Fremont, president W. N. Scarff, New Carlisle, secretary; A. R. Pickett, Clyde, treasurer.

THE lumber interests are said to be the principal promoters of the proposed regulations against the importation of nursery stock, etc. Forest fires, well within the jurisdiction of the department of agriculture, will, we believe, account for much greater loss of our native and home grown timber than all imported insects and diseases.

Illinois State Nurserymen's Association.

The second annual convention of the Illinois State Nurserymen's Association opens at the Hotel LaSalle, Chicago, the meeting continuing two days, February 5-6, with a good attendance and a well-balanced and interesting programme giving every indication of profitable deliberations. The visitors will be welcomed to the city by a member of the Association of Commerce, and following the address of Guy A. Bryant, of Princeton, president of the state association, A. H. Hill, of Dundee, will speak on "Methods and Propagation in Relation to Federal Embargo." The subject will also be discussed by George Klehm, of Arlington Heights, and B. J. Vandervort, of Bloomington. "How to Make the Most Money from an Acre of Peonies" will be the topic of William Peterson, Chicago, and with the discussion to follow led by L. F. Dintelman, Belleville, should prove interesting. Other features of the programme include "Plant Industry of Illinois," by Hon. Charles Adkins, director of agriculture, Springfield; "What are the Ethics of the Nursery Trade?" by J. A. Young, Aurora; "Nurserymen's Credits," by F. S. Webb, Chicago; "Evergreens, Their Planting and Use," by Thomas A. McBeth, Springfield, O.; "An Accounting System for Nurserymen," by Alvin E. Nelson, Chicago; "The Inspection of Nurseries in Illinois," by P. A. Glenn, chief inspector, Urbana; "Propagation of Host Plants of the San Jose Scale and Wheat Rust," by F. W. Von Oven, Naperville; "Standardizing Prices in the Nursery Trade," by E. S. Welch, Shenandoah, Iowa.

THE VISITORS.

The following were among those in attendance: A. M. Augustine, Normal; Miles W. Bryant and Guy A. Bryant, Princeton; Henry B. Chase, Chase, Ala.; A. J. Cultra, Onarga; L. F. Dintelmann, Belleville; C. G. Ferguson, Shenandoah, Ia.; T. J. Ferguson, Milwaukee, Wis.; Paul V. Fortmiller, Newark, N. Y.; A. H. Hill, Dundee; D. Hill, Dundee; V. D. Hill, Dundee; B. J. Harms, Libertyville; George Klehm and George C. Klehm, Arlington Heights; Clyde Leesley, Chicago; F. J. Littleford, Downers Grove; Thos. A. McBeth, Springfield, O.; Robt. C. Mecke, Harvard; Alvin E. Nelson, Chicago; Chas. A. Palmgren, Glenview; Wm. A. Peterson and N. H. Peterson, Chicago; Wm. Saddler, Bloomington; B. J. Vandervort, Bloomington; F. W. Von Oven, Naperville; E. Welch, Shenandoah, Ia.; Geo. A. Washburn, Bloomington, Otto Wittbold, Chicago; L. E. Worth, Aurora; J. A. Young, Aurora.

Tennessee Forestry Association.

Tennessee must preserve her forests, and to this end there has been organized the above association. The organization has been perfected by the adoption of a constitution and the election of the following officers: J. M. Overton, Brentwood, Tenn., president; Thomas Le Sueur, Nashville, W. B. Townsend, Townsend, and J. W. McClure, Memphis, vice-presidents; J. H. Whaley, Nashville, secretary-treasurer. The constitution provides for a board of council to direct the affairs and the following have been elected: J. K. Williams, Fayetteville; Fred Arn, Chattanooga; Harry Weir, Memphis, and R. S. Maddox, state forester, Nashville. It is believed much good in the preservation of the forests of the state will be accomplished by this organization.

M. C. D.

Tennessee State Nurserymen's Ass'n.

The annual convention of the above association was held at Nashville, January 30. Experts in shrubbery, forestry and landscape gardening made interesting talks, and the large gathering of nurserymen from the state and outside points derived many benefits from the interesting discussions. George W. Poague, of Graysville, presided, with Secretary G. M. Bentley in charge of the minutes.

George P. Moulder, of the city park commission, advocated the planting of oak and fir trees, which are a long time in maturing, and which would create permanency in landscape work, and prepare a way for future generations.

"How to Make Tennessee more Fruitful and Beautiful," was the subject of an admirable paper by Miss Mary McGowan. It was claimed the state surpasses any other in the matter of natural scenic advantages with its many trees, plants and vines and the spruces and cedars of the hills, the greatest and richest in the world.

M. C. D.

Barberry Quarantine Proposed.

Through the co-operation of the department of agriculture with state officials, local organizations and individuals, the susceptible species of berberis and mahonia have been very largely eradicated from some states, but these plants are still prevalent in many of the regions of the United States. It appears necessary, therefore, according to the department, to quarantine the states of Alabama, Arizona, Arkansas, California, Connecticut, Delaware, Florida, Georgia, Idaho, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, and the District of Columbia.

A public hearing will be held at Room 11, Federal Horticultural Board, Washington, D. C., at 10 o'clock February 24, 1919, in order that any person interested in the proposed quarantine may be heard either in person or by attorney.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.
Mention the American Florist when writing

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.
Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.
Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, strong, 3-inch, ready for 4-inch pots, $8.00 per 100. Cash. W. H. CULP & CO., Wichita, Kan.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Rubrum, L. Melpomene, L. Magnificum and L. Giganteum. For sizes and prices see display advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lilium Giganteum. Put in cold storage free from frost and now reinspected. 7-9-in., (300 bulbs to case), $25.00 per case. L. Rubrum, 11-12-in., $12.00 per 100; 12-14-in., $16.00 per 100. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Ward	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Victory	4.00	35.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

Carnation Cuttings. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

Rooted carnation cuttings. Ready for immediate delivery. Order early. For varieties and prices see display advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN.
Greenhouses, Hinsdale, Ill. Store & Office, 178 N. Wabash Ave. CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COCOS.

Cocos Weddeliana, 5-in., $1.00 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00, 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Whitmanii, 5-in., 50c each, $6.00 per doz.; 6-in., 75c each, $9.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 7-in., special price of 75c each; 6-in., 50c; 8-in., $1.00; 9-in., $1.50 each. Whitmanii, 7-in., 75c. The George Wittbold Co., 745 Buckingham Place, Chicago.

Ferns, fancy and dagger, per 1,000, $1.75; per case of 5,000, $7.50. Stone Mountain Evergreen Co., r. f. d. No. 1, Butler, Tenn.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

FREESIAS.

Freesia Purity Mammoth, ¾-in. and up. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. J. N. Pritchard, Elk Park, N. C.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. Caldwell The Woodsman Co., Evergreen, Ala.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. E. A. Beavan, Evergreen, Ala.

Southern wild smilax, 50 lb. case, $2.25. J. A. Curry & Co., Drewry, Ala.

IVIES.

English Ivy, 4-inch, $15.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentias. Belmoreana and Forsteriana, 2¼-in., $1.25 per dozen; 5-in., made-up, $9.00 per dozen. The George Wittbold Co., 745 Buckingham Place, Chicago.

LEUCOTHOE.

Leucothoe, green, fine stock. Long, $4.00; medium, $3.50; short, $2.00 per 1,000. Bronze, long, $4.50; medium, $3.50; short $2.50 per 1,000. Stone Mountain Evergreen Co., r. f. d. No. 1, Butler, Tenn.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

Magnolia leaves for preparing purposes, 3 to 5-in. long, 70-lb. case, $3.00. J. A. Curry & Co., Drewry, Ala.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Baby Primulas, 4-in., 25c; 5-in., 35c; 6-in., 50c. Poehlmann Bros. Co., Morton Grove, Ill.

PTERIS.

Pteris Wimsetti. Nice bushy plants for Christmas baskets or boxes. 4-inch, $10.00 per 100. The George Wittbold Co., 745 Buckingham Place, Chicago.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Bench grown. Richmond and Milady. $10.00 per 100, $90.00 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

SEEDS.

Cabbage Seed. Genuine imported Danish grown, 1918 crop.

	Per lb.
Copenhagen Market	$10.50
Hollander	9.00
Danish Bullhead	9.00
Danish Roundhead	9.00

Let us quote you on other seeds. It will pay you.
STANDARD SEED CO.,
Racine, Wis.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.
Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.
MARTIN KOHANKIE,
Ohio.

Seeds. New crop flower. Aster and Verbena. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Florists' flower. New crop and superior strains. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Flower for early sowing. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Sweet Peas. Orchid-flowered or Spencer and Grandiflora. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

SEEDS.

Seeds. Florists' Flower. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Aster, new varieties. For varieties and prices see display advertisement elsewhere in this issue. James Vick's Sons, Rochester, N. Y.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Write for our 1919 special price list for market gardeners and florists. Wm. Henry Maule, Inc., 21st and Arch Sts., Philadelphia, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seed. Radish: Northern Michigan grown. Write for contract prices. Lou S. Darling Seed Co., Petoskey, Mich.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

For Sale. San Luis Valley Field Pea seed; sold in car lots only. FELIX GARCIA, Garcia, Colo.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

STOCK WANTED.

Wanted—Trailing Queen and other Fuchsias. Write what you have.
CONCORDIA GREENHOUSES, Concordia, Kan.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Winter Stocks. Write for list of soft wooded plants. Geo. A. Kuhl, Pekin, Ill.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

FLORISTS' SUPPLIES.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A. Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

NEPONSET
Waterproof Paper FLOWER POTS

DO you want to save all loss from pot breakage? Speed up rooting, transplanting, handling and shipping? Save several hundred percent of first cost? Greatly reduce freight and express bills? Then buy Neponset Waterproof Paper Pots.

Tough and durable. Hold moisture better than clay pots. Made in standard sizes of scientifically treated *waterproof* paper. Weight one-tenth as much as clay pots. Now is the time to order pots for early planting. Immediate shipments. Endorsed by leading florists. You owe it to yourself to try Neponset Pots in your work. If your dealer cannot supply you, send for

FREE
Sample and Booklet

BIRD NEPONSET PRODUCTS

BIRD & SON, Inc. East Walpole Mass.

BIRD & SON
East Walpole
Mass.

Send me Free Samples and prices of Neponset Waterproof Paper Flower Pots.

Name.....

Address .....

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.
For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Split Carnations
Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG.CO.
ST. LOUIS.

Wichita, Kan.

JANUARY BUSINESS VERY SATISFACTORY.

January was a good month for the local florists, with the volume of business showing an increase probably better by 30 per cent than the same period last year. The weather has been unusually mild, with plenty of sunshine, and greenhouse stock has done well and was disposed of at good figures. Social functions have begun to take on life and this has helped considerably. Funeral work is still the big item and the variety and colors used are governed mainly by what is to be had Local florists have long since drawn away from any particular fad for light colors only or any special shade for funeral flowers.

NOTES.

C. A. Rose, Charles P. Mueller and W. H. Culp & Co., all of whom conduct city stores, are surely doing their part in decorating their windows to keep up the interest in flowers. It can truly be said that these establishments rarely fall behind in having the most attractive displays in this city.

Visitors: Berthold Guintert, Newton, Kan.; Wm. Hasselmann, Independence, Kan.; W. T. Smith, New York.

C.

We only manufacture one kind of **Sash Operators** and that is the best kind. A trial order convinces. A complete line of **Greenhouse Fittings.**
Write today for catalogue.
ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2 25	26 00	195 00
40	14 in.	1 90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0 75	8.25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY.
Your orders always receive prompt and careful attention.
Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kahler Pottery Co., Omaha, Neb.
Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.
SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.
Red Pots
Refined Clays—Skilled Labor.
The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.,
200 Fifth Avenue New York

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.
TURNER BROS., Bladen, Neb.

Index to Advertisers.

Advance Co.....187
AlfredLozierRosery.171
Allen J K.....165
Alpha Floral Co.....166
Amer Bulb Co..... I
Amling E C Co.....161
Anderson S A.....171
Angermueller G H Co.....162
Aphine Mfg Co.....186
Astoria Florist.....169
Avenue Floral Co...171
Baer Julius.....170
Barnard W W .Co...178
Bassett&Washburn.154
Baumer Aug R.....172
Baur Window Glass Co..... IV
Bayersdorfer H&Co.163
Beaven E A.....161
Begerow's.....169
Berger Bros.....162
Berning H G.....162
Bird & Son Inc.....186
Bodger J & Sons Co..176
Boland J B.....172
Bolgiano J & Son....178
Bramley & Son.....172
Braslan Seed Growers Co.....174
Breitmeyer's J Sons..169
Briggs Floral Co....171
Broadway Florist...170
Brown A J Seed Co..174
Brown Bag Filling Machine Co.....176
Bryan Alonzo J.....181
Buchbinder Bros....III
Buckbee H W.....171
Budlong J A.....158
Burpee W A Co.....175
Caldwell The Woodsman Co....161
California Florists...170
Central Floral Co...172
Chicago Feed & Fertilizer Co.....188
Chicago Flower Growers Assn.....160
Clark E B Seed Co..178
Clarke's Sons D.....171
Clay & Son.....III
Coan J J.....165
Conard & Jones Co..182
Cooke Geo H.....172
Cottage Gardens Nurs Inc.....182
Cowee W J.....III
Coy H C Seed Co....178
Craig Robt Co.....179
Curry J A & Co.....161
Danker Fred A 171
Dards Chas.....169
Darling L S Seed Co 178
Dietsch A & Co.....IV
Dominion Floral Co.169
Dorner F & Sons Co.179
Drakos Co.....168
Dreer H A...177 187 188
Duluth Floral Co....171
Dunlop John H.....169
Dwelle-Kaiser Co. .187
Eble Charles.....168
Edwards Fold Box..III
Erne & Co.....160
Excell Laboratories. II
Eyres H G.....168
Fallon Florist.....168
Fish Henry Seed Co..178
Foerster Co Joseph..160
Foley Greenhouse Mfg Co.....III
Ford M C.....165
Ford William P.....165
Fox J M & Son Inc..170
Frauenfelder C 171
Freeman Mrs J B....170
Frey C H.....171
Frey & Frey.....171
Friedman.....172
Froment H E.... ...165
Futterman Bros.....164
Galvin Thos F.....170
Garland Mfg Co.....IV
Gasser J M Co.....169
Giblin & Co.....III
Gnatt The Ove Co...152
Godineau R & M....176
Goldstein I.....165
Gorham Printery Inc.III
Grakelow Chas H...169
Grand Rpids Flo Co.171
Grossberg-Tyler-Finnermann Co....158
Grimm & Gorly.....172
Gude Bros.....168
Habermehls Sons J J.168
Hardesty & Co.....170
Hart George B....165
Hart Henry.....168
Haven Seed Co The.178
Heacock Jos Co.....181
Heinl John G & Son.171
Henderson A&Co. I 173
Henderson Lewis....169
Henry Co The John.154
Henshaw Floral Co .165
Hentz & Nash.....164
Herr Albert M.....181
Hess & Swoboda....169
Hession.....170
Hews & Co A H.....187
Hill D Nurs Co.....182
Hoerber Bros.....161
Hollywood G'rdens.169
Holm & Olson.....169
Holton&HunkelCo.163
Hort Advertiser.....188
Hort Trade Journal..187
House of Flowers...168
Hurft Edgar F.....178
Hurst & Son 176
Huscroft G. L.....172
Ickes-Braun Mill Co.IV
IdlewildGreenhs....172
Jahn Hugo.....169
Jones Percy. 156
Joy Floral Co.....168
Kahler Pottery Co..187
Kasting W F Co.... I
Keller Pottery Co Geo.....187
Keller Sons J H.....170
Kelway & Son 177
Kennicott Bros Co..157
Kervan Co The.....165
Kessler Wm.....165
Kottmiller A.....168
Kroeschell BrosCo..III
Kruchten John.....161
Kuehn C A 163
Kuhl Geo A.....181
Lager & Hurrell 181
Landreth Seed Co...178
Lang Flo & Nur Co.171
Lange A.....167 168
Langwith A R & Co.175
Leborius J J.....170
Leikens.....172
Leonard Seed Co....175
Levy Jos J.....164
Liggit C U.....181
Littlefield Florist ...171
Lockland Lum Co...IV
London Flow'r Shp .172
Long Island Flo Co.168
Louis Simon Freres & Co.....175
Louise Flower Shop.170
McCallum Co.....163
McGill R C & Co....176
McHutchison& Co. .181
McKenney ..... .171
Mackie William.....165
Malandre Bros.....171
Matthews the Flo'st.170
MatthewsonJ E.....168
May & Co L L.....172
Meconi Paul.....165
Metairie Ridge Nursery.....171
Meyer A.....172
Michell Henry F Co 178
Miller Floral Co.....171
Miller & Musser.....161
Moninger J C Co.. .IV
Murray Samuel.....172
Nat'l Florists' Board of Trade.....IV
Neidinger Jos G Co...162
Newell A.....171
N Y Cut FlowerEx..165
N Y Floral Co.....172
Nicotine Mfg Co.....187
Niessen Leo Co.....162
Okmulgee Window Glass Co.....III
Orchid Florists.....171
Palmer W J & Son...170
Pappas Nicholas G..164
Park Floral Co 170
Peacock Dahlia Fr..182
Pearson E W.....171
Pedrick G R & Son..176
Penn The Florist....172
Peters & Reed Poty..187
Philadelphia Wholesale Floral Ex.....163
Philips Bros.....171
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N(Inc).... I
Pieters-Wheeler Seed Co.....174
Pikes Peak Flo Co...171
Pillsbury I L.....187
PittsburgCut FloCo.162
Podesta&Baldocchi.172
Poehlmann Bros Co.153
Pollworth C C Co ...163
Polykranas Geo J....165
Potter Floral Co....168
Pressing Seed Co W C.. 174
Pritchard J N.....166
Pulverized Manure Co The..... .186
Pyfer A T & Co.....155
RaedleinBasket Co..166
Randall A L Co.....161
Randall'sFlowShop.172
Randolph & McClements.....171
Rawlings Elmer.....179
Ready Reference....183
Reed & Keller.....III
Regan Ptg House....III
Reid Edw.....162
Reinberg Geo.....161
Reinberg Peter.155 178
Rice Bros.....163
Rice Jerome B Seed Co.....175
Riedel & Meyer.....165
RobinsonJ C Seed Co.177
RockWmL FlwrCo..171
Rodgers J W.....168
Rohnert Waldo.....178
Rosery The Flor'l Co172
Roustan Servan & Co175
Routzahn Seed Co .178
Rusch G & Co.....163
Saake O C.....168
Salzer Seed Co.....172
Sceery Edward.....170
Schiller the Florist..170
Schillo A Lum Co...IV
Schlatter W & Son 170 188
Schmidt Chas L.....172
Schwake Chas & Co.164
Shaffer Geo C 172
Sharp Partridge&Co.188
Sheppard H W.....172
Sheridan Walter F..165
Siebrecht George C.165
Simon & Son I N....177
Situation& Wants...151
Skidelsky S S & Co.. I
Smith A W & Co....169
Smith & Co E D.....181
Smith & Fetters Co..171
Smith Henry.....171
Stone Mountain Evergreen Co. 166
Storrs & Harrison...181
Stumpp G. E. M....170
Takeuchi Bros.....III
Thorburn J M & Co .176
Tonner O A & L A..154
Totty Chas H 181
Traendly&Schenck.165
Trepel Jos.....170
Turner Bros.....187
United Cut Flo Co..165
Vaughan A L & Co..157
Vaughan's Seed Store ..... I 179 180
Vick's Sons Jas.....178
Vincent R Jr & Sons Co..... I
Walker F Co.....168
Weber F H.....171
Weidemann H G....170
Weiland & Risch....161
Weir James.....168
Western Seed & Irrigation Co.....175
Wietor Bros.....156
Williams Mrs E A. .172
Wittbold G Co..... 168
Wolfskill Bros & Morris Goldenson.168
Woodruff S D & Sons.176
Yokahama Nurs Co .175
Young A L & C Co..164
Young John & Co...165
Young & Nugent....168
Zech & Mann....159 161

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2203 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

ULTIMATELY

YOU'LL DEMAND
MAGIC BRAND

When Ordering Fertilizer Of Your Supply House.

WHY NOT DO IT NOW?

CHICAGO FEED & FERTILIZER CO.,
U. S. YARDS, CHICAGO

Eastern Office
G. G. Green, Jr., Real Est. and Trust Bldg., Philadelphia, Pa.

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, FEBRUARY 15, 1919.** **No. 1602**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Amflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas.

A bed or bench of sweet peas sown at this time will produce a nice crop of flowers in spring when the winter-blooming plants are nearly through flowering and the blooms beginning to grow small and before any outside can be had. The newer Spencers make splendid varieties to plant at this time and, while they will not bloom as early as the winter flowering varieties, yet will flower before the warm summer weather, and the beautifully formed flowers make a welcome change. Select a bench with plenty of head room, for these easily grow to a height of six or eight feet under favorable conditions. The seed can be sown six inches part in rows, with about three feet between rows, and lightly covered. It is just as well to sow two or three seeds together, and when they begin to grow, thin out to one plant. The beds must be watered sparingly until the plants are large enough to twine on the supports, for they damp off easily, even when five or six inches high, if over-watered. As soon as the tendrils on the vines appear provide some support for them to twine upon and keep the plants growing erect throughout their culture, or crooked stems and worthless flowers will be the result. A cool house is far better for these plants than one having a warm temperature. Aphis is often troublesome in growing sweet peas, and a spray is far better with these plants than fumigation.

Chrysanthemum Stock.

This is the time to look over the chrysanthemum stock to see how the cuttings are breaking. There may be some varieties that are not throwing as many cuttings as they should, or some that are not in good health and there are yet some growers that have stock plants for sale, so where from either cause it looks as if the supply might not be sufficient, new stock should be purchased at once. Where the stock plants are in good health but there are not enough to furnish the requisite number of cuttings, the early cuttings may be taken and rooted and these grown in flats until it is time to propagate the plants for blooming, and cuttings made from these. There are also some varieties of which good cuttings can be procured at this time, but after the first growths are removed do not break satisfactorily. These should surely be taken now and grown on in flats. Notable as one of this class is Miss Virginia Poehlmann, and some varieties, such as President Roosevelt, are short-jointed and slow in their growth, so early cuttings are preferred. It is a good time now to look the stock over and be sure of good plants and enough of them for another season.

Stocks.

The demand for flowers at Memorial day is in many cases for bunches or sprays to lay upon the graves of the departed relatives and friends, and as much show as can be made is often the object, therefore the grower must have a quantity of what are called the cheaper flowers, and stocks are one of the best at this time, for they are large and prominent, make up well in bouquets or sprays, and are quickly and easily grown. The seed should be sown by February 1 to be sure to have them in flower by the end of May. The seed germinates quickly and as soon as large enough should be potted. Many grow them in flats, but to have them early pot culture is better, for they do not receive such a severe shock when transplanted in the benches. The planting in the benches should be done in the month of March and the plants can be grown in two ways, to the single spike which will

produce a much larger, handsome bloom, or eight to 10 lateral spikes. The former method allows of planting from three to four inches apart, while in the latter the plants should be set eight to nine inches each way. Growing the latter way, that is, to eight or 10 spikes, is the culture most often practiced, and in order to cause the plant to branch as soon as the terminal flower forms it is rubbed out, and the laterals will grow at once. To have these laterals in bloom for Memorial day the terminal bud should show by the last of April, which will allow about four weeks for the growth of the laterals and the finishing of the bloom. Constant fumigation will be necessary to keep the plants clean of aphis, which very rapidly accumulate on the succulent growth unless kept in check.

Hydrangeas.

The plants of hydrangeas that are to be in bloom for Easter should be started at once, for it is much better to grow them along slowly than to wait and bring them in later and force them much harder. This will give the plants more natural conditions and they will finish with shorter-jointed growths, being not nearly so tall, and well furnished with large heavy foliage completely covering the stems. The plants started at this time should be first placed in a greenhouse having a night temperature of 40 to 45 degrees and if the buds and stems look very dry, frequent syringings of the branches will quickly make the buds fill up. After the first leaves are fully formed the plants can be moved into a warmer house and they should come along nicely for Easter—a house with carnation temperature should bring them in bloom by that time, but if the buds are not well set early in March a still warmer temperature will be required. If grown in a warm temperature keep a sharp lookout for red spiders, which gather on the blooms and quickly ruin them.

Begonias of Lorraine Type.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade, they are easily kept moving and make fine plants for the holidays.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Freesia Spray.

At this time, when freesia is at its height, and cattleyas are plentiful, the combination as shown in the accompanying illustration, makes a very good funeral arrangement. Freesia, when well grown, with from four to five open flowers to a truss, borne on long, stout stems, is wonderfully effective in all kinds of loose spray and design work. Many growers spoil splendidly grown stock by cutting too soon; it should always carry from four to five opened flowers before being ready for market, then the remaining buds are white in appearance and will all open in water.

Max Schling's Bit of Palm Beach.

Floral Arrangement and F. T. D.

The February meeting of the Florist's Club of Philadelphia deserves more than passing mention, as it had much in it to interest the whole craft. It was retailers' night, of particular interest to this artistic branch of the trade. There was an attendance of about 200, quite a few of whom, were ladies, nearly all active workers in stores. There were also a number of retailers from nearby cities and towns.

Max Schling, of New York, who addressed the club on the arrangement of cut flowers and color combinations, was at his best. He said he did not claim to be an artist, but only a plain gardener. He had now been 20 years in business, and while he had worked hard, had tried to keep young and smiling. He said the florist should learn to work quickly in placing his flowers, and be able to make something out of pretty nearly nothing. On an already prepared magnolia wreath, made on a single flat wire frame, and covered with salt hay instead of sphagnum, which was scarce, he quickly arranged several forms of decorations, all with fresh flowers. One of 12 cattleyas was very showy, another of a variety of a half-dozen kinds, together with some croton sprays, was effective. Flowers for funerals should be as bright and attractive as for any other occasions, in his opinion; they are not to remind one of their sorrow, but, if possible, to cheer them. A smaller, closely made magnolia wreath, full round, alike on both sides, was, with a spray of well berried holly, a little mistletoe, together with a red bow, sold at Christmas for $10, which while it showed much better than 100 per cent profit, was a proper reward for this rush period. These wreaths should be made in quantity during dull periods. In speaking of prices, he said the customer should always be treated fairly. He tried to give a little more than he promised, and return the customer's confidence with good service.

Last winter everybody preached economy, for many gifts. He had found a basket of fruit and flowers a success, the fruit being used to sell the flowers which were attached to the handle in tubes of water. This sold from $15 to $35 depending on the flowers used.

Florists should be prepared to execute the small order. Fibre and paraffine cups, gilded, cost but a trifle, in which a few flowers nicely arranged, made quite a showing, much more so than when in a box. They were all ready to be placed at the bedside in a hospital. Such an order could be made up to show a good profit and sold for $3. All 10-cent stores sold small glass vases which answered the same purpose. A small handle or tumbler basket was filled. The flowers in this, he said, should be arched over by the handle to show as in a frame. It was a mistake to cover the handle; just a small bow of narrow ribbon was all that was necessary. Croton sprays were used to good advantage in this and other work. Small home-made boxes, decorated with hand painted Japanese panels on nice paper, when filled with flowers were quite salable.

Mr. Schling demonstrated that all colors looked well together, if used in the right combinations; the addition of a spray or two of maiderhair smoothed and modified colors wonderfully. He had arranged a Palm Beach scene in his window, but this, while it attracted considerable attention, did not bring people into the shop. He always liked to make the window attractive with floral arrangements that were complete in themselves and salable. Along the same line, he made by means of a tin pie plate, with an upright tin pipe soldered a little off the center, which held a glass tube, a miniature Palm Beach. Sand and pebbles covered the plate, a small kentia was cut off, and with some flowers filled the tube. At the foot of this palm tree, reclining on the sand, was one of the little "splash me" French dolls. The flowers used were of good quality. These little conceits at once became popular, and were priced at $7.50 to $10 each. There had been a large advance sale for them to be used as Valentines. He also showed a Valentine kiddie, which attached to a flower tube filled with flowers, with a red ribbon bow, made a very pretty and salable Valentine. Be sure the ribbon is red, as that is the color of love.

In speaking of the business, he said, the florist must put his heart and soul into his work. In working with flowers, he must make his fingers respond instantly and follow the bent of his mind. A man who is busy at his work, has his mind on it, and if you ask him about something else, he will give you an absent minded answer. While talking, Mr. Schling was arranging all the flowers he had been working with in a large loose cluster, picking up one after another without selection, each seeming to fit in as he placed it until all were used up, the result being a large, handsome loosely arranged bunch that was held in one hand without string or other wrapping. String, he said, cut into the stems and should only be used when the bunch was finished and just enough to hold them together, then the flowers could be easily separated, if the recipient so desired. He laid no claim to any special gift of art—anyone who loved flowers could soon learn to arrange them. If they were happy in their work, and put their mind, and enough energy into their business, they were bound to be successful. Mr. Schling was frequently applauded, and at the close, received a standing vote of thanks. He was then asked to tell of his experience with the Florists' Telegraph Delivery, which he did, going into very interesting detail, and incidentally describing his methods of advertising. The F. T. D., he said, was as yet in its infancy. It had made good strides in the past few years, which proved that it had great possibilities. In every large store, there was work enough now to keep one clerk employed just to look after this business. About 15 years ago, he had first been asked to deliver flowers in San Francisco, and later in St. Louis. He shipped these from New York, using cypripediums, cattleyas, etc., which had carried safely. He had shipped made-up wedding bouquets to Cuba, which had arrived in good condition, as well as 1,400 carnations, not one of which was spoiled.

Comparatively few people know anything of this telegraph system of delivering flowers through florists' agencies in other cities. Every florist should tie up to this system; the more agencies the more business. The man who does not join, loses out. His competitor, being a member, features the association and customers order here, thinking that as their florist having said nothing about it, he does not use the system, and this order and perhaps others are lost. The longer they wait, the worse it will be, as initiation fees are to be raised. A man cannot lose, he only gains if he joins. His firm had filled 780 orders during last December amounting to $11,000. Of this, $5,000 came from Europe. The orders originating in one's store were most profitable as there was a clear 20 per cent in it, without any risk, the distant correspondent having to furnish the flowers and do the work. The membership in the F. T. D. gives a man prestige. It is a society of one for all, all for one.

Mr. Schling is a great believer in printers' ink. His advertising in New York papers alone for last year was $11,000. He advertised very extensively all over the world, both in newspapers and by posters, which were to be seen in consulate offices, hotels, express depots and other prominent places everywhere. Last year his business was over $180,000, of which $42,000 was spent in various forms of advertising. All kinds of annual events, birthdays, wedding anniversaries, and everything of importance, was kept in the minds of customers by means of follow-up letters. All orders were minutely recorded so that they could all be duplicated to the flower if necessary. In closing, Mr. Schling said he believed the F. T. D. will grow to be bigger than the S. A. F. The public will welcome the organization, because it gives service. Compare the service given by the florist with that of any other trade. The florist handles a very perishable stock, and frequently has the shortest kind of notice to execute orders for flowers which he is expected to have on hand. The F. T. D. will educate the public to order in advance and put more system in the business, so that the hours of service will be shortened. It will be raised to a higher plane and become a profession that men with college education will be glad to enter. It will be supported on all sides, both by the grower and producer of flowers, and the public, who will both give and get the right kind of service.

President Harvey, who had attended the recent S. A. F. executive committee and the F. T. D. meetings in Detroit, spoke of the great publicity movement in the western cities, where in the local advertising in the various sections, very encouraging results have been obtained. If only ¼ to ½ of one per cent of each man's annual business was set aside to be used by the national prblicity committees of the S. A. F. and this would scarcely be felt by anyone, they would have more than they could use for anything they now have in mind. Some surprises in this publicity movement were coming that were almost revolutionary.

Charles Grakelow, a director of the F. T. D., who also had attended the Detroit meeting, was full of enthusiasm. Some wonderful work had been done in Detroit, both by the F. T. D. and S. A. F. to advance the cause of publicity. Everybody was optimistic, particularly the growers, who were all anticipating great crops next season. He said all retailers should get on the F. T. D. bandwagon, join and pay their dues, and not to then sit down and wait, but to be active and hustle and boost the organization to the limit. A wheelbarrow is a very useful article, but is is of no use if you do not push

FREESIA SPRAY.

it, so do not join the F. T. D. just to become a member, but to be also a worker. There are about 700 members in the United States; 40 new ones joined in January. There were those who expected to see 2,000 in the ranks in another year. It is not what we gain, but what we give, that eventually counts. In the west, great success had followed their efforts in publicity. In Milwaukee, Wis., $6,000 had been raised last year, all spent locally with great and direct benefits. He wanted to see retail florists everywhere become members of the F. T. D., particularly his fellow members of the trade in Philadelphia. They had shown what they could do in the great national flower show, when they had piled up a record attendance of over 100,000. By pulling together they could also make Philadelphia the greatest F. T. D. city in the United States.

As a result of the information brought out and the enthusiasm of the speakers, 10 new members were secured for the F. T. D.

Next Week in the Flower Shop.

The season is at hand when special displays are in order, when stock is becoming so plentiful that one thing can be featured after another, and the interest kept up so continuously that business will be just one good customer after another, marching to the merry jingle of the cash register. Sounds optimistic, does it not? But there are stores in every large city in the land, and in many of lesser size, of which the above is a good description. Where they are not satisfied with one success, but have another planned to follow on, and others waiting like runners in a relay race, so that excitement or interest shall never be allowed to lag.

No two men do business exactly alike. They may cater to the same class of people, yet have a very different way of presenting almost the same line of plants and flowers. One will attract notice by attention to small things, always having some little conceits made up all the time—something that looks inviting and ready at once to take along. The other does not find time to bother with such small matters. Of course, they are made up when ordered. "We do not do much of that kind of work—there is nothing in it anyhow." Such a man wants to wake up. There is "something" in it, sometimes a great deal, as one small sale will lead to others, and when a transient buyer becomes a regular, a great gain has been made.

It is an important matter to have the store clean and inviting early in the morning. All water in the jars or vases in the case should be changed the last thing at night. This, if left to the morning, is often interfered with by a run of early phone orders, which demand immediate attention, and then this usually sloppy operation is going on when customers are about. It is very bad practice to be taking off outside petals and damaged foliage in the presence of those who want to know if the flowers they are getting are fresh. Nothing passe should ever be allowed to remain in the case. There should be a box in the rear or the basement for all such stock, which may be good enough for some purposes.

Sweeet peas are good to feature at this time. They are about at their best and moderate in price. Small vase or tumbler baskets, holding a bunch or a little more tied with a narrow ribbon bow, can be made very attractive. A window of these baskets, a number suspended from the ceiling to fill the space from top to bottom, is sure to attract attention, while a special price card is quite sure to start them on their mission. Bunches of sweet peas, wrapped or displayed in cornucopias of wax paper, a number in a bowl or bowls on the end of the counter, or on a table together, will be found much more salable than if packed in jars or vases on the shelves of the case.

Make a daffodil week. They are to be had now in quantity, both cut and in pots. Sprays of pussy willows, stuck in the pots, or in small baskets

J. J. Trevis.
Pres. Montreal Gardeners' and Florists' Club.

of the cut sprays, are good company. Decorate the pots with white and yellow paper, the yellow inside, and tie with yellow fibre ribbon. Such decoration will add 50 per cent to their selling value.

Primula obconica is a good seller. When well done, it is very showy. Trim these pots with white and pink paper inside to match the flowers. Arrange two or three dozen in a decorative grouping and see how quick they will move.

Are you a member of the F. T. D.? If not, you are standing in your own light. When your name gets on the list, you are in line for promotion until step by step you get up among the leaders. Any man, who gets in line, and will work and feature this association and its work will add 10 per cent to his business each year. This is not "hot air." It is cold facts right from men who have seen the light and are now on the track, speeding ahead.

Have you heard from the S. A. F. publicity committees? They have hitched their wagon to a star twice as bright as that of a year ago. They are planning for a campaign to cost $100,000. If you are not now in this movement, you have just got to come along. Identify yourself with it at once. Send in your good will check. It will come back many times over.

Washington's Birthday.

One must be up and doing these days, going after business in every possible way. Taking advantage of all current events and anniversaries by featuring them in advance, calls attention to the store. Frequent changes in decorative effects will be noticed by the hundreds, and perhaps thousands, that are passing daily, until they will ofttimes go out of their way to view this window. The decoration in honor of the birthday of the "Father of his Country" furnishes an opportunity that should be made the most of. It is a legal holiday, a time when many have leisure, and the streets are full of pleasure seekers.

While the observance of the day has not much prestige as a floral holiday, yet it has possibilities. All winter holidays are festive—Thanksgiving, Christmas, New Year's, St. Valentine's day, Washington's birthday, and Paddy's day are all celebrated by social or club dinners or other anniversary celebrations, at which the florist is almost sure to be asked to furnish plants and flowers, without which no public or social function is considered complete.

Many patriotic individuals and societies celebrate February 22 with meetings and dinners, at which the decorations are always a feature, all of which should be encouraged by a good stock of flowers in the national colors, worked up in various ways, previous to the day, so that its coming is heralded and brought to the attention of the public.

The mythical story of the cherry tree appears to be irrevocably attached to the day, so that a plentiful supply of the artificial fruit should be on hand. Of course, the hatchet is also a feature, which must be largely in evidence.

For the window, a small four-foot dogwood or cherry tree (the dogwood is the best shaped in small sizes), trimmed with cherries and leaves, and set into a tub, is attractive. A good sized bust of Washington, placed on or draped with a large flag, is a good feature. A number of small trees, made up in the same manner and placed in 6-inch pots covered with crepe paper, tied with a bow of red, white, and blue ribbon, and a small hatchet thrown in will be found decorative and at the same time salable. A small branch with a dozen or so cherries, tied to which with a narrow red, white, and blue ribbon is a miniature hatchet, makes a good finish to the top of a box of cut flowers. Larger hatchets, to which red and white carnations and some cornflowers are tied with the tri-color ribbon, are quite salable. Pans of from three to a dozen Dutch hyacinths, red, white and blue in color, with crepe cover and tied with a narrow ribbon are nice for the table, to be used instead of the fernery.

For the more elaborate function, a center of ferns, from which rise cherry trees and a small bust or two of Washington, with small vases of red and white carnations and cornflowers, is appropriate. Boutonnieres of the same flowers, with very narrow tri-color ribbon bows, should be at every plate.

Even if not much business is expected, the decorated window, as a remembrance of the day, is always an attractive feature, calling attention to the store and its handiwork. Small baskets are now offered by the supply houses with plastic cherry and hatchet ornaments, which can be filled nicely and tied with tri-color ribbon bows and a small branch of cherries.

Primula Obconica.

One of the most satisfactory winter flowering plants of the primrose family is the obconica. Planted out on a table, or grown in pots, it will give from the middle of January two to three months' continuous bloom, furnishing trusses of flowers ranging from white to deep pink, that are very useful for wreaths and other funeral designs. As a pot plant for house decorative purposes, it has a large sale, and is included in many florists' stocks.

The degree of perfection to which this plant may be grown is shown by the accompanying illustrations of stock in four and five-inch pots. To have such a showing of bloom by January 20, when the photographs were taken, is quite a feat. Such stock as this could be sold by the thousands to retail florists all over the land. The single florets on the smaller plant were two inches in diameter, of a beautiful light shade of pink. The large plant is in a five-inch pot and carried eight heads of bloom of a bright pink.

The illustration gives no idea of their bright, fresh, vigorous appearance. They were so different from the obconica as generally seen as to seem like an altogether different variety. They show a finish and quality that wins the blue ribbon of approval from all who see them, and stamps the grower as a genius in his profession. The plants are undoubtedly given something of a stimulating character, but we venture that it is not ground wishbones.

President J. J. Trevis.

MONTREAL GARDENERS' AND FLORISTS' CLUB

President Trevis, whose life has been practically devoted to growing flowers, has been a resident of the Dominion for the past 10 years, the first three of which were spent in the employ of Hall & Robinson, who conduct an up-to-date establishment at Outremont, Que., the remaining period in the capacity of private gardener. Previous to coming to America he was in charge of one of the most attractive estates in Sussex, Eng., with eight acres devoted to flower gardens, a rock garden and other features, one of the most attractive of which was a pergola 1,500 feet in length covered with rambler roses. He also took pride in the old English style of herbaceous borders of handsome shrubbery. President Trevis says that from the time he was apprenticed, the growing of flowers to perfection and the science and study necessary to attain success and do justice to both himself and his profession have guided his endeavors, and he adds: "A gardener never gets through learning."

CLEVELAND, O.—The Cleveland Artificial Flower Co. has been incorporated with a capital stock of $10,000.

BALTIMORE, MD.—J. L. Towner is now manager of the Baltimore Wholesale Florists' Supply Co., George J. Muhly having opened a business at 512 St. Paul street.

WORCESTER, MASS.—The Quarry Floral Co. will build a range, boiler house and store with office in connection, at 877 Main street, the site of the former Thayer estate.

UTICA, N. Y.—The Whitton greenhouse property including seven building lots has been purchased by St. Joseph's infant home adjoining, the grounds of which are to be enlarged.

PRIMULA OBCONICA IN 4-INCH POT.
From Photograph Taken January 20. Flowers Two Inches Diameter.

THE CARNATION.

Carnation Novelties at Cleveland Show.

The exhibition of the American Carnation Society at Cleveland, January 29-30, may be said to have been made up largely of novelties and seedlings, very few of the standard or better known varieties being represented by more than one vase of flowers. In the classes calling for 50 blooms to a vase, we found one vase each of Matchless, Enchantress Supreme, White Enchantress, Belle Washburn, Mrs. C. W. Ward, Pocahontas and Rosalia. The rest of the varieties exhibited were either novelties sent out during the last year or two, or undisseminated seedlings, among the latter being some that showed great promise.

The salmon pink variety, Laddie, made a wonderful showing, and the large vases of these were a leading feature of the exhibition. The color, form and size of flower, as well as its strong, rigid stem, entitles Laddie to be classed as the leader among carnations of today. While it is not to be expected that so large a flower will be as free of production as a flower of average proportions, yet, considering its size, Laddie is a clean-cut grower and a good producer. The best blooms of Laddie on exhibition were shown by the Joseph H. Hill Company, Richmond, Ind., and S. J. Goddard, Framingham, Mass.

Ruth Baur, a beautiful light pink, showed up well and proved to be a good keeper. This variety looks like a good commercial flower. It has fine color, good form, excellent stem and made a very fine showing. Baur & Steinkamp, Indianapolis, Ind., were the exhibitors.

Donald is one of the most promising among the new crimsons or maroons. The color is good, the size of flower above the average, of good form, and carried on the best of stems. It is a very fine variety of this color. Exhibited by Strout's, Biddeford, Me.

Sunshine, a yellow that is in a class by itself, is a very fine variety in every respect. It is well named as to color, which is bright and clear, without any tracings of red in the petals so pronounced in the other yellows that we have had. The flowers are of good size and fine form, with strong, rigid stems. It was exhibited by Strout's.

White Delight is a white sport of Pink Delight. Growers who are successful in growing Pink Delight will find its white sport a good variety, with the best of keeping qualities. Also exhibited by Strout's.

Bernice appears to be a good commercial crimson. This variety has been shown at the carnation exhibitions before in equally as good form as at Cleveland. It is a fine variety for anyone desiring a good commercial crimson. Exhibited by W. D. Howard, Milford, Mass.

Topsy is another new crimson of the largest size and good form, a very fine large variety of good keeping qualities and stout stem. Exhibited by Joseph H. Hill Co.

Red Cross is a fine looking red commercial variety on the order of Beacon, of which it has every trace of being a seedling. A promising red variety, exhibited by Peter Fisher, Ellis, Mass.

Edna, a very bright red variety of good form, is a little undersized when compared with some of the other new ones on exhibition, but all of its other points are good. Exhibited by Nic Zweifel, Milwaukee, Wis.

Democracy, a very large, flesh pink variety that looked fine when first staged, went down after the first day. It showed the appearance of having been grown too warm and close. Exhibited by Gude Bros. Co., Washington, D. C.

Denver is a light pink sport of Mrs. C. W. Ward, somewhat on the color of Cottage Maid, though a little lighter. This variety has the fine keeping qual-

ities of the Mrs. C. W. Ward. Shipped from Denver, Colo., after having been cut two or three days, it was in fine condition at the end of the show. Exhibited by G. Brenker, Denver, Colo.

S. J. Goddard, Framingham, Mass., jointly with Fred Dorner & Sons Company, Lafayette, Ind., exhibited several very fine seedlings under number. Especially noteworthy were two or three of the light pink shade and the bright reds.

Rolfe Smith, with the Joy Floral Co., Nashville, Tenn., put up a table of seedlings, three and four of a kind, among them being some very promising looking flowers.

A. J. Stahelin, Redford, Mich., staged a rose pink seedling, and a variegated seedling, both of which were good flowers and looked to be good commercial varieties.

Carl Hagenburger, West Mentor, O., exhibited a very large red seedling, which, if it had a brighter color, would atttract considerable attention.

C. W. JOHNSON.

Increased Production Will Be Profitable.

Never before, in the history of the florist industry, has there been such a demand for practically every line of stock, and never has there been such a marked shortage of supply. The war ended (so to speak) almost as suddenly as it began. At the beginning, there were large stocks of everything, but these gradually dwindled, and in many instances, were lost entirely. Upon the signing of the armistice, it was of course impossible for a florist (like a manufacturer), to turn to raw material and either increase or decrease the supply on short notice, so that today, coupled with the many restrictions that hampered the florist business, they find themselves far from meeting the demands of their trade because there are not enough stocks to work on. It has been stated that the nursery business does not return the profit it should. Personally, I feel it is this way to a large extent with the florist business, especially with the grower. No one can deny that it calls for hard and constant effort with an "always on the job" idea. There is considerable waste of product, that cannot always be avoided, and for that reason alone, it behooves every florist to educate the flower and plant buying public that they will have to pay a fair price for cut flowers, etc.

An important point to keep in mind is that during the period of the war, due to many reasons, not a few florists quit business. Some few will resume, while others will not. This has created two effects that are now apparent: The first is a shortage of cut flowers, and the second, good prices for what is available.

The war has taught the trade valuable lessons. It has discouraged waste, it has encouraged a closer application to business, and really, many of us wonder how we went through it and survived. For 1919, every florist should resolve upon a few important things, remembering that it is our business that really keeps us, and I have always dwelt on the theory that it should command the most and our best attention. First, do not grow surplus for speculation; it has a tendency to lower prices. Second, get fair prices for your products, especially where fine quality and good trade demand it. Third, avoid waste in all forms; it surprises one to know how this pulls down the credit side of the ledger, and fourth, try and have what your trade demands. Get back gradually into your regular channel of crops, eliminating the things that do not pay, and keeping in vogue the methods that you found made you, during the war, help yourself.

One might go on indefinitely citing suggestions that would prove valuable, and let me conclude in saying, "Keep the florist industry on a high plane." Do not make it a cheap business; make it a paying proposition. Just think how many of you spent some years of apprenticeship to learn the business, some serving without pay. Are you not entitled to the same return of profit as any other line? Certainly, yes, and it lies within the province of every florist to make his

Sergt. Otis L. Bullock.

Son of Mrs. E. M. Bullock, Elkhart, Ind., Who Expects to be Mustered Out Soon.

business profitable. Study market conditions as applied to cut flowers and plants; observe the law of supply and demand, as is done in every industrial business; and then make your price. Because carnations brought a dollar a dozen a year ago, that has no bearing on what you can get today. Grow sufficient stock to meet all normal demands, and which will be taken at a profitable price. Do not grow stock just to fill up benches, unless you are sure you can sell it at a profit. Remember it costs time and money to produce it. Try to figure a market before you grow it, and after all, do not have empty greenhouses; nothing deteriorates more rapidly. Make them work for you.

I did not want to use the words spoken today by a prominent grower in Philadelphia, but it might not be amiss, although I never believe in rubbing it in. He said that many florists were ill; they needed a tonic that would boost them. Now, it is better to take the medicine yourself than to have it administered, so let us all wake up, if we have been sick, and prepare for a larger spring trade than was ever experienced.

A BOOSTER.

CHRYSANTHEMUMS

Chrysanthemum Season of 1918.

Paper by Charles H. Totty, Madison, N. J., read at the annual meeting of the Tennessee State Florists' Association at Nashville, January 30, 1919.

The chrysanthemum season just closed was noted for the prices obtained and the rapidity with which the crop was moved, once it was in shape to handle. Several factors contributed to this. Undoubtedly, the influenza epidemic was considerably of an influence during the month of October, but that does not explain it for the month of November, when the demand for flowers and the phenomenal prices still kept up. A factor that has not been considered by some men, because they have not given the matter thought, is the publicity campaign of the Society of American Florists. At the convention in August, we had the matter of publicity before the committees and decided that there would be a great many more chrysanthemums than the market could asimilate, due to the fact that many florists figured on growing a crop and then closing up their houses for the winter on account of the fuel restrictions. These conditions prevailed to a greater or lesser extent throughout the country and the publicity committees devoted $10,000 for the purpose of advertising the beauty and uses of the chrysanthemum. I have heard men say this advertising did no good to them as individuals, and they could see no direct benefit from it. They do not stop to figure that the creation of a sentiment in favor of this or that article is all that any national advertising campaign is planned to do. The details take care of themselves later. All national publicity can do is direct the thoughts of men and women to some particular thing or channel and the results will speak for themselves. I am positive the results spoke for themselves in no uncertain voice in moving the chrysanthemum crop this fall. There were more chrysanthemums grown than ever before in the history of this country.

We were favored with a specially good fall last year. It was ideal weather for the perfect development of chrysanthemums, especially the earjy flowering type which are now grown in large quantities in many sections for the New York market. I presume the members of the Tennessee State Florists' Association are more or less familiar with this type and varieties, but if not we will give a list of a dozen which we found very profitable. They are as follows:

Pink—Chas. Jolly, Belle Mauve and Madame Marquis.

White—Cranford White, Normandie and Smith's Advance.

Yellow—Yellow Advance, Cranfordia and Etoile d'Or.

Bronze—A. Barham, Mrs. H. Craig and Crimson Pride.

These bloomed magnificently outdoors, and with the phenomenal demand coming at the time they flowered, on account of the epidemic, were a very profitable proposition. We also had some side benches in the greenhouses planted with these varieties. They were set out a foot apart and the plants pinched several times and then allowed to come, on the average of a dozen blooms to a plant. Not one of these flowers did we wholesale less

than $2 per dozen, and if some of our large growers with a million feet of glass could follow this record, the flower business should be on a much more profitable basis than it is at the present time. One man of my acquaintance made a small fortune out of the Caprice chrysanthemums which he planted out in the field. Undoubtedly, the Caprice or Cap family, as they are called, is known to all on account of their wonderful adaptability as pot plants. There are eight sorts, all sports of the French variety, Caprice du Printemps, which I introduced to American growers some eight years ago. The flowers are large and spreading and are splendid for making up funeral designs. The plants are of ideal, dwarf habit, so dwarf, in fact, that they need no staking.

GREENHOUSE TYPES.

The varieties grown in greenhouses naturally differ in many states. We will give a short list of what we found very profitable with us. In white our varieties were Smith's Advance, Alice Day, October Queen, Wm. Turner and Louisa Pockett. These flowered with us in the order named. Smith's Advance, during the early part of the season, made a hard, scrubby growth, almost refusing to grow at all, consequently our plants all ran out into sprays which proved to be just what the market was looking for since the early asters were gone and the epidemic made a tremendous call for white flowers of any description. The other varieties also gave us splendid returns. The two last named, Louisa Pockett and Wm. Turner, averaged us $9 per dozen wholesale, for some 800 blooms. This is a phenomenal price for they were grown a foot apart, exactly as they would be for exhibition purposes, and therefore, as a business proposition at this time, the price does not begin to compare with the returns from the early flowering varieties mentioned above at $2 per dozen. In yellow, the most profitable sorts were Golden Glow, Chrysolora, Marigold and Yellow Turner. The Turner varieties, yellow, and Wm. Turner, the white, will be enriched in 1920 by a pink sport, having all the Turner characteristics, for which we predict a record-breaking sale. Bronzes do not figure so largely in the wholesale florists' list, and I think wrongly so, because there is a strong call, at least in the New York market for chrysanthemums that will blend with the autumn foliage. The most profitable sorts are October Herald, President Everitt and W. H. Waite, all of which give an excellent account of themselves. Pink, were the least profitable of all sorts, and the only kinds we considered really good this year with us were Unaka and Pacific Supreme. The former must be taken on a very early bud or its lack of petalage is not at all satisfactory. Some growers of my acquaintance tell me they did splendidly with McNeice, and others made considerable money from Chieftain. We always considered Chieftain was hardly large enough to bother with. Three late varieties for our last cutting were Autocrat, white; Tekonsha and Glenview, bronzes, and these can be recommended to any florist looking for Thanksgiving flowers. In this late list I do not mention Chadwick, because I do not grow it and am simply giving you our experiences of the season just closed. Chadwick is such an unsatisfactory variety to reproduce that we were compelled rather regretfully to close it out.

PRIMULA OBCONICA IN 5-INCH POT.
From Photograph Taken January 20.

POMPONS AND SINGLES.

During the past fall, these types had a splendid sale, and were disposed of at a profitable price in large quantities. I know our records show Connie Dick, and Pink and White Doty wholesaled at 75 cents per bunch of only four sprays in a bunch. These were wonderfully fine with us this year and were ahead of anything else in the pompon section, as regards returns for the space covered. Western Beauty and Mary also did well with us in November. Mrs. Frank Wilcox, or Mrs. Frank Beu, as it is sometimes called, came near swamping the market the latter part of November, there was so much of it grown. I am sure it will pay any man who wants pompons for Thanksgiving to grow plenty of Western Beauty, a first-class pink variety and Pink and White Doty and Connie Dick for his early varieties.

Singles are equally as profitable as pompons, but much of the stock seen in the market last year was absolute trash, although under the conditions existing at the time, was disposed of at some price or other. The ideal single must have a strong, robust habit with the flower stalk perfectly stiff in order to hold the flower upright and the blooms must have three or four rows of petals in order to give them texture enough to be bunched and shipped around as is necessary in the wholesale market. Where a grower grows and sells his own flowers he can take some of the older singles with just a single row of petals and use the sprays for decorative work without too much handling. They are beautiful, but not of much value in the wholesale market on account of having but a single row of petals and being unable to withstand any rough treatment.

We have for years made a specialty of singles and are now getting the results of our experiments in discarding long lists of those we did not consider of value. While we catalogue some 70 varieties, I have trimmed the list down for a commercial man to some 12 or 14 sorts, which are as follows:

White—Mrs. Waite, Mrs. A. Phillips, Veronica, and Mensa.

Yellow—Mrs. Lou Thompson, Golden Mensa and Vivian Cook.

Bronze—Bronze Buckingham, Ida Katherine Skiff and Portia.

Red—H. Marie Totty and Supreme.

Pink—Charlotte Waite, Ivor Grant, W. Buckingham and Mrs. E. D. Godfrey.

The last named, Mrs. E. D. Godfrey, was grown by the thousands for the New York and other eastern markets, and was the only chrysanthemum left in good shape for Christmas. It was raised by Wm. Waite, a private grower, in Seabright, N. J. We procured the stock from him and introduced the variety to the trade seven or eight years ago, and neither the originator nor myself made $5 out of it, yet today it is the most largely grown single in commercial cut flowers. I just mention this in passing as one of the reasons why the introducers of novelties are not especially worried over their income tax returns.

In conclusion, gentlemen, the chrysanthemum has a well defined place in American horticulture, and while, in common with other flowers, it has its "ups and downs," it is the kind of a crop that can be grown with a minimum of expense, and after it is cut the space can be used for another crop for winter work. I spent many years growing the largest collection of orchids in America, and the rose is my second choice, but somehow every fall I turn to my first and only love—the chrysanthemum.

National Publicity for Flowers.

The two publicity committees met in joint session at the Hollenden hotel, Cleveland, O., January 30, with President J. F. Ammann presiding. Two members only were absent, for reasons meeting the approval of the assembly. A full report of the proceedings must, necessarily, be deferred until receipt of the transcript of the notes of the official stenographer, but the following may be advanced:

The minutes of the conferences of the chairmen of the two committees, the president of the society, and the secretary, held in Buffalo last June, and in Cleveland last October, were submitted and approved. Secretary

Young presented a financial report covering in detail the work of the promotion bureau and the status of the publicity fund, from its inception to the close of last year, which received the careful consideration of the committees, and was, on motion of Chairman Asmus, of the publicity finance committee, referred to the society's executive board, with the request that that body appoint a committee to audit it.

Major P. F. O'Keefe, of the P. F. O'Keefe Advertising Agency, Boston, submitted a report of the work accomplished through advertising placed for the months of January and February of this year, covering 33 magazines, with a circulation of, approximately, 21,000,000. The report was wholly satisfactory to the committees. Major O'Keefe had prepared, and submitted, a very complete plan of campaign for 1919, with sketches and other material, which was warmly commended by the meeting, and adopted. The committees also entered into a contract with the O'Keefe Advertising Agency to take charge of the advertising during the 1919 campaign.

Upon the recommendation of the publicity committee, concurred in by the publicity finance committee, the O'Keefe Advertising Agency was authorized to proceed with the spring advertising, according to the following schedule, at a cost, approximately, of $20,000, which is in addition to $5,000 expended during January and February.

SCHEDULE FOR SPRING ADVERTISING.

Literary Digest,	full page,	March 22
Outlook,	200 lines,	March 29
Red Book,	200 lines,	April
Cosmopolitan,	200 lines	May
Saturday Evening Post,	full page	April 19
Sunset,	200 lines	May
Literary Digest,	200 lines	April 26
Quality Group: Atlantic Monthly, Century, Harper's, Review of Reviews, Scribner's World's Work, full page in colors; May.		
Saturday Evening Post,	½ page, full page in colors,	May 3 June
Metropolitan,		
American Magazine,	200 lines,	June

It should be remembered that the June magazines are issued about May 15, and also that we are to use color pages in the Quality Group, consisting of six magazines, and a full page in colors in the Metropolitan Magazine.

Reports forthcoming from all sections of the country were so favorable and endorsed so highly the work and management of the campaign, that the committees decided to set the mark for the fund to be raised and expended this year at $100,000. The committees also authorized the secretary to continue his trip through the country as soon as the duties of his office would permit.

Next week details may be given covering the enthusiastic support given to the publicity campaign by the society's executive board, at its recent meeting in Detroit. Readers will be interested to know what prompted Hon. Philip Breitmeyer of Detroit to subscribe $50 per month, or $600, to the fund for 1919; how other members of the board who were present increased their subscriptions to $500 per year; and how each member present doubled the subscription he had made for 1918. The board was most enthusiastic in its endorsement of the action of the publicity committees in deciding that the fund to be aimed for in 1919 should be $100,000, all to be expended during the year for publicity.

SUPPORT FROM ABROAD.

That the publicity campaign is exciting interest abroad is evidenced in a cheque for £2 ($10) which C. Engelmann, the well-known carnation grower of Saffron Walden, England, sent to Albert Pochelon, secretary of the F. T. D., as a contribution to the publicity fund, with his best wishes. As Chairman Henry Penn, to whom Mr. Pochelon remitted the cheque, says, "This shows the relative interest of our English brethren, of which our home folks should 'sit up and take notice.' If florists in England send money towards a campaign for publicity for flowers in this country, what should we expect from our own?" Mr. Pochelon remarks, "This certainly shows the spirit of joining hands across the sea. It should wake up some of the boys on this side of the ocean who have not yet seen fit to contribute towards this most beneficial work, carried on for everyone engaged in the growing or distribution of the products of our industry."

Mr. Nonsubscriber, the campaign for 1919 is well planned and is under way. Are you going to support it, as, surely, your conscience dictates that you should? If you are in doubt on any point, will you not communicate with this office and have that doubt removed?

The following subscriptions have been received and are in addition to those previously announced, annually for four years unless otherwise stated:

Wm. A. Dawson, Willimantic, Conn.	$ 10.00
M. W. Roren, Parkerford, Pa.	5.00
J. Aldous & Son, Iowa City, Ia. (1 yr.)	10.00
Sofus Bertelson, Babylon, L. I.	5.00
L. B. Coddington, Murray Hill, N. J.	50.00
Mrs. W. D. Brown, Bessemer, Ala.	5.00
Sanders Fl. Co., Salt Lake City, Utah	3.00
N. B. & C. E Stover, Terre Haute, Ind.	10.00
McRae & Jenkinson, New Kensington	20.00
Chas. A. Main, Maplewood, Mo.	5.00
Sigmund Kahn, Bulls Head, S. I. (1 yr.)	10.00
Saginaw-Bay City Floral Society (1 yr.)	25.00
Fisher & McGrath, New Castle Pa.	5.00
W. Guy Payne, Pottsville, Pa.	10.00
The Rosery, Minnipeg, Man. (1 yr.)	10.00
Van Scoter & Son, Bath, N. Y.	5.00
John H. Sykes, Allentown, Pa.	5.00
Gerlach, The Florist, Piqua, O.	5.00
Robert G. Freytag, Montclair, N. J.	5.00
Wm. J. Newton, Norfolk, Va.	25.00
Grulich & Sons, Hoboken, N. J.	5.00
Christina Metcalf, Brooklyn, N. Y.	5.00
Ernest H. Freuking, Trenton, N. J.	10.00
John R. Mitchell, Madison, N. J.	5.00
Rupert Kienle, Philadelphia, Pa.	25.00
J. G. Papedem & Co., New York City	25.00
Stenson & McGrail, Uniontown, Pa.	10.00
Bristol Floral Co., Bristol, Tenn.	15.00
Forest Hill Ghs., Chattanooga, Tenn.	10.00
Geny Bros., Nashville Tenn.	25.00
C. H. Trichler, Nashville, Tenn.	10.00
Truett Fl. & Nurs. Co., Franklin, Tenn.	5.00
Joy Floral Co., Nashville, Tenn. (3 yrs.)	50.00
U. J. Virgin, New Orleans, La. (3 yrs.)	25.00
A. J. McNutt, Knoxville, Tenn.	10.00
Anderson Floral Co., Lebanon, Tenn.	25.00
Chas. Eble, New Orleans, La.	5.00
Chas. L. Schmidt, Harrisburg, Pa.	20.00
L. A. Hutchinson, Caribou, Me.	5.00
M. Rice Co., Philadelphia, Pa. (1 year)	100.00
J. C. Rutenschroer, Cincinnati, O.	2.00
G. Smith & Sons, East Orange, (1 year)	10.00
Valley Floral Co., La Junta, Colo. (1 yr.)	5.00
H. G. Berning, St. Louis, Mo. (1 yr.)	100.00
Albany Flo. Club, Albany, N. Y. (1 yr.)	25.00
Henkes Bros., Watervliet, N. Y. (1 yr.)	10.00
E. P. Rodman, Washington, D. C. (1 yr.)	25.00
A. T. Eichel, Chicago (1 yr.)	5.00
	$800.00
Previously reported	$28,230.50
	$29,030.50

JOHN YOUNG, Sec'y.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Grand Rapids, Mich., February 17.—Grand Rapids Florists' and Garleners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

St. Louis, Mo., February 17, 2 p. m.—Retail Florists' Association of St. Louis. No definite meeting place. Charles Young, secretary, 1406 Olive street, St. Louis.

Boston, Mass., February 18, 7:30 p. m.—Boston Gardeners' and Florists' Club, Horticultural hall. Wm. N. Craig, secretary, Faulkner farm, Brookline, Mass.

Pittsburgh, Pa., February 18, Noon.—Retail Florists' Association of Pittsburgh district. Lunch at Seventh Avenue hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Portland, Ore., February 18.—Portland Floral Society, Masonic Temple. F. A. VanKirk, secretary, 64 East 56th street.

Toronto, Ont., February 18, 8 p. m.—Gardeners' and Florists' Association, St. George's hall, Elm street. George Douglas, secretary, 509 Merton street, Toronto.

Lancaster, Pa., February 20, 8 p. m.—Lancaster County Florists' Association, Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

Your Opportunity.

A real campaign for more uses of flowers is now on, and your publicity committees, have much to tell the American public that the florists of the United States and Canada, are preparing to serve them. Will you be prepared locally to also tie up to the campaign of "Say it With Flowers" so that you may make the present campaign a producing one?

Just think of the time when everyone felt this was an impossibility. Now look at those who have contributed, and who still further show faith by increasing, and others by doubling their subscriptions after reviewing the benefits of last year's publicity. Are you among the "also ran" class, or among those who contributed and felt its pulse?

Work with the campaign locally and nationally. The florists, who are contributing to this fund, are making flower-history for the future, for by their conduct of giving, they are unconsciously widening the channels for more flower-buying and helping everyone connected with the development of flowers. Can you afford not to give to this unselfish cause which is for the good of all?

The florists have always proven themselves worthy in every cause that was a worth-while one, and we have every reason to feel this campaign will succeed beyond our fondest hope. "Say it With Flowers" will be a household word when one is in doubt as to the query, "What shall it be?" so that all who connect themselves with it will be eventually rewarded.

You can make its scope as broad as you wish by simply doing your duty in contributions. Will you permit your neighbor to do it or will you help?

HENRY PENN,
Chairman Nat. Pub. Committee.

Cincinnati.

SUPPLY NOTICEABLY SHORT.

The market is very short on stock. All receipts are meeting with a good demand, cleaning up readily and are bringing satisfactory prices. Shipping business continues good. The rose market is very short of stock. All growers who furnish this flower to this market seem to be off crop. Carnations are not as plentiful as they were and are cleaning up from day to day. Sweet peas, however, are fairly plentiful and meet with a good call. The Easter lily receipts are somewhat short of the demand for them. Rubrum and callas have a ready sale. Bulbous stock is becoming fairly plentiful and the next two weeks should see a good supply in this line. Receipts include jonquils, daffodils, tulips, Dutch hyacinths, Roman hyacinths, yellow narcissi, Paper Whites and freesias. Some excellent snapdragons may be had. Other offerings are orchids, single violets, calendulas, baby primroses, wallflowers, and forget-me-nots.

NOTES.

Dan Gray and Harry Gray are at Hoboken, N. J., having returned from overseas.

Geo. Kessen has received his discharge from the service and is with the William Murphy Company.

After C. E. Critchell's return from the Cleveland meeting of the American Carnation Society, he had as his guests Allan Pierce, Waltham, Mass.; George Arnold, Boston, Mass.; Jos. Hill, Richmond, Ind., and William Nicholson, Framingham, Mass. H.

MOULTRIE, GA.—The Moultrie Floral Co. has added one large house to its range and has opened a downtown retail store.

San Francisco.

INCREASED SUPPLY AND DEMAND WEAKER.

Trade has slackened up a little since our last report. The supply of flowers is increasing considerably. Roses are becoming more plentiful every day, but as yet there has been very little decline in prices. They are about the same as last quoted. Outdoor flowers are coming in freely, particularly acacias and a few of the flowering peaches and almonds. From now on these can be expected in large quantities. Daffodils and hyacinths are to be seen everywhere, but no tulips are in yet. Sweet peas are improving a good deal and some excellent stock of the winter flowering specimens are now in the market. The sale for them is good and at fair prices. Carnations are much more plentiful and prices have gone down considerably. Reds, in particular, are in over supply. The street peddlers are using a great deal of them. While violets are now at their height, and though large quantities are being shipped away, there seems to be quite a surplus every morning. Cattleyas are quite plentiful, more so than at any time during the season. The call was very brisk for them last week. Gardenias are in ample supply, but prices are firm. Snapdragons have been coming in during the week and sell readily. Fine prices are being obtained by the growers for good stock. Cut ericas are in large supply. Ferns of every description are still scarce, and so is asparagus. Just now there is not much demand for pot plants.

NOTES.

At the greenhouses of the MacRorie-McLaren Co., a large stock of flowering plants is being put into shape for Easter. The azaleas are extra good and a very large quantity is being grown here this year. Nursery trade is also good at this establishment.

The J. B. Boland store had the large decoration aboard the Dutch war ship which has been in port for a week. It was the work of Manager John Silvers, and was splendidly executed.

Pelicano, Rossi & Co., had a very heavy run of funeral work the past week. Trade is all that could be wished for at this store.

Shellgrain & Ritter are much gratified at the way business has kept up with them since opening their new store on Kearney street.

M. H. Ebel, the Sacramento florist, was a visitor this week. He reports a brisk trade in his city, chiefly funeral work.

JAMES T. LYNCH.

Louisville, Ky.

NOTES.

The Society of Kentucky Florists has sent a protest to the chairman of the federal horticultural board in regard to the embargo to be placed on plants effective June 1, but have as yet received no reply. A similar protest was also sent to Senator Shirley and the Hon. J. C. Cantrill, and both of these gentlemen have replied to the effect that they will do what they can to secure a modification of the ruling.

Willis B. Reynolds, formerly with the F. Walker Co., and brother of P. A. Reynolds, the well-known florist, has the sympathy of his many friends in the sad death of an infant son, who was burned recently, his clothing catching fire while playing with matches.

Oscar F. Kleinstauber of the United States navy, was picked up uninjured after the vessel on which he was one of the crew was sunk by a mine. The boat he was on previously was sunk by a submarine.

Walter Kleinstarink, who has returned from service in France as a member of a hospital headquarters company, is now at Camp Taylor and expects to be mustered out soon.

John G. Bettman & Son are adding one house, 25x130 feet, to their establishment, to be devoted to roses. Ferdinand Graham is now with this firm.

John C. Ruysenaars, formerly with the F. Walker Co., is now in charge of the landscape department of the Jacob Schulz Co.

The F. Walker Co. is adding one house, 26x230 feet, to be devoted to roses and cut flowers.

H. G. W.

Pittsburgh.

MARKET REMAINS UNCHANGED.

The market has changed very little during the past week. Carnations are more plentiful and somewhat cheaper, the best being offered at six cents, the balance at four and five cents. Roses are still in short supply and are high in price, ranging from 10 to 50 cents. Lilies are coming a little stronger, but clean up at $25 per 100. The best sweet peas of the season have arrived and command $3 per 100. Paper Whites are plentiful, but the price remains at five cents for fancy stock. Jonquils have begun to make their appearance and are quoted at eight cents. Violets are not very good and the same is true of the demand. A few irises are offered at from 12 to 15 cents each. Other offerings are limited and prices are high.

NOTES.

At the florists' club smoker and luncheon, February 4, the election of the following officers for the ensuing year was announced: Neil McCallum, president; E. C. Reineman, vice-president; Carl Becherer, secretary; W. A. Clarke, treasurer. Trustees—R. H. Semple, P. S. Randolph and August Frishkorn. Thanks to D. W. Ludwig, a splendid lunch was served and E. C. Ludwig received a vote of thanks for the finest sweet peas grown in Butler county. The following awards were made: J. H. Thompson, certificate of merit for fine cyclamen; Schenley Park, cultural certificate for amaryllis and Iris tingitana; M. Curran, cultural certificate for fine carnation seedling, which he was asked to display again for first class certificate.

George Marshall, for many years associated with the wholesale trade in this city has resigned his position with the McCallum Co. to go into the retail business at Okmulgee, Okla. He has the best wishes of a host of friends. Earl Tipton, of the above firm, has taken over his interests here.

Charles Grakelow and S. S. Pennock, of Philadelphia, Pa., stopped off here for a few hours, returning from the American Carnation Society's meeting at Cleveland. Both say the exhibition was one of the best they have ever attended.

Ed Niggel entertained the male members of the McCallum Co.'s force at a stag at his residence in Wildwood, where a very enjoyable evening was spent.

Morris Stein of St. Paul, Minn., formerly of this city, who has recently been mustered out of the navy, visited friends here on his way home.

The decorations for the victory banquet of the Chamber of Commerce were in the capable hands of Mr. James of the William Penn hotel.

William Loew, of this city, and Joseph Thomas, of Greensburgh, left February 6 on a two weeks' trip to Florida.

M.

OBITUARY.

Marius Mutillod.

Marius Mutillod, proprietor of the Secaucus, N. J., Exotic Nurseries, died at his home in Secaucus on the morning of February 10, of pneumonia, after an illness of one week. The news of his death came as a shock to many of his friends, the writer included, for but few of us knew that he was ill. In our issue of February 1, there was published a brief sketch of the decoration in the new Hotel Commodore, which was probably his last important work. On the evening of January 28, the writer, in company with ex-President Totty of the S. A. F., called at the hotel to look over the decoration, and by accident met Mr. Mutillod, who had just finished the final details. We had a short talk with him, and after we came away, President Totty, who has had wide acquaintance and experience, remarked, "That is one of the ablest men we have in the business," a remark that has been echoed by many others. For versatility and originality and the ability to successfully carry out his ideas, he had few equals in the trade of this country, and certainly no superiors. A grower, landscape gardener and decorator, and a greenhouse builder, there was no branch of the business that he could not take up and turn out good work. Leading architects and hotel men of New York have paid tribute to his genius. He was born in France about 50 years ago, and has been connected with the trade of New York and vicinity for over 20 years. He had held the position of landscape gardener and decorator for Charles A. Dards, and at the same time built a range at Secaucus of about 100,000 square feet of glass which has always been well stocked with palms, ferns and a variety of other plants. He had also built a fine home.

He is survived by his widow, a clever and educated lady, who is also well informed on horticultural matters. A brother was, some years ago, associated with him in business at Secaucus, but he removed, we believe, to California.

Mrs. Mattie McFarland.

Mrs. Mattie McFarland, wife of William P. McFarland, well known florist of the firm of McFarlands, Florists, Akron, O., died at her late residence, January 31, aged 60 years. Mrs. McFarland was an estimable woman, highly respected in the community in which she lived and was prominent in fraternal circles. Funeral services were held February 2, with interment in Glendale cemetery. Many handsome floral tributes accompanied the remains to their last resting place.

William R. McClane.

William R. McClane, one of four brothers who were associated and succeeded to their father's business at his death, passed away, February 9. He leaves a wife and four children. All of the brothers have been sufferers with the influenza during the past two weeks and their two stores had been closed. The funeral was held February 12. There was a profusion of flowers from his many friends in the trade.

NEW ALBANY, IND.—Anders Rasmussen has a fuel reserve of 600 cords of wood.

PHOENIX, ARIZ.—Dr. Richard Ernest Kunze, famous as a grower of cactus and a writer on plant life, died here recently, age 81 years.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....189
—Sweet peas....189
—Chrysanthemum stock....189
—Stocks....189
—Hydrangeas....190
The retail trade (illus.)....190
—A freesia spray....190
—Floral arrangements and the F. T. D....190
—Next week in the flower shop....192
—Washington's birthday....192
Primula obconica....193
President J. J. Trevis (portrait)....193
The carnation....193
—Carnation novelties at Cleveland show....193
—Increased production will be profitable....194
Sergeant Otis L. Bullock (portrait)....194
The chrysanthemum....194
—Chrysanthemum season of 1918....194
National publicity for flowers....195
Your opportunity....196
Cincinnati....196
San Francisco....197
Louisville....197
Pittsburgh....197
Obituary....197
—Marius Mutillod....197
—Mrs. Mattie McFarland....197
—William R. McClane....197
Personal....198
Plant embargo situation unchanged....198
Window glass....198
American Dahlia Society....198
British Florists' Federation....198
Chrysanthemum Society of America....198
Ice shortage....198
Washington, D. C.....200
Detroit....200
Chicago....202
Chicago Florists' Club....204
Milwaukee....206
St. Louis....207
Fort Wayne....208
Rochester....208
Philadelphia....210
New York....212
New York Florists' Club....212
Providence....214
Albany....214
The seed trade....220
—Gladiolus imports into Great Britain....220
—Burpee official honored....220
—French bulb outlook for 1919....220
—Retail catalogue prices....221
—Weeber & Don's historical calendar....222
—Forage plant seed imports....222
Market gardeners....228
—Soil fertility....228
Boston....228
The nursery trade....230
—Memorial trees for soldiers donated....230
—European borer control urged....230
—National apple show....230
—Illinois State Nurserymen's Association....230
—Plant embargo endorsed....230
Farm after the war....230
Kansas City....235

LEAD is now five cents per pound.

COAL prices are declining. Buy only a limited supply at a time.

COTTON twine has declined in price from 71 cents to 59 cents per pound.

AT the annual meeting of the National Rose Society of England, January 21 last, it was stated the society had 4,860 paid up members.

Personal.

Harry A. Barnard, the veteran representative of the Stuart Low Co., London, Eng., is making preparations for his annual tour of the American trade. His firm has just issued its first orchid catalogue since the outbreak of the war.

THE senate and legislature of Tennessee have introduced bills to recognize Mothers' day, the second Sunday in May, and requesting its observance by the wearing of flowers and in church services.

Plant Embargo Situation Unchanged.

From statements made by the federal horticultural board, following a conference with a delegation representing the Society of American Florists, February 6, little change may be expected in the proposed plant quarantine. C. L. Marlatt, chairman of the board, presided, and G. B. Sudwarth and K. F. Kellerman, members, were also present. The trade interests were ably represented by William F. Gude, Washington representative of the S. A. F.; Secretary John Young, F. R. Pierson, Tarrytown, N. Y., and J. D. Eisele, Philadelphia, Pa. The conference lasted six hours, but the delegation was told that it had presented nothing that would add to the testimony and evidence previously furnished to the board which sought to meet all of the contentions advanced in the interests of the trade. The committee had originally requested an interview with Secretary of Agriculture Houston, but they were referred to the federal horticultural board. The conference was far from satisfactory, the board showing little inclination to make any move to meet the wishes of the florists, and holding to the belief that American horticulturists and nurserymen could produce all stocks of vital need to continue the industry. It agrees that there are some things that perhaps cannot be produced, but there will be other things to take their place. Even though the board declines to recede from the stand it has taken, the trade is not without hope that more satisfactory action will be taken in the near future, as congress is being literally flooded with protests petitioning legislative action, and from their number they cannot very well be overlooked.

Senator Peter F. Gerry, of Rhode Island, has taken up with the secretary of agriculture, the protest of the Newport Horticultural Society against the embargo, it having the signature of the five officers of the organization and sent on behalf of the 140 members who for the most part are commercial gardeners, florists, nurserymen and superintendents of estates. The action of the Newport society is similar to that which is being taken in all sections of the country. E. F. L.

Window Glass.

The French government has placed an order in Pittsburgh for 107,000 cases of window glass, amounting to 214,000 boxes, with assurances that much larger orders are coming in the near future. The first of the glass is to be on shipboard in New York by March 15. It is understood the order was divided between the American Window Glass Co. and the Consolidated Window Glass Co. The first named will furnish one-half of the order, the Consolidated one-quarter and the balance will be divided among smaller companies. The price is understood to be $6 per box. The window glass production of the country is about 10,000,000 boxes annually. This is the first time glass in any such quantity has been sold to Europe. It is believed that a year will elapse before factories in France and Belgium can take care of the home market.

American Dahlia Society.

There was a meeting of the executive committee of the American Dahlia Society, at the Grand Hotel, New York, February 10, at which were present President Richard Vincent, Jr., James Duthie, P. W. Popp, Geo. L. Stillman, I. S. Hendrickson, A. H. Langjahr, and the secretary, John H. Pepper. The affairs of the society were discussed at length, and its work was found to be in progressive order. It was decided that the society's next bulletin be published about the first week in March, and thereafter be published bi-monthly.

Rules governing the society's trial gardens at Storrs, Conn., in connection with the Connecticut Agricultural College, were considered and adopted. A committee was appointed to prepare a memorial resolution on the death of J. H. Slocombe, New Haven, Conn., a prominent member.

Preparations for the holding of the annual exhibition were discussed and a committee appointed to make arrangements as to housing accommodation.

The committee adjourned to meet again in New York about the middle of March.

JOHN H. PEPPER, Sec'y.

British Florists' Federation.

The annual meeting of the British Florists' Federation, held in Essex hall, London, January 23, while not as largely attended as usual, due to difficulties of travel, was an interesting session. George Munro, Jr., was re-elected president. Strong protests were passed against the importation of flowers from Holland and against the American proposal to prohibit the importation of European plants and bulbs into the United States. The president stated that the board of trade had been asked to maintain the prohibition against Dutch flowers and bulbs and that the chamber of horticulture had already taken up the American question. The successful efforts to have the control of raffia removed and to allow the importation of Japanese lily bulbs were also recorded.

Chrysanthemum Society of America.

DEPARTMENT OF REGISTRATION.

The L. M. Smith Quality Flower Co., Laurel, Del., submit for registration:

Chrysanthemum January Gold, golden yellow sport of the variety Mistletoe, a good clear yellow, deeper in color than Major Bonnaffon, incurved full to the center. Begins blooming December 20 and continues to March 1, of great substance, keeping in good condition for three to four weeks.

Chrysanthemum Dr. Hitch—sport of the variety Mistletoe; color between white and lavender pink shading to yellow in the center. Blooms at the same time as January Gold and of the same good keeping qualities.

CHAS. W. JOHNSON, Sec'y.

Ice Shortage.

New York is threatened with an ice shortage of from 600,000 to 700,000 tons, due to mild weather. The normal needs of the city are about 4,000,000 tons, while the manufacturing plants' capacity is but 2,500,000 tons. Natural ice in the past years has averaged about 1,500,000 tons.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class designer and salesman; has honorable discharge from United States Army. Can furnish best of references. Desires a permanent position at good salary. Address
Frank, care American Florist,
57 W. 27th Street, New York.

Situation Wanted—As foreman on large private estate by single man, age 34, with practical knowledge of all work pertaining to the upkeep of gentleman's private estate, the growing of vegetables and greenhouse work; used to the handling of a number of men. Apply.
S. Foulsham,
Ridgefield, Conn.

For Sale—Cheap; greenhouse, 22x24 ft., to be removed; glass 16x18 in.; also small ice box and 10 ft. wall case.
Mat. Kostko,
5437 W. 25th St., Cicero, Ill.

For Sale—Greenhouse Location. 5-10-20 acres in prosperous greenhouse colony on Belt R. R. and only 45 minutes from Chicago loop. $550 per acre.
E. Franklin,
69 W. Washington St., Chicago.

For Sale—Two very large greenhouses for raising cucumbers, radishes and lettuce. Will be sold at about one-half their value owing to ill health and advanced age. Money makers; 24 miles from New York City. Send for description.
W. K. Mackey, Plainfield, N. J.

For Sale—Modern greenhouse plant of 50,000 sq. ft. glass; seven acres adjoining land; railroad switch; office building; barn; residence; potting shed and boiler house. Good shipping facilities. Write or phone.
George Seubold, Florist,
Huntingburg, Ind.

Help Wanted

Good all-around greenhouse man for small private place in Chicago; one able to fire preferred; $22 per week to start. Address
Key 362, care American Florist.

Help Wanted

Experienced Vegetable Gardener, good salary, permanent position. Write
C. F. APPLEGATE,
Superintendent State Hospital,
Mt. Pleasant, Ia.

Gardener Wanted

Man with general greenhouse and gardening experience who understands landscape work for permanent position at our Greenfield Plant. Good opportunity for capable gardener or florist.
ELI LILLY & COMPANY
Employment Dept. Indianapolis, Ind.

Will Buy or Rent

Range of greenhouses near Chicago, consisting of 75,000 to 200,000 square feet of glass. State full particulars in first letter.
Key 353, care American Florist.

Rose Grower Wanted.

Experienced in growing roses; and who will be able to run place in the absence of owner. If you are looking for steady work, and appreciate good treatment, let me know. Will consider only sober and willing workers. Married or single. Address
Key 361, care American Florist.

WANTED.

Experienced man with capital to join me in enlarging my well known and long established business in the loop. The war being over, I will now move to spacious quarters again. This is a splendid opportunity to become associated with a well known and popular florist of Chicago. Address
Key 359, care American Florist.

Help Wanted

SALESMEN
For Canadian Territory.

We want a few live progressive salesmen for soliciting greenhouse trade in Canada. Must have men that are familiar with greenhouse supplies and also acquainted with the Canadian greenhouse trade. We can offer you a position for twelve months in the year if you can convince us of your adaptability. This is an unusual opportunity for the right man. Address
Key 360, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

MAGNOLIA LEAVES

Gnatt's Queen Quality Magnolia Leaves.

Non-Mouldy Flexible Uniform Size.

Our Midwinter Special Illustrated Circular.

Just off the press, shows many new and novel items of interest to every florist.
Mail the attached coupon and get your copy.

THE OVE GNATT CO., La Porte, Ind.
Kindly mail me your illustrated circular **MIDWINTER SPECIALS.**

Name.....
Town.....
State.....

Our Magnolia Leaves are treated by a special process which makes them non mouldy and flexible. The natural leaves are specially sorted for us by experienced pickers in the South which assures a uniform size. If you want better magnolia wreaths use **"Gnatt's Queen Quality Brand"** leaves. **Colors: Brown, Green and Purple.** Cartons contain approximately 750 to 800 leaves. **Price, $1.75 per Carton; in 100-pound Cases, $22 00 per Case.**

5% cash discount allowed on orders accompanied by Check or Money Order.

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies.

Washington, D. C.

FLORISTS' CLUB NOMINATES OFFICERS.

It looks as though there would be something of a contest incident to the election of officers of the florists' club for the ensuing year. This became manifest when the following named were placed in nomination for the various offices: Z. D. Blackistone and Adolph Gude, to be president; Harry B. Lewis and George E. Anderson, for vice-president; Captain William H. Ernest and E. P. Rodman for secretary. There will be no contest for the office of treasurer, for William F. Gude was nominated to succeed himself, and George Field and Captain William H. Ernest were nominated to succeed themselves as members of the executive committee to serve for three years.

The principal discussion of the evening had to do with the advertising campaign of the S. A. F., following a talk given by William F. Gude on the results to be obtained from cooperation by the florists all over the country, as a result of which President Z. D. Blackistone appointed a committee composed of R. Lloyd Jenkins, chairman; Otto Bauer and William Marche to go among the florists and solicit three-year subscriptions to the fund. Mr. Gude also reported on what was being done with respect to seeking the withdrawal of the proposed regulations of the federal horticultural board which go into effect on June 30 next, and under the terms of which foreign importations would be cut off. It was declared that with the horticultural trade up in arms all over the country, congress and the department of agriculture cannot but help take cognizance of the matter and take steps to rescind, revise, or modify the regulations. Z. D. Blackistone stated that he would shortly name a committee to take up the question of cost accounting for retailers, wholesalers and growers, in response to the request from President Totty, of the S. A. F. He is also to name a committee to engage in a membership drive while another committee will make arrangements for a banquet to be held in connection either with the annual election on March 4 or the installation of officers at the April meeting.

B. F. L.

Detroit.

TRADE CONDITIONS SATISFACTORY.

Reports of retailers, and the movement of an available stock at the wholesale houses indicate a satisfactory condition of business the past week. Occasionally, some carnations of the poorer grades accumulate, and are finally disposed of at a correspondingly poor price, but roses are bringing as high figures as prevailed during January, and sometimes even higher. The bright weather is greatly responsible for the wearing of violets; and their use also in funeral work causes the heavy daily receipts to rapidly disappear, though the prices realized are not up to the other items on the list of seasonable flowers. Freesias are still coming in from several growers, and their popularity, despite high prices, is most marked. Holland bulb stock is now everywhere to be seen, but chiefly in pots and pans, and is bringing prices never before realized by all who handle them. Sweet peas are becoming more plentiful daily, but are all easily sold with no indication of a glut or excessive supply. Hardy cut ferns are still scarce and high priced, but the retailers are using satisfactory substitutes freely to even up matters somewhat on the item.

NOTES.

The ladies' auxiliary of the florists' club, gave their annual ball at Hotel Statler, February 5. The affair was a brilliant and successful one. The ball room was tastefully decorated for the occasion, and nearly 250 attended. Nearly all the florists of the city were there, and with their friends, had a most enjoyable time. The society is much interested in the coming convention of the S. A. F., and the funds realized from the ball will be used for the entertainment of the ladies expected to attend the convention August next. Mrs. John Warneke is president and Mrs. A. J. Stahelin, secretary.

Michael Bloy is assisting Secretary Pechelon in his F. T. D. work. A large room on the second floor of the L. Bemb store will hereafter be used exclusively for the fast accumulating work of this energetic society.

Harry Braitmeyer is back again after nearly a year in military service in France. He is scheduled for an address before the florist club, giving an account of his overseas experience

Robert Rahaley and Thomas Browne are still in Florida, and frequent reports from their seaside abode tell of their enjoyment of the southern climate and fishing success.

The popular Phil Foley spent several days here the past week booking orders for both commercial and private greenhouses to be built soon in this district.

Frank Dulsky, formerly of the Michigan Cut Flower Exchange force, has opened a retail store on West Jefferson avenue, Delroy.

Visitors: A. Miller, Chicago; Chas. Schwake, New York; L. F. Darnell, Cleveland; S. S. Skidelsky, Philadelphia; S. Seligman, New York.

J. F. S.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

CATTLEYAS-Phalaenopsis-Cypripediums

Russell, Callas, Easter Lilies, Carnations, Roses, Spring Flowers, Bulb Stock, Sweet Peas, Ferns, Plumosus, Sprengeri, Leucothoe, Galax, Adiantum.

NEW NOVELTY

Hand-painted butterfly bows. Ready for use. **Per doz., $2.00.** 2 dozen assorted in box.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. **Each, 30c to 50c.**

Order now for St. Patrick's Day

Hughes' Shamrock Box

Two Plants to each box.

$3.50 per dozen; $25.00 per 100.

Green Carnation Dye

Per package (enough for four qts. of fluid), **$1.00.**

Plants We Are Now Offering

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

SHAMROCKS, 2-inch Pots, $4.00 per 100.

OPHELIA

We are cutting a large supply of choice Ophelia Roses, and recommend this variety for present use.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.50 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST In Effect February 17.

RUSSELL

$1.50 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 per 100
Medium	$10.00 to 12.00 per 100
Good short	6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 per 100, depending on quality.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

BRISK DEMAND FOR VALENTINE'S DAY.

The demand for St. Valentine's day is brisk, and from present indications, stock in all lines will clean up completely at very satisfactory figures. Roses are in short supply and command high prices in all varieties, particularly American Beauty, Mrs. Charles Russell and Columbia. Carnations are in good supply but are cleaning up nicely at fair figures, although prices have had a tendency to weaken the past week. Sweet peas are arriving in larger quantities but the demand is keeping pace with the supply and no trouble is experienced in selling what stock is reaching the market. Orchids are plentiful, especially cattleyas and phalænopsis, of which some especially fine spikes are being offered. Snapdragons are to be had of fine quality and command high prices. Lilies are holding their own and the same holds true for callas. Iris is a factor in the market and so are tulips and narcissi. Freesias are in brisk demand, and the colored varieties now make up a big part of the shipments. White and yellow narcissi, pansies, white and yellow daisies, calendulas, single and double violets, gardenias and lily of the valley are obtainable, but there is hardly ever any surplus in any of these items. The shipping trade was very good last week, but the city demand fell off considerably although it is very good at this writing, owing to the brisk St. Valentine's day business. The window cards and large streamers issued free to all the local florists are being used on a large scale for the event and should result in much business. "Say It With Flowers" is prominently displayed in both, and also in the two advertisements which appeared in one of the local dailies for this occasion.

NOTES.

Fred "Mickey" Krauss, who returned recently with the American troops from overseas, is back on the job at E. F. Winterson Co.'s store. Edgar Winterson is also on the job here and is taking to the wholesale cut flower business like a duck does to water. The Winterson store was completely overhauled and looks spick and span in its new dress of paint.

Brooding over his recent conviction on the charge of having killed 15-year-old William Ulrey on the grounds of the Saddle and Cycle club, Sheridan road and Foster avenue, Nicholas Moga, the club gardener, hung himself Friday, February 7, in the horse shed of the club.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, George Ball, Frank Schramm, W. P. Kyle, Rudolph Ellsworth and B. Abrams, visited the E. G. Hill Co's. greenhouses at Richmond, Ind., this week to inspect the new roses.

N. J. Wietor reports that Wietor Bros. never had such a brisk demand for bench rose plants or carnation cuttings as this season, meaning to some extent that many of the houses that were closed last winter are about to resume operations.

C. L. Washburn, of Bassett & Washburn, and wife, will leave February 15 for Pasedena, Calif., where they have engaged rooms at the Hotel Green. E. B. Washburn and wife are expected here from California about March 1.

John Bruckner, 248 West 59th street, has the sympathy of the entire trade in the loss of his mother, whose death occurred at Milwaukee, Wis., last week at the advanced age of 84.

A. S. Brouton, formerly at 3201 Fullerton avenue, has purchased the store of L. Pehlke at 3121 Logan boulevard and is now in possession.

Peter Hile, formerly with the John Kruchten Co., has enlisted in the navy as fireman.

Harry Garland is now employed in the supply department of Poehlmann Bros. Co.

CUT FLOWERS--GREENS
FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies.

30 E. Randolph St., CHICAGO

Mention the American Florist when writing

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Stock is none too plentiful and prices are high. We will do the best we can for all of our customers under the existing conditions.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	Per 100
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	3.00 to 6.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch $1.00	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Mention the American Florist when writing

Leucothoe Sprays

BEST IN COUNTRY

$6.00 per 1000

Asparagus Sprays

NONE BETTER ANYWHERE

$2.00 to $4.00 per 100

PERCY JONES INC.
WHOLESALE COMMISSION FLORISTS
50 East Randolph Street
CHICAGO

Van's *100% Service*

The Wholesale Cut Flower Association held a meeting at the Hotel Sherman, February 10, when dinner was served and much important business was transacted. An appropriation of $1,000 was made to the local advertising fund being conducted by this association in conjunction with the Retail Florists' Association. The first two advertisements appeared in the leading morning daily this week for St. Valentine's day. The bulk of the money will be spent during the periods of plenty, so as to avoid gluts in the future.

A. L. Vaughan & Co. received word this week from Mr. Vaughan and family that they are at present in Louisiana, which leads us to believe that they are gradually traveling homeward and are likely to arrive here any day now.

Harry Gardiner has taken a position with A. T. Pyfer & Co., where he was employed up to the time he joined the colors. It is rumored he will join the ranks of the benedicts in the near future.

The Foley Greenhouse Mfg. Co. will open a downtown office in the new building on the corner of State and Lake streets, one block from the great central wholesale cut flower market.

The Central Floral Co.'s window display for St. Valentine's day is a winner and commands the attention of all the passers-by A dirigible with Dan Cupid in control is the eye-catcher.

Peter Showsboe, superintendent of the Peter Reinberg greenhouses, and his men are busy planting and quite a number of the benches are now filled with young rose stock.

H. B. Kennicott and J. W. McNeely, of Kennicott Bros. Co., will leave for Florida in the near future. J. E. Pollworth, of the Kennicott Co., is on the sick list this week.

John Michelsen, of the E. C. Amling Co., visited Alois P. Frey's greenhouses, home of the colored freesias, at Crown Point, Ind., this week.

The Retail Florists' Association had a 10¾-inch triple column St. Valentine's day advertisement in the leading morning paper February 11.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., is back from a business trip through Wisconsin and Michigan.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00
RICHMOND	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00
KILLARNEY BRILLIANT	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00
ROSES, OUR SELECTION	7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS	**Per 100**
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. WINTERSON CO.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

There have been rumors of a number of changes that are about to happen in the wholesale cut flower market which so far have not developed to such an extent that the interested parties are ready to release the news for publication. One might use the information obtainable and betray somebody's confidence and still have the news pretty nearly correct, but so far, according to all concerned, nothing definitely has been done. Rather than do anyone an injustice the news referred to will be withheld for another week.

The daily papers are beginning to take notice of the local advertising campaign by the trade and the clever work of some of the writers in making use of feature stories well illustrated shows that they are making a strong bid for the advertising. One of the morning dailies featured an illustrated article on the front page of the second section, Wednesday, February 12, which should result in much business for St Valentine's day.

The Retail Florists' Association held its regular monthly meeting, which falls on the second Tuesday of each month, February 11, when 35 new members were elected.

Visitors: E. R. Munk, of the Munk Floral Co., Columbus, O.; Frank Gorly, of Grimm & Gorly, St. Louis, Mo.; Martin Reukauf, with H. Bayersdorfer & Co., Philadelphia, Pa.; B. W. Kribbs, Battle Creek, Mich.; Mrs. Frances Speckerman and daughter, of the Sandwich Greenhouses, Sandwich; Mrs. Thornquist, Benton Harbor, Mich.; Sidney Beard, Detroit, Mich.; F. E. Bonham, Macomb; Ed Denker, St. Charles, Mo.

MONMOUTH, N. J.—The Monmouth County Horticultural Society, at its January meeting, elected the following officers for 1919: Philip Bonner, president; W. H. Waite, vice-president; H. A. Kettel, secretary; Wm. Mitzdorf, treasurer.

EVERYTHING IN

Cut Flowers and Greens

Sweet Peas, Spring Flowers, Roses, Carnations, Pussy Willows, Etc.

A. T. Pyfer & Company

164 N. Wabash Ave., Formerly at 30 E. Randolph St. L. D. Phone Central 3373. **CHICAGO**

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, February 6, President Zech in the chair. The novelty exhibition, staged by Chairman Waters, of the good-of-the-club committee, was an interesting feature and attracted a large attendance, about 100 members being present. Twelve new members were elected: John G. Poehlmann, 72 East Randolph street; J. O'Keefe, 1213 West Madison street; Nick Lemperis, 72 East Randolph street; Frank McCabe, 180 North Wabash avenue; Frank E. Matti, 1677 Olive street; Leopold Romansky, 716 North Paulina street; L. R. Bohannon, 75 East Monroe street; George Gobel, 6126 Michigan avenue; George J. Walther, 6428 Lowe avenue; William Wichtendahl, Maywood; Ove Gnatt, LaPorte, Ind., and Thos. S. Wilson, superintendent of parks, Indiana Harbor, Ind. Vice-president Walter A. Amling, who was unable to be present at the last meeting, was installed and pledged his support to the club, after thanking the members for the honor conferred upon him.

President Zech appointed the following as chairmen of the various committees for the ensuing year, permitting each to select their assistants: Garden—J. C. Vaughan. Publicity—Fred Lautenschlager. Transportation—Michael Barker. Coal—C. L. Washburn. Booster—Samuel Seligman. Membership—Arthur A. Craig. Good-of-the club—T. E. Waters. Mr. Waters immediately notified all the members that they were all on his committee, and requested them to assist him in every way possible during the following year. A committee consisting of James Morton, Eric Johnson and E. A. Ollinger, was appointed to draw up suitable resolutions upon the death of the late President William H. Amling, Nic. Karthauser, Thomas McAllister and Conrad Frauenfelder. The committee was instructed to mail a copy of these resolutions to the families of the deceased members, together with one of the four magnolia wreaths donated by Poehlmann Bros. Co., occupying a separate table, alongside of which were placed four chairs in honor of the memory of those recently called from the roll of membership.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

We have a good supply of stock considering the general market conditions.

Try us on Carnations

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Greens, Etc., Etc.

Chairman Lautenschlager, of the advertising committee, gave a very interesting talk on the work of his committee, mentioning that there was a balance of about $1,100 in the publicity fund. The sum of $500 of this fund was donated as the 1919 club subscription to the national publicity campaign, and $200 toward the local advertising campaign of the Retail Florists' Association and the Wholesale Cut Flower Association. Owing to the absence of A. Lange, chairman of the publicity committee, George Asmus spoke in his place. He told of the campaign that the local florists had in mind, and mentioned that the greater proportion would be spent in the daily papers during the period of gluts. A start was to be made for St. Valentine's day when two advertisements would appear in one of the dailies, copies of which were read at the meeting, together with an advertising sign that could be used on delivery trucks, store fronts, etc. "Say it with flowers" was prominently displayed in all the copy, showing that the committee was wide-awake, and utilizing all the publicity possible that had already been exploited in the national campaign. Vice-president Amling suggested that all the florists should carry the "Say-it-with-flowers" banner on their autos, especially the design issued by the local florists for St. Valentine's day. L. R. Bohannon, president of the Retail Florists' Association, asked the support of all those present to aid his organization in securing new members and help his association in every way, as the results achieved would be of benefit to everyone in the trade. E. H. Mazey, Minneapolis, Minn.; George Blackman, Evansville, Ind.; A. F. J. Baur, Indianapolis, Ind., and Thos. S. Wilson, Indiana Harbor, Ind., addressed the meeting.

WE believe in the spirit and practical application of co-operation between the grower, wholesaler and retailer, with an adjustment of profit for all three.

The grower is the source of supply.

The commission wholesaler is the best and most economical means of distribution.

The retailer is the most direct means of reaching the consumer.

A service between these three factors, that is most profitable to all these interests, requires a spirit of efficiency, loyalty and co-operation.

Whether a grower or retailer, when you ship or buy, Kennicott Bros. Co. offers you all the advantages.

We do as we say.

Our policy is based on the principles of the "Golden Rule."

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

C. W. Johnson, Fred Lautenschlager and George Asmus were appointed to look after hotel accommodations and a suitable meeting place for the next annual exhibition of the American Carnation Society to be held here next January. Mr. Lautenschlager had this matter up with the Hotel LaSalle management, who advised him that they could accommodate the society during the third week in January, reservations for the regular meeting dates being impossible, owing to the annual automobile show, which always crowded them to capacity. The committee was instructed to take up the matter with the

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, White and Yellow Narcissus, Tulips, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS

Splits, $2, $3 to $4; Choice Stock, $5, $6 to $8 per 100.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

Quality Speaks Louder Than Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY and CARNATIONS A Specialty.....

WHOLESALE Grower of CUT FLOWERS

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are open until 8 p. m. on Saturday, but closed all day Sunday.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

American Carnation Society to ascertain whether it would be possible to change the date so as to take advantage of the hotel's offer.

The club voted to send a bouquet of flowers from the exhibits at the meeting to George A. Kuhl, Pekin, who is at present in the Presbyterian hospital in this city, and T. E. Waters was instructed to see that they were delivered with the compliments of the club. President Zech spoke briefly of the executive committee meeting of the Society of American Florists, held at Detroit, Mich., recently and Paul Klingsporn, northern state vice-president of the Society of American Florists advised everyone to join the national organization, and that he was ready to receive applications from those who are not already members. Miss Lillian Stuart, publicity manager of the Arcadian Way Society, addressed the meeting with the object of interesting the members in the plan of building a road from the lakes to the gulf, and from the pines to the palms, so as to furnish employment to the returning soldiers. Owing to the lateness of the hour, it was impossible for her to go into the plan as fully as she wished to, so she asked permission from the club to meet with them at some future date.

THE EXHIBITS.

Poehlmann Bros. Co.—Large display of novelties for St. Valentine's day and St. Patrick's day, which contained so many deserving items that the judges did not attempt to pass upon all of them. An original design by T. E. Waters, consisting of a large sheaf of wheat in a field of gray ruscus, in the center of which was placed a number of callas, resting in a hidden water container, attracted the attention of everyone and was greatly admired. The committee found a very fine idea in an 18-inch, gold magnolia leaf wreath with a bow of golden violet ribbon, which was displayed in memory of the four recently departed club members. The committee recommended that this feature be encouraged as meritorious and that the publicity committee be instructed to take up the matter of exploiting it with the various publicity officials. Honorable mention was also given to Poehlmann Bros. Co., (A. Anderson, grower) for the large display of very fine sprays of phalaenopsis and cattleyas.

Alois Frey, Crown Point, Ind.—Three vases of colored freesias. A very fine yellow named Yellow Prince, an excellent lavender known as Viola and a beautiful pink called General Pershing. All three varieties were awarded a certificate of merit.

E. H. Blameuser, Niles Center—Three vases of carnations. Two promising pink seedlings, No. 27 and No. 9, also a sport of Good Cheer. The latter was highly commended and attracted much favorable attention.

Peter Pearson—Vase of Sir Watkin and Emperor narcissi and a pot of Proserpine tulips grown from bulbs produced at Jefferson Park, honorable mention.

Jos. H. Hill Co., Richmond, Ind.—Vase of Carnation Laddie, which scored 89 points.

Baur & Steinkamp, Indianapolis, Ind.—Vase of Carnation Ruth Baur, which scored 89 points.

George Ball, Glen Ellyn—Vase of well-grown calendulas, honorable mention.

A. F. Amling Co., Maywood—Vase of Rose Columbia, honorable mention.

The judges were as follows: Carnations, C. W. Johnson, Harry Blewitt, P. W. Peterson; roses, N. J. Wietor, W. J. Keimel, W. G. Earle; miscellaneous, George Asmus, Albert Erickson, and George Ball.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Milwaukee, Wis.

FLORISTS' ADVERTISING CLUB MEETS.

The first annual meeting of the florists' advertising club was held at the Republican house, February 10, with a very gratifying attendance and President H. V. Hunkel in the chair. After the inner man had been satisfied by a sumptuous dinner, the reports of the secretary and treasurer were read. Through this plan, which originated in this city, which assessed all growers one-half of one per cent, and all retailers one per cent on all goods consigned to or bought from the wholesale houses for one year, the sum of about $5,000 had been collected. This was mainly used in newspaper and street car advertising and proved to be a good beginning. Mr. Dunlap, a local advertising man, gave a short talk, which readily bore fruit, in relating some of his experiences in advertising. He proved, without a doubt, that it pays and he congratulated the Milwaukee boys on their fine beginning, saying that they had only just scratched the surface, and urged them to constantly keep it up.

The following directors for the coming year were elected: A. Leidiger,

For Your Supply of

CUT FLOWERS

ZECH & MANN

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Callas

CARNATIONS

Valley Cattleyas

Calendulas

Single and Double Violets

White and Yellow Daisies

Forget-Me-Nots Pansies

SNAPDRAGONS

Paper White Narcissus

Freesia Jonquils

TULIPS SWEET PEAS

GREENS.

Plumosus Sprengeri

Galaz, bronze Galax, green

Ferns

Adiantium Smilax

Mexican Ivy

Boxwood Leucothoe

A. McDonald, Hy Marquardt, W. R. Schroeder, Wm. Mauke, A. F. Kellner, G. Rusch, H. V. Hunkel and C. C. Pollworth. Realizing after hearing Mr. Dunlap and others, that more money would do more good, a motion to increase the rate of contributing to one per cent for growers and two per cent for retailers, was carried by secret ballot, with only two voting against it. One member present deplored the fact that more of the local craft did not have the slogan, "Say it with Flowers," on their stationery. This is one form of advertising, which costs practically nothing, and if used to the utmost, will help to "sink it in."

FLORISTS' CLUB MEETING.

The regular meeting of the florists' club was held February 6, with nearly half of the members present. There having been no meeting in January, due to a lack of attendance, the treasurer and secretary read their annual reports, which proved that the club gained numerically as well as financially; further, that nearly half of their assets consisted of United States Liberty bonds and War Saving certificates. E. J. Hamme, of Wauwatosa, was elected a member. The following officers for 1919 were installed: Wm. A. Kennedy, president; Nic Zweifel, vice-president; James Livingstone, treasurer; Eugene Oestreicher, secretary, and A. Reinhardt, trustee for three years, C. C. Pollworth acting as master of ceremonies. In his genial, yet forceful, way, he reminded everyone what was expected from them, and they in return promised with the hearty cooperation of all members to do their best and try to make the coming year the best ever. The chair appointed A. Hare, W. Holliday and Henry Marquardt, as the entertainment committee for the ensuing year.

A letter from ex-President Totty of the S. A. F., asking that a committee be appointed to ascertain the cost of production, as well as the cost of operating a flower store, was next taken up. The discussion brought out the point that it would be a rather difficult matter to say how much it could cost to raise a certain crop of cut flowers, as some of the help would at some time be occupied with other work. Especially would this be the case in a smaller place, where a man, say the driver, would deliver, haul manure, cultivate and water several crops, etc. The chair later appointed Nic Zweifel, A. Leidiger and Eugene Oestreicher as the committee to bring up and report on this matter at the March meeting. Four of those present, who attended the carnation convention at Cleveland, made a brief report. Nic Zweifel gave a detailed report of the carnation exhibition, while C. C. Pollworth dwelt on the proceedings of the S. A. F. directors' meeting at Detroit.

NOTES.

A recent statement by Secretary Remmey now assures us that the state fair will be held in September this year, and that they promise to eclipse all former affairs. We trust the local craft will feel the same way, and make this year's horticultural display something extra fine. It is for your own benefit.

Otto Grade, of the Fox Point Floral Co., mourns the loss of his six months' old baby girl, who died February 9. We herewith extend our heartfelt sympathy. E. O.

St. Louis.

SUPPLY CONSIDERABLY DIMINISHED.

Stock of all kinds diminished somewhat the past week. Carnations, particularly, felt the shortage, although the majority coming in are good. The cut of sweet peas has been large and of extra good quality. The price has held up remarkably well this season, in spite of the fact that large quantities arrive daily. Narcissi and freesias have let up a bit, and are quoted slightly higher than last week. Roses continue to be scarce. Violets are in fair supply, and with a few sunshiny days, we will be able to get along on the St. Valentine's day supply. Not near the amount are being grown compared with other years. This will be keenly felt. Jonquils are beginning to come in heavier and will help considerably. Greens of all kinds are ample for the demand. Business conditions the past week were improved over the previous week. A little period of colder weather seemed to put a little life into it. Since the first of the year prices have been more or less stable, and it has done a whole lot to stimulate business after the disastrous experience of November and December. The lack of good blooming plants is felt keenly by the retailer. Good sized stock is almost impossible to obtain. In the bulbous varieties, nothing good has been produced as yet, with the exception of jonquils. Tulips and hyacinths, particularly, are very poor in this vicinity. Some of the growers seem to think it is the fault of the bulbs being on the road too long.

NOTES.

The banquet given by the local florists last week proved a huge success. About 200 of the trade and their ladies participated. The banquet was excellent, with fine speakers and music, and to top it off it was followed by an informal dance. Let's make it an annual event.

A number of local growers are cutting some extra good sweet peas. This crop has been very profitable this year, especially with the shortage of carnations.

Mrs. William C. Smith is still at the Deaconess hospital. She has shown a slight improvement. J. J. W.

FAIRPORT, N. Y.—A range of eight houses at the establishment of George B. Hart, was completely destroyed by fire caused by an over-heated pipe, February, 2.

Complete line of all Seasonable Cut Flowers and Greens. Good supply of miscellaneous bulb stock.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Fort Wayne, Ind.

GENERAL DEMAND IS STEADY.

The advance demand for St. Valentine's day has been very good, and the indications are that there will be a very satisfactory call for flowers for this holiday, with plenty of everything, with the possible exception of roses. Trade during last week was very steady, with a good amount of funeral work. Pot plants have not been any too plentiful since the first of the year. Carnations are very plentiful, but prices remain about the same. There are some excellent quality roses on the market, with Hoosier Beauty, Shawyer, Russell, Ophelia, and Sunburst varieties in the lead. Violets are in fine supply.

NOTES.

The Doswell Floral Co. is making an unusually fine display of baskets filled with spring flowers, and colonial bouquets. Their out-of-town demand for Valentine flowers has exceeded all expectations.

Ed. Wenninghoff is on the job with a very fine St. Valentine's day window decoration. Basket arrangements, and novelties of various kinds are combined with quality flowers.

The Flick Floral Co. reports a heavy demand for orchids, especially cattleyas. Two handsome cattleya wreaths were sent out by this firm last week.

The Freese Floral Co. reports a good demand for funeral work, and excellent counter trade.

H. K.

Rochester, N. Y.

GOOD SUPPLY AND IMPROVED DEMAND.

Business during the past week has been good and the supply more plentiful than it has been for several weeks. Daffodils, narcissi in yellow and white, and Murillo and La Reine tulips have begun to arrive in larger numbers and prices have dropped in consequence. Carnations are improving in quality due to sunny weather. Roses continue high in price.

NOTES.

The ladies' florist club at a meeting at the home of Mrs. W. L. Keller has elected the following officers for 1919: Mrs. John Frey, president; Mrs. H. P. Neun, vice-president; Mrs. Charles Suher, secretary; Mrs. H. W. Wilson, treasurer.

The flower committee of the industrial exposition and the local florists' association are endeavoring to stimulate interest in the organization of a rose society in this city.

E. P. Wilson, Horace Head and E. C. Armbrust were workers in the Y. M. C. A. campaign last week when 2732 names were added to the membership.

Philip Riley, father of William S. Riley, commissioner of parks, died February 4. He was an old and respected resident of this city.

A well written article on "Pruning Trees and Shrubs in Springtime," by Ambrose Secker, appeared recently in the local press.

George T. Boucher had the decorations at the armory again this year for the policemen's ball.

CHESTER.

MUSCLE SHOALS, ALA.—A government nitrate plant is being built here.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

SOUTHERN WILD SMILAX

$3.00 per case.

Natural Log Moss, per bag (100 square feet), $1.75

Perpetuated Sheet Moss, per bag (100 square feet), $3.50

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

			Dozen
Roses,	Beauty	$ 2.00@	$ 7.50
"	Mrs. Chas. Russell	1.50@	5.00
			100
"	Hoosier Beauty	8.00@	30.00
"	Killarney Brilliant	6.00@	20.00
"	Killarney	6.00@	15.00
"	White Killarney	6.00@	20.00
"	Richmond	8.00@	25.00
"	Prince de Bulgarie	8.00@	25.00
"	My Maryland	8.00@	25.00
"	Mrs. Geo. Shawyer	8.00@	25.00
"	Milady	8.00@	30.00
"	Sunburst	8.00@	25.00
"	Mrs. Aaron Ward	8.00@	15.00
"	Hadley	8.00@	25.00
"	Ophelia	8.00@	20.00
"	Double W. Killarney	8.00@	25.00
"	Mrs. Moorfield Storey	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	25.00
"	Francis Scott Key	8.00@	25.00
"	Bayard Thayer	8.00@	35.00
"	Cecile Brunner		4.00
"	George Elgar		4.00
"	Baby Doll		4.00
"	Nesbit		4.00
"	Our selection		8.00
Violets, per 100			1.00
Carnations		4.00@	8.00
Cattleyas, per doz		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Stevia		2.00@	4.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		3.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz		1.50@	2.00
Mignonette			8.00
Freesia		4.00@	6.00
Ferns	per 1,000 $5.00		
Galax	" $1.50@ 2.00		
Leucothoe		1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00			
Plumosus Strings, each, 60@ 75			
Smilax	per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case,			9.00

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

Southern Wild Smilax

50 lb. case, $2.25.

Magnolia Leaves

For preparing purposes, 3 to 5 inches long, 70 lb. case, $3.00. Satisfaction guaranteed.

J. A. CURRY & CO., Drewry, Ala.

Wire us Flomaton, Ala., via Telephone Drewry.

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SHORTENED DEMAND NOTICEABLE.

There was a perceptible let up in the demand the past week, also a more limited supply in almost all lines. Under these conditions prices might have held, but somehow they weakened, going off about 20 per cent. The quality of all the stock is fine. Daffodils, narcissi and freesias have added not a little to the market assortment the past three weeks, and these, with an increasing quantity of sweet peas, have been the means of lowering prices. Roses are none too plentiful. Special American Beauties bring 75 cents each, while the teas range from six to 20 cents. Calendulas, with good length of stem, sell well, but there is too much short stock that is hard to move. Growers should contrive, either by selection or disbudding, to increase the average of long stems. Easter lilies and callas are about equal to the demand at prices that are shaded a trifle. There are not quite so many cattleyas, but enough for the market. Very good lilac takes the place of lily of the valley, which is about out of the market. Special sweet peas are in demand, while the cheaper grades all go for funeral work. Greens of all kinds are moving at good prices. Asparagus, both southern and local, cleans up every day.

February 10.—There were good shipments of stock in all lines except roses, which continue scarce. Carnations, calendulas, sweet peas, Easter and calla lilies, lilac, cattleyas, violets, freesias, daffodils and other small flowers appear quite plentiful at about the same prices as the close of last week.

NOTES.

J. Otto Thilow is a busy man these days. As his great ability as a lecturer becomes known, he is in great demand. Coming engagements are; February 12, Ruxton Garden Club, Baltimore, Lecture "From Snow to Snow"; February 13, before the soldiers of Ft. McHenry, near Baltimore, on "Garden Food Production"; February 14, Collingwood Horticultural Society, Collingwood, N. J., "Life and Vegetation of the Hawaiian Islands"; February 15, Williamsport, Pa., lecture on "The Perrennial Garden"; February 18, lecture on "Life and Vegetation of the Hawaiian Islands," before the Pennsylvania Horticultural Society. All these lectures are illustrated with numerous colored lantern slides, which, together with Mr. Thilow's splendid description, serves to make his talks most enjoyable.

The retailers' night at the meeting of the florists' club, proved to be very enjoyable. Quite a number of out-of-town members of the craft were present. Among them were J. A. Pennypacker, son and daughter, Phoenixville; John Ribsam, Mr. and Mrs. Frank Clark, and J. Goeller, Trenton, N. J.; W. Guy Payne, Pottsville, Pa.; Mr. and Mrs. Jacob Bauder, Paul Blackman, Fred Franks and Harry C. Huesman, Reading, Pa. J. Otto Thilow, of the essay committee, announces that the meeting to be held March 4, will be "Carnation Night." Efforts are being made to secure exhibits of all the newer varieties, also up-to-date arrangements of carnations, the work of some of the retail members of the club.

Charles Grakelow, fresh from his attendance at the F. T. D. executive meeting in Detroit, and the carnation convention in Cleveland, speaks highly of the energy of the craft in these and

Air Plants

Per dozen bunches $1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls..... $5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Feb. 12.	Per 100
Roses, Beauty, Special	60.00@ 75.00
" Fancy	40.00@ 50.00
" Extra	30.00@ 40.00
" 1st	12.00@ 20.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 10.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Shawyer	6.00@ 15.00
Lillies	15.00@20.00
Cattleyas	60.00@ 75.00
Carnations	3.00@ 5.00
Chrysanthemums	20.00@ 30.00
Sweet Peas	1.00@ 3.00
Asparagus Sprengeri .35@ .50	
Violets	1.00@ 1.50
Mignonette	6.00@ 8.00
Ferns ..... per 1,000	3.00
Calendulas	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00

BOSTON, Feb. 12.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Feb. 12.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Shawyer	4.00@15.00
" Columbia	6.00@15.00
Lilium Giganteum	12.50@15.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Narcissus	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

other western cities in pushing publicity, and also of the way in which they feature the F. T. D. He believes there are great possibilities in this method of intercity business, and that all retail stores should become members and then push and advertise the idea, which would surely give a great impetus to business.

The February meeting of the Pennsylvania Horticultural Society, to be held in Griffith hall, Tuesday, the eighteenth, at 3:30 p. m., is to have, in addition to the splendidly illustrated lecture on the "Life and Vegetation of the Hawaiian Islands," given by J. Otto Thilow, an exhibit of flowering plants and cut flowers for which good prizes are offered. These monthly competitions have brought out the best skill of the private gardeners of this city, many of the specimens being exceptionally fine.

Clarance Watson, of the Leo. Niessen force, stated that this had been a great season for the cattleya, as there had been a good supply when everything else was scarce. Many small stores who had as a rule not handled orchids, bought them because they could get nothing else. Now, since they have learned how to make them up, and use them to advantage in funeral work, they had become regular buyers, and it would not be much trouble to handle a surplus in the future.

Abraham, James, Jr., and Harry McClane, who have been ill with the influenza, are improving and their stores on South Fifth street and Snyder avenue, which have been closed for two weeks, will open for business again in a few days.

The Century Flower Shop of H. H. Battles, which has opened up again, being closed for the duration of the war, looks fine in its new dress and large stock of cut flowers and blooming plants.

H. Bayersdorfer & Co. had a very large sale on their various valentine specialties. Easter is looming up, as offerings for use at this spring holiday are being looked up by wide-awake florists.

The Jos. Heacock Co. reports no material increase in the rose supply. Choice Columbias are a feature. Cattleyas are a quantity stock.

The London Flower Shop is featuring valentines. Notwithstanding the high prices, business has been very good this season.

The Berger Bros.' market finds a good sale for all their stock. K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 12.

	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ....
Carnations	4.00@ 6.00
Cattleyas each $0.35@$0.50	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Mignonette	6.00@ 8.00
Daffodils	5.00@ 6.00
Freesias	4.00@ 6.00

ST. LOUIS, Feb. 12.

	Per 100
Roses, Hadley	3.00@10.00
" Killarney	6.00@12.50
" White Killarney	6.00@12.00
" Hoosier Beauty	6.00@20.00
" Russell	10.00@40.00
" Sunburst	6.00@20.00
" Ward	5.00@10.00
" Mrs. Shawyer	5.00@12.50
" Ophelia	6.00@20.00
Ferns	4.50
Carnations	4.00@ 8.00

MILWAUKEE, Feb. 12.

	Per 100
Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	15.00@50.00
" Ophelia	10.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	3.00@ 6.00
Cattleyas, per doz.	6.00
Calendulas	4.00@ 8.00
Sweet Peas	1.50@ 3.00
Paper Whites	5.00@ 6.00
Narcissus	6.00@ 8.00
Freesia	3.00@ 6.00
Callas, per doz.	2.50@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Feb. 12.

	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	10.00@30.00
" Sunburst	10.00@30.00
" Mrs. Aaron Ward	10.00@25.00
" Russell	10.00@50.00
" Columbia	10.00@50.00
Cattleyas	50.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 3.00
Freesias	8.00
Calendulas	4.00
Daffodils	8.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

New York.

BUSINESS SUFFERS FROM HIGH PRICES

There has been a marked falling off in business and wholesale prices since our last notes were written. It is true that there is an increase in the supply of stock, but it has not been so great as to make much difference if the demand had kept up. The high prices of the past four months have turned many people to buying "something else just as good," at least, that is the way many view it. They are fond of flowers, but can get along without them, and fruit, candy and other luxuries are reaping an advantage. Many of the leisure class have gone to Florida or other mild climates, so their business is temporarily lost to the trade of this city.

February 10.—Buying is light, and there are indications of a dull week. The weather is fair, and all stocks, excepting American Beauties and gardenias, are on the increase.

NOTES.

Just before leaving for a long stay at Palm Beach, Mayor Hylan appointed Philip Berolzheimer, who for the past few months has held the office of park commissioner, to the office of city chamberlain, which pays a salary of $12,000 a year. If there is any real work connected with the office, no one seems to have a definite idea of what it is. Francis D. Gallatin, a lawyer, of 160 Broadway, was appointed park commissioner; the salary is $5,000 a year. No statement has been issued relating to Mr. Gallatin's qualifications for park commissioner.

A petition has been filed by the trustee in bankruptcy in the matter of Alexander McConnell to consider an offer made to purchase the premises, 61 West 69th street, and a meeting of creditors to consider said petition has been called for February 18 at 3 p. m. in the office of MacGrane Coxe, reference in bankruptcy, Room 1305 Woolworth building, 233 Broadway.

The "University Florist," George D. Fritz, has an attractive retail store at 2445 Jerome avenue, near Fordham road. It is managed by Frederick Zahn, who for over 25 years was in business for himself at Seventh avenue and 126th street. He was reared in the business, his father having been a New York florist in the early days.

J. L. Johnson, the retailer, of 29 Nevins street, Brooklyn, was in former years an employe of John Weir, and has pleasant recollections of his association with the "boss." Which reminds us that John Weir, though now 70 years old, is yet active and is in the wholesale district every week day as a buyer for the Colonial Florist.

Harry Payne, a well known retailer of Washington, D. C., spent February 8-9 in this city, made some good purchases in the wholesale district and paid a most agreeable visit to THE AMERICAN FLORIST. It is always a pleasure to receive a call from Harry.

The trade was shocked on the morning of February 10 by the news of the death of Marius Mutillod, proprietor of the Secaucus Exotic Nurseries and decorator for the Dards store. A more extended notice will be found in the obituary column.

W. A. Biedel Sons, 402 West 23d street, who are located near the North River steamship piers, have taken time by the forelock in view of the increasing ocean travel and have a bulletin in their show window announcing steamer sailings.

Among the deaths reported, February 3, was that of Mrs. Elizabeth Fenrich, mother of Joseph S. Fenrich, the wholesaler of 51 West 28th street. She was 60 years of age and is survived by two sons, one daughter, a brother and sister.

The "Fordham Florist," Chugranis & Co., have an attractive store at 421 East Fordham road, near Fordham University, and are having good business. They have another store at Seventh avenue and 116th street.

Hitchings & Co. are about to start work on three iron frame houses for David Shannon, of 3380 Fort Hamilton avenue, Brooklyn. Mr. Shannon has an extensive business in the Greenwood cemetery section.

Herman Branch, who has been a speculator in flowers, buying in the wholesale district and from growers and selling to retailers, has filed a petition in bankruptcy, with liabilities of $4,813 and no assets.

A. D'Angeles has two good retail stores in the Bronx, his main store being at 571 East 184th street, with a branch at 313 East Kingsbridge road. He reports good business.

The partnership of Nanse & Oechsti, growers of Woodrow, Staten Island, has been dissolved and the business is now conducted by R. F. Nanse.

John D. Flessas, the retailer, of 665 Columbus avenue, was recently married to Miss Harriet A. Bodamer, an attractive young lady of this city.

Fred Wenzel, who is well known in both the growing and retail lines of Brooklyn, now has a retail store at 1708 Church avenue.

Visitor: Thomas Roland, Boston, Mass.

A. F. F.

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the night of February 10, President Kessler in the chair. Secretary Young spoke on the plant quarantine, stating, with other points, that Dr. Marlatt of the federal horticultural board, had promised to write a special letter on orchids, giving reasons for their proposed exclusion. Maurice Fuld stated that in several recent lectures he had given before garden clubs, he had called attention to the plant exclusion matter, and that some of the clubs had passed resolutions to bring the subject to the attention of their respective members of congress. Richard Vincent, Jr., spoke on the same subject, saying that the proposed plant exclusion was being more and more discussed each day.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28th ST. NEW YORK.
Consignments Solicited

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephone: 8864 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4836.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Feb. 12. Per 100

Roses, Beauty, special	75.00@	125.00
" " extra and fancy	50.00@	75.00
" " No. 1 and No. 2.	12.00@	25.00
" Hadley	12.00@	40.00
" Hoosier Beauty	8.00@	15.00
" Francis Scott Key	12.00@	60.00
" Columbia	8.00@	25.00
" Prima Donna	8.00@	25.00
" Alice Stanley	8.00@	25.00
" Mrs. Geo. Shawyer	8.00@	15.00
" Double White Killarney	8.00@	25.00
" Killarney	8.00@	15.00
" " Queen	8.00@	15.00
" " Brilliant	8.00@	15.00
" Aaron Ward	10.00@	20.00
" Sunburst	10.00@	25.00
" J. L. Mock	8.00@	25.00
" Ophelia	8.00@	25.00
" Mrs. Chas. Russell	12.00@	50.00
Cattleya orchids, special	40.00@	50.00
Bubrums	8.00@	10.00
Lilies, Longiflorum and Formosum		15.00
Lily of the Valley	3.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Bouvardia	4.00@	6.00
Carnations	3.00@	6.00
Gardenias, per doz.	2.00@	8.00
Violets	.50@	1.00
Paper White Narcissus, per doz.	.50@	.60
Snapdragons, per doz.	2.00@	3.00
Callas, per doz		3.00
Sweet Peas	1.00@	4.00
Mignonette, per doz.	1.00@	1.25
Golden Spur narcissus, per doz.	.75@	1.00
Fresias	3.00@	4.00
Tulips, per doz.	.50@	1.00
Iris, per doz.	3.00@	5.00
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax	doz. strings 1.50@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

The following were elected to membership in the club: Hans Schwartz, Riverdale, N. Y.; James Moraio and Anthony Moraio, Rye, N. Y.; Robert H. Lickman, East Islip, N. Y.; Joseph Lee, Islip, N. Y.; Frank Laban and Matthew Sampson, Jr., 55 W. 26th street; Max Lehman, 29 Grand street; Robert La Bau, 55 W. 26th street; Isaac Abrams, 123A Seventh avenue, Brooklyn, N. Y.; Wm. Doyle, 55 W. 26th street. Several were present and spoke briefly.

Charles Schenck reported for the dinner committee that the annual event will be held at the Hotel Biltmore, March 15.

Appropriate resolutions were read and adopted on the death of Mrs. McGovern, whose sons are club members, and on the death of George Allen, son of J. K. Allen, a member and former treasurer of the club.

Harry W. Libby, representing Stouts', of Biddeford, Me., was introduced and in a pleasing vein extended cordial greetings from that state. President Kessler, ex-President Totty and J. A. Manda spoke of their recent trip to Detroit on official business, commenting on the hospitality of the Detroit florists, even though Detroit is now "dry." Wallace R. Pierson spoke on the publicity campaign, and gave statistics along the line of pushing publicity. Mr. Totty also spoke favorably of the movement.

There were a number of creditable exhibits staged. For S. J. Goddard, Framingham, Mass., the carnation Laddie, was exhibited. Emil Savoy, Secaucus, N. J., showed a new strain of Bougainvillea Sanderiana. John Weston, Valley Stream, N. Y., had a collection of orchid flowered sweet peas. C. T. Guenther, Hamburg, N. Y., staged Chrysanthemum Hamburg Late Pink. This, it was announced, will be disseminated by the W. F. Kasting Co., of Buffalo in 1920. Richard Hughes, Flushing, N. Y., exhibited the carnation, Laddie. Strouts', Biddeford, Me., exhibited Carnations Sunshine, Donald and Improved Ward. Floral Hill Gardens, G. F. Neipp, prop., Chatham, N. J., exhibited the new pink carnation, Lucy.

For the exhibits, votes of thanks were extended to S. J. Goddard and Richard Hughes, for Carnation Laddie; Emil Savoy, for bougainvilleas; John Weston, for sweet peas; Strouts', for Carnations Sunshine, Donald and Improved Ward; Floral Hill Gardens, for Carnation Lucy, having previously scored; C. T. Guenther, for chrysanthemum.

The following list of new life members was announced: George Cotsonas, Aubrey S. Nash and Costos Sakelos, New York; George Asmus, Chicago; Henry Hentz, Jr., Madison, N. J., and Marius Matheron, Hempstead, N. Y.

A. F. F.

Providence, R. I.

SUPPLY IMPROVES WITH LOWER PRICES.

Trade during the past week has been good. The demand for floral work continues active and stock is plentiful, several growers having sent in good crops. Carnations of good quality are now arriving and prices run fairly low. Violets are better than they have been and are offered at moderate figures. The outlook for bulbous stock for the Easter trade is none too good, some growers having none at all and others but a very limited amount.

NOTES.

Johnson Bros., on Dorrance street, arranged a very attractive window last week, pot plants being the feature.

M. Iannotti, of Thornton, has been sending in some very good stock.

H. A. T.

RAEDLEIN'S SPECIALS

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000.	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays	per 100.		4.50
Good Medium Bronze or Green Leucothoe Sprays	"		4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches	"		2.00
Hemlock Branches, 30 inches	"		5.00
Mountain Laurel Branches, 18 to 24 inches	"		4.00
Rhododendron Leaves, like Magnolia	"		1.00

Twenty-six years in the business should remove all doubt as to my ability to fill orders. So if you want the best and want it now, send me your orders. Send cash to insure best service.

J. N. PRITCHARD, - Elk Park, N. C.

Albany, N. Y.

CLUB DISCUSSES ITEMS OF INTEREST

Discussions on trade subjects enlivened the meeting of the florists' club on the evening of February 6. Frederick A. Danker, of the club flower show committee, reported that the next exhibition will be held at the April instead of the March meeting. He gave as a reason that the time is not far from Easter and stock will be in much better condition. Mr. Danker asked the retailers to take part, and said that some out of town exhibits will be sought. The wives and women friends of the members will be welcome at the exhibit and refreshments will be served.

In the discussion about the prohibition of importation of horticultural and nursery stock into this country after June 1 next, Joseph Traudt, of Canajoharie, remarked that as a young man he worked in a large nursery in Germany. The owners tried repeatedly to grow azaleas, but never could equal the Belgian product because of the fact that the soil and weather conditions in Belgium favored the growing of the plants to a greater extent than in Germany. Mr. Traudt and others in the club were of the belief that the growing of azaleas in this country will meet with doubtful success until somebody locates the place with soil and climatic conditions equal to those of Belgium.

Frederick Danker reported that the retail florists of the city had lately formed an association and held two meetings. At the second meeting, the retailers decided to take a one-quarter page advertisement in the Albany Sunday Press, February 9, in the Albany Times-Union, February 11, and in the Evening Journal, February 12, all advising the use of flowers for St. Valentine's day. The cost will be $70.77, to be divided equally among the retailers. The advertisement will contain a cut and some of the material furnished by the publicity committee of the S. A. F.

The club unanimously agreed to send a check for $25 to be devoted to the 1919 publicity fund of the S. A. F. Mr. Danker said that the results of the advertising during 1918 were noticeable and that the retailer who has not observed a difference in his business is dull indeed.

NOTES.

Fred A. Danker, of this city, was on the programme for the meeting of the New York Federation of Horticultural Societies and Floral Clubs at Ithaca this week for a paper. His subject was, "Retail Trade." S. S. Pennock, Philadelphia, Pa., was down for a paper, "The Wholesale Trade."

A considerable drop in wholesale prices of flowers as compared with those that prevailed during the holidays is noticed by the trade.

Several Greeks from New York have opened a retail store at 37 South Pearl street. The local manager gives his name as Harry Matthews.

R. D.

Increase Your Sales by Using Floral Sentiment Cards.

Each card is a most delicate product of art, and expresses a sentiment appropriate for its flower in its season, in copyrighted verse from the pen of Jean Rivinius. They convey the thought your customer would like to express, but cannot.

Price, card and envelope, per 100 .... $ 3.50
Price, card and envelope, per 1000..... 32.00

MRS. L. H. BISHOP,
1526 N. La Salle St., Chicago, Ill

Mention the American Florist when writing

CEDAR FALLS, IA.—Joseph Bancroft & Son, well known florists, in calling attention to the appropriateness of flowers for valentines, sent out a very attractive folder in colors, calling attention to suitable flowers and plants, with prices.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists: We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.

House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street 799 Boylston Street

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

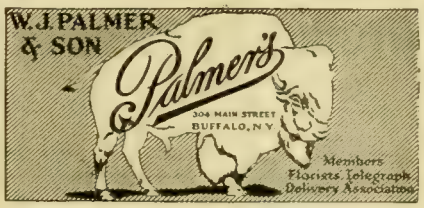
Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.



New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
R. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY **McKENNEY**
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

For St. Louis
WIRE
Grimm & Gorly

CHICAGO DETROIT
Central Floral Co.
132 N. State St.. CHICAGO, ILL. 35 Broadway, DETROIT, MICH.
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Mar ket 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

VISITED CHICAGO: J. W. Ratekin, of the Ratekin Seed Co., Shenandoah, Ia.

SOUTHAMPTON - NEW YORK steamer service will help seedsmen's importations.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., and wife are now at Bellevair Heights, Fla.

THE California legislature now has a "pure seed" bill on the stocks, the old attempt to regulate germination by law.

WILLIAM MEGGATT, past president of the American Seed Trade Association, died February 8, age 83 years. Further particulars next week.

JAMES VICK'S SONS, Rochester, N. Y., have adopted the title of "America's First National Seedhouse" in the firm's newspaper advertising.

CLAY & SON, London, Eng., report January 21 that it will be some months before raw materials will be sufficiently plentiful to supply their fertilizer for export shipment.

VISITED PHILADELPHIA: John Bodger, of John Bodger & Sons Co., Los Angeles, Calif.; F. L. Hogue, Ventura, Calif.; Mrs. V. Johansen, Los Angeles, Calif.; L. W. Wheeler, of Pieters-Wheeler Seed Co., Gilroy, Calif.

TWO Chicago firms, Gundestrup's Seed Store, 4913 Milwaukee avenue, and the Everett R. Peacock Co., 4013 Milwaukee avenue, are advertising in the New York Sunday Sun to indicate to the effete east where to procure seeds.

WASHINGTON, D. C.—Future licenses for the export of American goods to neutral countries, under a decision announced February 11 by the war trade board, will be good until used instead of bearing the limitation of 90 days imposed heretofore.

THE following was received by cable from London by the department of agriculture: "Seed situation satisfactory here. Italian and French clover being received and re-exported. French supplies ample. No outlet apparent for carrot and beet here or on continent."

MT. PLEASANT, MICH.—In the matter of the dissolution of the Harris Brothers Seed Co., insolvent, Walter W. Russell, receiver, has notified creditors and stockholders that on February 18 in the circuit court of Isabella county, he will apply for an order directing that the assets of the concern shall be sold at private sale.

TOLEDO, O.—The clover market closed fairly steady February 10 at $22.65, registering a drop of $1.35 during the preceding seven days. February was quoted at $22.65 and March at $22.40. Timothy declined 25 cents during the week, cash being offered at $4.45, February $4.55, March $4.57½, April $4.60, May $4.60 and September $5.25.

THE Henry F. Michell Co., Philadelphia, Pa., says all indications point to a busy season, there being great activity in all departments. More gladiolus bulbs were sold in January than during the entire year past and there is a wonderful demand for cannas and dahlias as well as all flower seeds.

Gladiolus Imports Into Great Britain.

In consequence of numerous inquiries received respecting the possible importation of gladiolus bulbs into Great Britain, Charles H. Curtis, secretary of the British Florists' Federation, wrote to the Board of Trade on the subject, and the following reply, reprinted from the British Horticultural Advertiser, was received from Carew Robinson, deputy controller of import restriction:

"In reply to your letter of January 1, respecting the importation of gladiolus bulbs from the United States and Holland, I have to say that in the case of both countries the importation is prohibited, and that no concession is being granted in respect thereto."

Burpee Official Honored.

In appreciation of the loyal and efficient service of William F. Bougy, assistant treasurer of the W. Atlee Burpee Company, Philadelphia, Pa., a dinner was given in his honor February 6 by David Burpee, president, and W. Atlee Burpee, Jr., of the company, at the Union League club in that city. Managers of all the departments were present.

Mr. Bougy is the oldest employe of the company and this occasion celebrated his thirty-fifth anniversary in its employ. He came as an office boy and has remained all through the firm's development. At the time of his first employment the company kept no books. As business grew he opened the first set of accounts, some 20 years ago, and has had charge of the accounting department ever since, resulting in his promotion to his present position.

French Bulb Outlook for 1919.

We give below an analysis from a well-known jobbing firm in the bulb growing district of southern France, our readers to form their own conclusions as to the accuracy of the predictions made, keeping in mind, however, that there are few, indeed, possessed of the gift of prophecy. As regards the matter of a decline in prices, our correspondent reports that none may be expected during the year, and gives the following reasons:

"This year the planting of bulbs was done under normal conditions; but the lack of labor, which will continue to be felt as long as our troops are not demobilized, resulted in bulb crops not receiving proper attention and some items, such as Roman hyacinths, lilium and Narcissus Golden Spur, which require careful attention to their needs while growing, will suffer considerably from having been neglected.

"The English market will be completely open next season and we anticipate the volume of shipping to that country will be three to four times greater than in 1918, during which year it was almost insignificant, due to lack of transportation facilities.

"The cost of living has been increasing day by day, owing to the scarcity of foodstuffs, which will result in a further advance in the wages of the laborer, which, with the increased cost of fertilizers, will be additional reasons for higher prices asked by the growers." [Other countries look forward to early decrease in prices of food and labor.—ED.]

"When peace is concluded, transportation limitations between the United States and France will certainly decrease, which will help the sale of our products and we therefore expect larger orders than in 1918. The disposal of our stock being easier, the demand may exceed the production."

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA
Company

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Wheat Supply.

Just previous to the war rye was selling at 58 cents, barley at 50 cents, corn at 69 cents and oats at 37 cents. It took three years to put corn to a dollar. In figuring the world's wheat supply for 1919, there is in prospect 800,000,000 bushels of winter wheat and 350,000,000 bushels of spring wheat. Add to this 250,000,000 bushels for Canada and 150,000,000 bushels carry over for both countries gives 1,500,000,000 bushels. Deduct 650,000,000 bushels for home requirements, which leaves 900,000,000 bushels. If we export 1,000,000 bushels for every business day in the year, it still leaves 600,000,000 bushels, or two years more exportable surplus on hand.

Retail Catalogue Prices.

The following table from the Government Seed Reporter, giving the retail prices on vegetable seeds for the three years, 1919, 1918, 1917, has been compiled from the catalogues received from a large number of representative mail-order seedsmen. Although considerable variation may be found to exist between the prices being quoted by individual seedsmen and the average prices given in the table, the prices quoted by dealers for specially selected or improved strains of various kinds of seeds and all so-called novelties, were eliminated, and the average price of several of the standard varieties only of each kind of seed was taken.

CROP	1919 Price per oz.	1919 Price per lb.	1918 Price per oz.	1918 Price per lb.	1917 Price per oz.	1917 Price per lb.
Beet, Garden	$0.18	$1.75	$0.20	$2.34	$0.13	$1.32
Beet, Mangel	.13	1.18	.13	1.32	.08	.57
Cabbage	.91	11.12	.45	5.05	.25	2.98
Carrot	.18	1.70	.22	2.23	.14	1.42
Celery:						
Domestic	.35	2.89	.29	2.84	.25	2.62
Imported	1.28	13.57	1.39	15.33	1.46	17.00
Cucumber	.14	1.32	.14	1.77	.11	.93
Lettuce	.17	1.49	.15	1.41	.14	1.34
Muskemelon	.15	1.36	.14	1.30	.13	1.09
Watermelon	.13	1.15	.12	.97	.11	.79
Onion Seed	.37	3.82	.55	5.16	.23	2.50
Parsley	.15	1.25	.13	1.07	.11	.88
Parsnip	.19	1.80	.18	1.76	.10	.68
Radish	.17	1.67	.17	1.67	.10	.67
Spinach	.13	1.23	.19	2.12	.11	.89
Squash,						
Summer	.14	1.50	.14	1.38	.10	.94
Winter	.17	1.59	.15	1.48	.12	.96
Tomato	.38	4.02	.38	4.11	.29	2.97
Turnip,						
English	.20	2.07	.18	1.96	.10	.69
Swede	.20	2.04	.22	2.35	.09	.65

	Price per qt.	Price per lb.	Price per qt.	Price per lb.	Price per qt.	Price per lb.
Beans, Dwarf snap	.78	.41	.79	.43	62	.32
Beans, Garden pole	.80	.43	.76	.41	.45	.26
Peas, Garden	.70	.38	.61	.37	.43	.23
Sweet Corn	.61	.35	.61	.38	.47	.26

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

SEEDS

Flower and Vegetable

WHOLESALE ONLY

ROUSTAN SERVAN & CO.

Established 1843

—— SEED GROWERS ——

Saint-Remy-de-Provence, FRANCE

Mention the American Florist when writing

SPECIAL OFFER

500 lbs. **Yellow Canary Island Onion Seeds** at 80c per lb. 200 lbs. **White Palmero Onion Seeds** at $1.25 per lb.. all last crop seeds. F. O. B. Habana.

Cash with order or good references.

Albert R. Langwith & Co.

66 Obispo Street, HABANA, CUBA

Mention the American Florist when writing

MAULE'S

SEEDS and BULBS

Write for our 1919 Special Price List for Market Gardeners and Florists.

Wm. Henry Maule, Inc., 21st & Arch Sts., Philadelphia, Pa.

Mention the American Florist when writing

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Geraniums

Nutt, strong, 2-in., per 100.....$2.00
Viaud, strong, 2-in., per 100..... 2.00
Ricard, strong, 2-in., per 100..... 2.00
Dracaena Indivisa, good, thrifty stock for growing on, 2-in., per 100 ..... 2.00

ELMER RAWLINGS, Allegany, N. Y

CANNAS

King Humbert, extra heavy home-grown roots, $4.00 per 100. **Yellow King Humbert,** $5.00 per 100. Also a few thousand **Mixed Cannas,** such varieties as **Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan** and **Wintzer's Colossal,** at $20.00 per 1000. Cash.

W. W. COLES, Kokomo, Ind.

Catalogues Received.

A. E. McKenzie Co., Ltd., Calgary, Alta., seeds; Chesmore Seed Co., St. Joseph, Mo., seeds; Alexander Forbes & Co., market garden seeds; Stark Bros., Louisiana, Mo., nursery stock; Everitt's Seed Store, Indianapolis, Ind., seeds; J. J. Wilson Seed Co., Newark, N. J., seeds; Loechner & Co., New York, seeds.

Stuart Lowe Co., Bush Hill Park, Middlesex, Eng., orchids; W. W. Johnson & Son, Boston, Eng., seeds.

Weeber & Don's Historical Calendar.

Weeber & Don, 114 Chambers street, New York, are distributing an attractive calendar, embodied in which is much of historical interest regarding the origin and important dates of the great war, covering the period from August 1, 1914, when Germany declared hostilities against Russia, until the signing of the armistice, November 11, 1918. The battle line at different times during the hostilities is shown by four excellent maps.

Forage Plant Seed Imports.

The following table prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States during the month of January, 1918, as compared with January, 1919.

Kind of seed.	January, 1918. Pounds.	January, 1919. Pounds.
Alfalfa	.....	300
Bluegrass:		
Canada	289,900	58,100
Clover:		
Alsike	375,700	603,100
Crimson	107,400	.....
Red	.....	200
White	1,700	.....
Clover mixtures:		
Timothy and alsike	13,200	36,500
Millet:		
Broom corn	42,300	.....
Hungarian	.....	111,100
Rape	1,232,500	83,100
Rye grass:		
English	225,100	94,100
Italian	64,500	100,700
Timothy	.....	14,000
Vetch:		
Hairy	9,700	1,500
Spring	.....	70,200

Burpee's Seeds Grow

Bedding plants and flowers to beautify the homes and gardens of the American public will be in greater demand this spring than ever before.

Every wide-awake florist should now be making preparations to make good on the shortage that is going to be so noticeable this spring.

Bedding plants of every variety are going to be scarce. This scarcity is largely due to the lack of help and the fuel shortage. There are, however, a great many varieties that can be easily grown from seed sown now, and this will help to make up the shortage of **Geranium** and other popular bedding plants.

The most suitable varieties to grow from seeds and those which always do well in American gardens are: **Ageratum, Alyssum, Asters, Begonias, Celosia, Centaurea, Coleus, Petunia, Salvia, Verbena, Vinca and Zinnia.**

The **House of Burpee** is famous for its superior strains of flower seeds. The stocks of some of the varieties mentioned are short. Consequently, we advise ordering early.

Choice Florists' Flower Seeds for Present Sowing

AGERATUM. Tom Thumb, Blue.
" Tom Thumb, White
Admirably adapted for bedding, blooming freely until frost.

ALYSSUM. Little Gem, Lilac Queen. Sweet Alyssum.

ASTERS. All the best new and standard varieties. See Catalogue.

BEGONIAS for Bedding.
Seed sown now will make perfect plants for spring sales.
Duchess of Edinburgh. White edged rose.
Gracilis Alba. Pure white.
Prima Donna. Coral-pink.
Vernon. Deep red.
Vulcan. Fiery-scarlet.

CALENDULA.
Burpee's Improved Strains are unexcelled. The flowers are fully double and of great size.
Lemon Queen. The best lemon.
Orange King. The best orange.

CELOSIA.
Our Fordhook Strain of the plumed Celosia Magnificent is, we believe, the finest in the country.
Carmine. Rich carmine-crimson.
Golden Yellow. Rich Yellow.
Orange-Red. Reddish-orange.
Reddish-Plum. Warm plum.
All colors Mixed.

CENTAUREA.
The following are foliage varieties or Dusty Millers:
Candidissima. Silvery-white foliage.
Gymnocarpa. Finely cut silvery leaves.

MIGNONETTE.
This favorite has been a Burpee Specialty for many years. The following are the varieties we offer:
Goliath. Massive spikes, copperyred florets.
Machet. Large florets of gray color.
Giant Bouquet. Fine for cutting.
Common Sweet.

PETUNIA.
The American bedding plant par excellence.
Balcony White. The best white bedder.
Balcony Blue. The best blue.
Balcony Rose. The best rose colored.
Burpee's Defiance. The largest of all ruffled Petunias.
Giants of California. Our own growing.
Stocks, Ten Weeks.
The indispensable "bedder" for cool sections.
Largest Flowering Globe Pyramidal in the following separate colors:
Crimson Rose, Dark Blue, Pure White, Light Blue, Golden Chamois, Salmon-Rose, Canary-yellow, Darkest Crimson, Lilac-Rose.

VINCA.
The Madagascar Periwinkle is excellent for pots or bedding.
Rosea, Rosea Alba and Alba Pura.

CHRYSANTHEMUM.
Burpee's Fordhook Strain of Early-flowering Single Perennial varieties. Sown during spring the plants will bloom from August until frost. Excellent for cutting.

BURPEE'S SWEET PEAS ARE KNOWN THE WORLD OVER. Sow now for Decoration Day.

BURPEE'S EARLY-FLOWERING SPENCERS. See catalogue for full list and description of varieties

For All That Is Best in Vegetable and Flower Seeds
write for Burpee's Annual, the leading American Seed Catalogue.
Also ask for our Special Blue List of Wholesale Prices.

W. Atlee Burpee Co.,
Seed Growers Philadelphia.

CANNAS

Fine 2 to 3 eye, plump, dormant roots, true to name

CANNAS

King Humbert

Most popular of all. Bronze leaf, orange-scarlet flower.

Per 100 Per 1000
$4.50 $40.00

Yellow Humbert

Sport of King Humbert, with green foliage, flower yellow, spotted red.

Per 100 Per 1000
$4.50 $40.00

Rosea Gigantea

Rich rose-pink, a prolific bloomer.

Per 100 Per 1000
$6.00 $50.00

Firebird

Very large scarlet flowers borne well above foliage.

Per 100 Per 1000
$6 50 $60.00

Hungaria

Large trusses of beautiful rose-pink flowers one of best pink vars.

Per 100 Per 1000
$3.50 $32.50

	Doz.	100	1000
Red Flowering, green foliage			
Alphonse Bouvier, 5 ft., dark crimson	$0.40	$2.50	$22.00
Black Prince, 4½ ft., velvety maroon	.40	2.50	22.00
Beaute Poitevine, 4 ft., crimson.	.40	2.50	22.00
Chas. Henderson, 4 ft., bright crimson	.40	2.50	22.00
Crimson Bedder, 3½ ft., intense crimson	.40	2.50	22.00
Duke of Marlboro, 4 ft., crimson-maroon	.40	2.50	22.00
Express, 2½ ft., scarlet-crimson	.50	2.75	25.00
Firebird, 4 ft., scarlet	1.00	6.50	60.00
Louisiana, 7 ft., bright scarlet	.40	2.50	22.00
Meteor, 5 ft., dazzling crimson	.75	5.00	45.00
Pennslyvania, 5 ft., vermilion-scarlet	.40	2.50	22.00
Pink-flowering Sorts			
Hungaria, 3½ ft., large flowers, beautiful rose-pink	.50	3.50	32.50
Mme. Berat, 4½ ft., rose-carmine	.40	2.50	22.00
Rosea Gigantea, 4 ft., rich rose.	.85	6.00	50.00
Mrs. A. F. Conard, 4 ft., salmon-pink	.85	6.00	50.00
White-flowering Sorts			
Mont Blanc, 3½ ft., almost pure white	.60	4.50	50.00

	Doz.	100	1000
Yellow Sorts			
Austria, 5 ft., canary yellow	$0.40	$2.50	$22.00
Florence Vaughan, 5 ft., yellow, spotted crimson	.40	2.50	22.00
Gladiator, 4½ ft., deep yellow, dotted red	.40	2.50	22.00
Richard Wallace, 4½ ft., canary yellow	.40	2.50	22.00
Yellow King Humbert, 4 ft., yellow, red spots	.65	4.50	40.00
Bronze Leaf, with Red Flower			
David Harum, 3½ ft., dark bronze foliage	.40	2.50	22.00
Egandale, 4 ft., currant red	.40	2.50	22.00
King Humbert, 5 ft., orange-scarlet	.50	4.50	40.00
Gold-edged Varieties			
Mme. Crozy, 5 ft., vermilion, with red border	.40	2.50	22.00
Queen Charlotte, 3½ ft., orange-scarlet, with gold belt around each petal	.40	2.50	22.00
Souv. de A. Crozy, 4 ft., crimson, with gold band	.50	3.00	25.00
Orange-flowering Sorts			
Wyoming, 7 ft., orange color, purple foliage	.40	2.50	22.00

GLADIOLUS

Well Cured and Graded Bulbs Ready for Shipment Now or Later.

	100	1000
America, soft pink, most popular	$2.50	$22.00
Augusta, white with blush throat	2.50	22.00
Brenchleyensis, deep scarlet	2.00	18.00
Europa, best white in existence	7.00	60.00
Francis King, popular light red	2.50	22.00
Glory of Holland	3.75	32.00
Halley, early salmon orange, highly recommended	2.50	22.00
Mrs. Frank Pendleton, pink, red blotch.	4.50	40.00
Niagara, soft yellow, extra fine	4.00	35.00
Primulinus Hybrids, extra early	2.25	20.00
Panama, beautiful rose	3.00	28.00

	100	1000
Pink Perfection, fine large spike, beautiful pink	$4.00	$35.00
Peace, white with pale lilac shade	3.75	34.00
Princeps, scarlet with white blotch	2.50	22.00
Schwaben, one of the best Gladioli, early yellow, enormous spike, recommended for forcing and cut flowers	4.00	35.00
War, finest red in existence. We advise everyone to give it a trial. Large flower of beautiful glistening blood red	4.50	40.00
Willy Wigman, white with large pink blotch	4.50	35.00

CALADIUM ESCULENTUM.

The well-known extreme scarcity of these bulbs last season suggests early purchase, since this year's crop is again a small one. The same applies to Tuberoses.

	Per Doz.	100
5 to 7 inches	$0.85	$ 6.00
7 to 9 inches	1.25	9.00
9 to 11 inches	1.75	12.00
11 to 12 inches	2.75	20.00
12 to 15 inches	3.50	25.00

25 at 100 rate.

	Per Doz.	100
Ismene Calathina	$1.25	$ 8.00
Madeira Vines	.35	2.00

TUBEROSES.

Very scarce, only a limited quantity to be had.

	Per Doz.	100
3 to 4 inch, Mailing Size	$0.35	$ 2.25
4 to 6 inch, First Size	.50	3.00
6 to 8 inch, Mammoth	.75	5.00

BENCH GROWN ROSES.

Ready for March First Shipment.

	Per 100	Per 1000
American Beauty	$16.00	$150.00
Milady	10.00	90.00
Ophelia	11.00	100.00
Richmond	10.00	90.00
Russell	12.00	110.00

A. HENDERSON & CO., Owners of Winterson's Seed Store **166 N. Wabash Ave., CHICAGO**

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00.....per case of 1000

15.00.....per case of 500

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

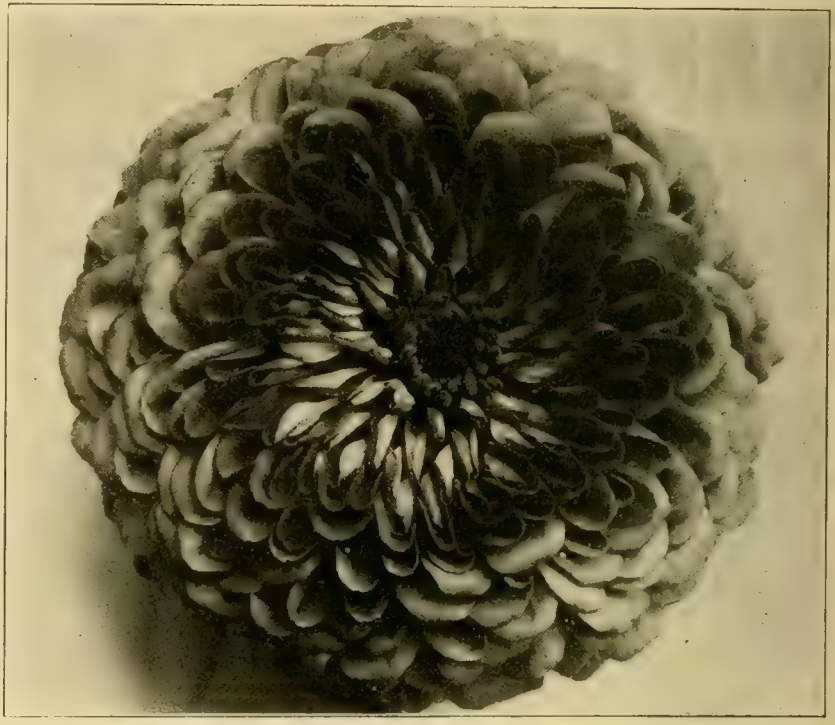
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

Tomato, Lima and Pole Beans

WRITE US

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

DREER'S FINE SWEET PEAS

We offer below a line of the very best Orchid-flowered and Grandiflora sorts. For complete list including the Early Forcing kinds see our current Wholesale Catalogue, copies free to florists on request.

Orchid-Flowered or Spencer Sweet Peas

This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest sorts. Owing to their being shy seeders, they will always be higher in price than the grandifloras.

	Oz.	¼-lb.	Lb.
Agricola. Light lilac or lavender-pink	$0.25	$0.75	$2.50
Barbara. A beautiful rich salmon	.30	1.00	3.00
Blanche Ferry Spencer. An extra selected stock of this fine pink and white	.20	.60	2.00
Blue Monarch. Rich deep navy-blue	.30	1.00	3.00
Blue Picotee. White edged violet-blue	.20	.60	2.00
Constance Hinton. The largest and finest white, black seeded and a strong, vigorous grower with very long strong stems	.25	.75	2.50
Countess Spencer (true). A lovely clear pink	.20	.60	2.00
Dobbie's Cream. The finest primrose-yellow	.20	.60	2.00
Elfrida Pearson. The largest and finest light pink	.25	.75	2.50
Florence Nightingale. The largest and finest pure lavender	.20	.60	2.00
Hercules. A very large flowering Countess Spencer	.25	.75	2.50
King Edward Spencer. Crimson scarlet	.20	.60	2.00
King White. Considered the largest and finest pure white, white seeded	.25	.75	2.50
Margaret Atlee. The largest and finest rich pink Sweet Pea—the "Spencer Supreme"	.20	.60	2.00
Margaret Madison Improved. Azure blue, developing to a clear light lavender	.25	.75	2.50
Mrs. Cuthbertson. The finest bicolor, standards rose-pink, wings blush white	.20	.60	2.00
Mrs. Hugh Dickson. Salmon-pink on a cream ground	.20	.60	2.00
Old Rose. A beautiful old rose color	.30	1.00	3.00
Othello Spencer. A rich, deep maroon of immense size	.20	.60	2.00
R. F. Felton. Considered one of the finest lavender sorts	.25	.75	2.50
Rosabelle. The finest rich rose variety	.20	.60	2.00
Royal Purple. Rich royal purple, a very distinct color	.30	1.00	3.00
Scarlet Emperor. A brilliant deep scarlet	.30	1.00	3.00
Thos. Stevenson. Brilliant orange-scarlet	.20	.60	2.00
White Spencer. A pure white Countess Spencer of very large size	.20	.60	2.00
Orchid-flowered Mixed	.15	.50	1.75

GRANDIFLORA SWEET PEAS

We have reduced our list of the Grandiflora varieties to the very best kinds, all of them sorts that are suitable for cutting.

	¼-lb.	Lb.
Blanche Ferry. Pink and white	$0.20	$0.60
Dorothy Eckford. The finest white	.20	.60
Frank Dolby. A large wavy flower, pale lavender	.25	.75
Flora Norton. The most pronounced bright blue	.20	.60
Janet Scott. Grand rich, deep pink	.20	.60
King Edward VII. Rich deep crimson scarlet	$0.20	$0.60
Lady Grisel Hamilton. Pale lavender	.20	.60
Lord Nelson. Rich navy blue	.20	.60
Nora Unwin. A superb pure white cut flower variety with wavy petals	.25	.75
Prima Donna. Deep pink, fine	.20	.60
Dreer's Peerless Mixed	.20	.60

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

ROOTED CARNATION CUTTINGS.

Ready for immediate delivery. ORDER EARLY.

	1,000	100		1,000	100
Good Cheer	$30.00	$3.50	Rose-pink Enchantress	$25.00	3.00
Aviator	30.00	3.50	Rosette	30.00	3.50
Nancy	30.00	3.50	Albert Roper	25.00	3.00
Mrs. C. W. Ward	30.00	3.50	Beacon	30.00	3.50
White Wonder	35.00	4.00	Herald	25.00	3.00
White Enchantress	35.00	4.00	Alice	20.00	2.50
Enchantress	30.00	3.50	Thenanthos	20.00	2.50

Peter Reinberg 30 E. Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Michell's New Crop Flower Seeds

ASPARAGUS PLUMOSUS NANUS
NORTHERN GREENHOUSE GROWN SEED

1,000 seeds, $ 3.00; $13.75 per 5,000 seeds.
10,000 seeds, 25.00; 56.25 per 25,000 seeds.

NEW SCARLET SAGE
AMERICA OR GLOBE OF FIRE

The finest and brightest Salvia to date. Per trade pkt., 50c; $5.00 per oz.

Also all other Seasonable Seeds and Supplies. Send for Catalog.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience. All seasonable varieties. Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN - SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Trade Directory

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., Chicago

Vaughan's ASTER SEED For Florists

ASTER—Giant Branching.

DAYBREAK (American Victoria)

	Trade pkt.	Oz
Purity. White	$0.25	$1.40
Pink. Fine for pots	.25	1.40
Salmon Pink	.25	1.80
Rose Pink	.?5	1.40
Blue	.25	1.40
Lavender	.25	1.40
Mixed, all colors	.25	1.40

GIANT COMET

Shell Pink. Purple. Rose. Crimson. Lavender. Light Blue. Dark Blue. White.

Any of above		.20	1.20
Mixed, all colors	1 lb., $12.00	.15	1.00

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers The graceful long petals are thickly produced.

Crimson. Light Blue. Lavender. Pink. Light Pink. Silvery Lilac. Dark Blue. Rose. White.

Any of above	¼ oz , 40c	.25	1.40
Mixed, all colors	¼ oz., 35c	.25	1.20

QUEEN OF THE MARKET

The Standard Early Flowering Type.

White. Crimson. Pink. Dark Blue. Flesh. Lavender. Li ht Blue. Scarlet.

Any of above	per lb., **$10.00**; ¼ oz., **25c**	.10	.80
Mixed, all colors	per lb., **10.00**; ¼ oz., **20c**	.10	.60

GIANT BRANCHING

White. Lavender. Rose Pink. Crimson. Azure Blue. Daybreak. (Mary Semple) Purple. Deep Violet.

Any of above	per lb., **$10.00**; ¼ oz., **25c**	.10	.80
Mixed, all colors	per lb., **8.00**; ¼ oz., **20c**	.10	.60

CARLSON or INVINCIBLE

White. Lavender. Crimson. Marquis Pink. Purple.

Any of above	¼ oz., **35c**	.?0	1.20
Mixed, all colors	¼ oz., **35c**	.20	1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties, and are twisted and curled into a very fluffy effect.

White. Crimson. Shell Pink. Azure Blue. Dark Pink. Purple. Lavender.

		Trade pkt.	Oz.
Any of above	¼ oz., **40c**	$0.25	$1.40
Mixed, all colors	¼ oz., **35c**	.25	1.20

THE ROYAL (Early Flowering Branching)

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White. Shell Pink. Rose Pink. Lavender. Purple.

Any of above	¼ oz., **40c**	.25	1.40
Mixed, all colors	¼ oz., **40c**	.25	1.40

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White	¼ oz , **40c**	.25	1.40
Pink Rochester	¼ oz., **40c**	.25	1.40

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose. Pink. Violet. White. Crimson. Lavender.

Any of above	¼ oz., **45c**	.25	1.60
Mixed, all colors	¼ oz., **45c**	.25	1.50

AMERICAN ASTERMUM

An attractive and descriptive name for a new race of asters which belong to the Comet family. The plants are of strong upright growth with 12 to 15 strong stems 20 inches long, each carrying a flower of perfect form. The seed we offer has been carefully grown, rogued and selected

Snow White. Rose Pink. Dark Lavender.

Any of above	.25	1.80

OTHER AMERICAN ASTERS

Heart of France. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft, warm velvety texture .... .25

Lavender Gem. The flowers are of a true lavender shade and the petals are gracefully curled and twisted .... .25 2.00

Peerless Pink. The flowers are globular in shape many five inches across, of a most delightful and pleasing rich shell pink .... .25 1.80

Crimson Giant. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright .... .25 1.80

Sensation The reddest of all red asters, the color being a dark rich garnet or ox-blood red which glistens in the sunshine like a live coal; free branching .... .25 1.80

Mammoth Non-Lateral Branching White. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non lateral stems are full, with petal curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching .... ⅛ oz., **60c** .50 4.00

Mammoth Non-Lateral Branching Blue. 2 ft. Very like the preceding except the flowers are a medium shade of blue .... ⅛ oz., **50c** .35 3.20

American Beauty. Rose Pink. 2½ ft. Is similar in type of flower and growth to the well know Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World Famous American Beauty Rose. Each plant forms a perfect bush .... ¼ oz., **65c** .35 2.50

American Beauty. Purple .... ⅛ oz., **60c** .50 4.00

ASTERS IN MIXTURES

Vaughan's Florists' Mixture .... .25 1.40

White Tall Varieties. Mixed .... .25 1.40

Vaughan's Excelsior Mixture, Tall Asters. This is a mixture of the most beautiful, striking and distinct colors of the tall growing Asters, selected from the cream of the Giant Comet, Ostrich Plume, Carlson, Branching and other desirable sorts, includes many kinds separately purchased for this mixture .... .25 1.80

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

MOOSEHEART, ILL.—The range at the home of the Loyal Order of Moose, closed last fall due to labor and fuel shortage, will be opened about March 1, devoted to vegetables.

ALBANY, N. Y.—The market gardeners' association of this city, dissatisfied with conditions at the public market, are planning to combine with growers in Troy and Schenectady to establish a market of their own.

OWING to the destruction of two bridges by washouts, the shipment of tomatoes from Los Mochis, Mexico, the crop, nearly all of which is marketed in the United States, has been delayed three to four weeks. The crop this year is estimated at 900 cars.

Prices of Indoor Fruits and Vegetables.

Chicago, February 11.—Cucumbers, 2-dozen box, $5.00 to $5.50; celery, western, crate, $9.00 to $10.00; head lettuce, crate, $4.50 to $5.00; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $8.00 to $9.00.

New York, February 10.—Celery (state), per case, $4.00 to $7.00; cucumbers, $1.00 to $2.50 per dozen; mushrooms, $1.00 to $2.50 per basket; tomatoes, per pound, 20 to 50 cents; lettuce, per package, $1.50 to $4.50; radishes, per 100 bunches, $3.00 to $5.00.

Soil Fertility.

At the recent meeting of the Ohio State Vegetable Growers' Association, probably the most interesting study was that delivered by the Rhode Island experiment station, on their attempts to substitute either green crops or fertilizers for manure, or reduce the amount of manure by adding chemicals. The results, so far, are exceedingly interesting to us, for the reason that their work covers the same ground we have gone over ourselves. The lecturer admitted that the proper way to make an experiment is to make it once only, for then you know something, for if you make it several times the knowledge you have gained is likely to receive a big jolt. In other words, so many factors enter into an experiment of this nature that the results are never the same.

Yet, admitting this great difficulty, there are some general points which indicate the way. We will briefly mention these as they appeared to us.

1. That celery makes a very indifferent crop, following a green crop plowed in. In other words, green manuring is not desirable immediately before a celery crop.

2. That cabbage can be grown with chemicals as well as with manure.

3. That 1,500 pounds of good truck fertilizer in many cases is equal to 15 tons of horse manure; that is, for the immediate crop under way, not considering after effects.

4. That for spring crops, nitrogen was plainly the controlling factor, but for fall crops, potash gave better results.

5. That beets, lettuce, celery and cabbage need large amounts of lime in addition to plant-food.

6. That some crops will not do well following a certain crop grown before, no matter what fertilization is used; that is, we must know more about crop succession than we do at present.

These experiments were started, owing to the threatening shortage of manure, and are therefore of general interest. The speaker mentioned that eastern growers are now paying $4 per ton for manure and at that price the amount available is small. This condition is likely to apply to all parts of this country in the near future. Therefore, every grower should prepare for the coming change.

MARKETMAN.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period February 4-10, indicate a lighter movement with prices tending to recover. Potato markets for northern stock gained quite sharply, while other markets continued weak. No. 1 northern white stock, sacked, nearly regained the decline of the previous week, raching $1.75-$1.80 per 100 pounds for carlots at Chicago, about 25 cents above the closing price of the former period. Wisconsin shipping points advanced five cents, closing strong at $1.50-$1.60 f. o. b. Michigan shipping points also closed strong. Cabbage markets also showed some recovery, steadying to a range of $20-$25 per ton bulk f. o. b. producing sections and advancing $2 in consuming sections to a range of $20-$30. Wisconsin Holland seed stock was $25-$30 per ton in middlewestern consuming markets and Florida stock closed at 80-90 cents per hamper in producing sections. Onions were nearly steady with a range about as quoted last week. Western New York shipping markets quoted $1.90-$2.10 f. o. b. for the best sacked yellow and red stock. Celery was irregular with California Golden Heart at 80-85 cents per dozen in the El Monte district, while Florida stock ranged steady at $4.50-$5.00 at shipping points and advanced to $5.50-$6.50 in northern markets. Florida head lettuce ruled $2.25 per hamper f. o. b. shipping points and was steady in northern consuming markets at $3.75-$4.75. Beans showed further declines.

Boston.

BUSINESS GOOD AND PRICES LOWER.

A great change has come over the market, with prices about cut in half and the demand especially good. The plant trade was never better. Easter lilies hold firm at $25 per 100 and are very scarce.

NOTES.

A large number of former employes who have been relieved from military service found their positions awaiting them and are now at work with better spirits than ever.

Large shipments of roses are arriving in this market from Nahant growers. Among the best are the Killarneys, Ophelia, Ward and Richmond.

The New England Floral Supply Co. has added a new truck to its delivery system.

B. A. Snyder & Co. report a continuance of good business S. K. G.

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.
440 S. Dearborn St., CHICAGO

Vaughan's Gladiolus

AMERICAN GROWN, ESPECIALLY SELECTED For Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$20.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, First	27.50
Augusta, Second size	16.00	Chicago White, Second size	22.00
Panama, First	32.50	Schwaben, First	40.00
Mrs. Frank Pendleton, First	45.00	Vaughan's Florist Mixed, First size	16.00
Europa, First	60.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger. SECOND SIZE, 1⅛-1⅜ inch.

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

CHRYSANTHEMUM CUTTINGS

All the best tested and tried commercial varieties; also **POMPONS,** guaranteed absolutely free from disease. Will start shipping March 1st.

C. U. LIGGIT
Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and **Marguerite Daisies,** 2½-inch and rooted cuttings.
Rose and **Ivy Geraniums,** 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**
Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

FLORIST'S FLOWER SEEDS

NEW CROP AND SUPERIOR STRAINS.

Ageratum—
Dwarf Blue, ¼ oz. 15c.
Alyssum—
Little Gem, ¼ oz., 15c; oz., 50c.
Sweet, oz. 20c; ¼ lb., 60c.
Antirrhinum, (Snapdragon)—
Pink, Scarlet, each, ¼ oz., 20c.
White, Yellow, each, ¼ oz., 20c.
Mixed, ¼ oz., 15c; oz., 40c.
Asparagus Sprengeri—
100 seeds for 10c; 1,000 for 75c.
Asparagus Plumosus Nanus—
100 seeds for 50c; 1,000 for $3.50.

ASTERS.

Lady Roosevelt—
A splendid variety. Trade Pkt., 20c; ⅛ oz., 30c.
Crego Asters—
Magnificent for cutting:
Rose, Lavender and White, each, Trade Pkt., 20c; ¼ oz., 50c.
Rose King—
Enormous quilled flowers, fine for cutting.
Trade Pkt., 25c; ¼ oz., 50c.
Vick's Mikado—
A large, graceful flower for cutting.
Pink, White and Rose, each.
Trade Pkt., 20c; ¼ oz., 40c.
Lavender Gem—
An early Lavender.
Trade Pkt., 25c; ¼ oz., 50c.
Queen of the Market—
Dark Blue, Crimson, each, ⅛ oz., 15c; ½ oz., 50c.
Light Blue, Pink, each, ⅛ oz., 15c; ½ oz., 50c.
Snowdrift, Pure White, ⅛ oz., 15c; ½ oz., 50c.
Mixed, ⅛ oz., 15c; ½ oz., 40c.
Branching. Late, Extra Select Stock—
Flowers large, double on long stiff stems, excellent for cutting.
White, Pink, each, ⅛ oz., 20c; ½ oz., 60c.
Lavender, Purple, each, ⅛ oz., 20c; ½ oz., 60c.
Dark Red, ⅛ oz., 20c; ½ oz., 60c.
Mixed, ¼ oz., 20c; 1 oz., 75c.
Admiration—
Finest pink for florists' use.
Trade Pkt., 25c; ⅛ oz., 50c.
Balsam—
Camellia flowered, double mixed, oz., 40c.
Bachelor's Button—
Double Blue, ¼ oz., 20c.
Begonia—
Gracilis Luminosa, Prima Donna, Triumph, Each, Trade Pkt., 50c.
Calendula—
Orange King., oz., 15c.
Centaurea—
Gymnocarpa, ½ oz., 25c.
Imperialis, mixed, ¼ oz., 20c.
Cobea Scandens, Purple, oz., 30c.
Coleus—
Finest Hybrids, mixed, Trade Pkt., 50c.
Dracena Indivisa—
Trade Pkt., 10c; oz., 45c.
Ipomea Grandiflora (Moon-flower)—
oz., 30c.
Ipomea—
Heavenly Blue, oz., 50c.
Lobelia—
Erinus Speciosa, Trailing Blue, ⅛ oz., 15c.
Crystal Palace Compacta, ⅛ oz., 25c.
Mignonette—
Machet, Large Flowered Strain, oz., 25c.
Allen's Defiance, (Extra Select), oz., 35c.
Grandiflora, oz., 10c; ¼ lb., 35c.
Marigold—
Double African, Lemon, oz., 50c.
Double African, Orange, oz., 50c.
Double African, Mixed, oz., 25c.
Petunia—
Double Grandiflora Fringed Mixed. 1,000 seeds, $1.50.
Giant Ruffled, Trade Pkt., 75c.
Single Large Fringed, Trade Pkt., 50c.
Giants of California, mixed, Trade Pkt., 75c.
Rosy Morn, ⅛ oz., 30c.
Striped and Blotched, Single, ¼ oz., 35c.
Single, Mixed, ¼ oz., 20c.
Howard's Star, ¼ oz., 40c.
Ricinus—
Sanguineus, oz., 10c; ¼ lb., 40c.
Zanzibarensis, oz., 15c; ¼ lb., 50c.
Salvia—
Clara Bedman, Trade Pkt., 35c; ¼ oz., 60c.
Splendens, Trade Pkt., 25c; oz., $1.75.
Zurich, Trade Pkt., 50c; ¼ oz., $1.00.
Salpiglossis—
Emperor, Mixed, Trade Pkt., 25c.
Schizanthus—
Wisetonensis. Trade Pkt., 30c.
Smilax—
oz., 30c; ¼ lb., $1.00.
Stocks—
Dwarf, Large Flowering, Double Ten Weeks, Mixed, ⅛ oz., 35c.
Ten Weeks, separate colors, each, ⅛ oz., 40c.
Verbena (Mammoth Flowered)—
Blue and Purple Shades, ¼ oz., 40c; oz., $1.25.
Pink, Scarlet, each, ¼ oz., 40c; oz., $1.25.
White, ¼ oz., 40c; oz., $1.25.
Mixed, ¼ oz., 40c; oz., $1.25.
Candytuft—
Empress, very large, white, oz. $0.30
White, Rocket, oz. .... .20
Little Prince, dwarf white, oz. .... .20
Celosia—
Ostrich Feather, Tall, mixed, ⅛ oz. .... .20
Thompsoni Magnifica, mixed, ⅛ oz. .... .20
Childsii (Wool Flower), Trade Pkt. .... .25

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing

ROSE STOCK

Be independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., New York, N. Y.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

"LANDSCAPE ADVISER" is what they call them now.

IT is reported that there will be no crab apple seed exported from France.

DENVER, COLO.—Wm. Hennenhoefer, formerly of Pueblo, has opened for business as a landscape gardener at 2116 East Seventeenth avenue.

GEORGE BUNYARD, the well known nurseryman and pomologist, of Maidstone, Kent, Eng., died January 22, age 78 years. The firm of which he was the head was founded by his grandfather in 1796. Harry A. Bunyard, of New York is a nephew of the deceased.

BALTIMORE, MD.—The establishment formerly owned by H. Clay Primrose, has been incorporated as the Loudon Nurseries. The directors are: H. Clay Primrose, president and general manager; R. D. Hopkins, vice-president; W. G. McLaren, secretary; W. Smith Chambers, treasurer. The authorized capital stock is $50,000.

Memorial Trees for Soldiers Donated.

A merchant of Rockford, Ill., C. J. Boehland, will donate a tree to be planted as a memorial for every soldier or sailor from Winnebago county who died in service. He will also provide a metal plate to be attached to the tree, giving the name and character of the service of the dead hero. He urges that other counties in the state take similar action.

European Borer Control Urged.

The first step to cope with the European borer, a dangerous insect pest that has gained a foothold in certain areas of eastern Massachusetts and whose ravages it is feared may extend over the United States and destroy valuable crops, was a resolution adopted by the New Hampshire legislature and presented to the United States senate by Senator Moses, urging congress to make immediate appropriations whereby adequate measures of suppression of this pest may be undertaken without delay by proper federal authorities. B. F. L.

National Apple Show.

At a general meeting at the Hotel LaSalle, Chicago, February 7, attended by about 30 representative apple growers from a number of states, plans were formulated for a national show at Chicago next fall, which will become an annual event. It is announced that prominent growers in 20 states have already expressed their interest and will make exhibits. In addition to a president and secretary, a committee of five, chosen from the principal producing sections of the country, will be named, and in whose hands all details of the management of the exhibition will be vested. The interest shown in the Illinois first great apple show, staged in the Morrison Hotel, Chicago, last November, augurs well for the coming exhibition, which it is planned shall be truly national in its scope. A. M. Augustine, Normal, Ill., secretary of the Illinois State Nurserymen's Association, to whose untiring efforts in behalf of the show last fall much of its success must be attributed, is one of the most interested workers for the big event this year.

Illinois State Nurserymen's Association.

At the closing session of the second annual convention of the Illinois State Nurserymen's Association at the Hotel LaSalle, Chicago, mention of which, including the programme, was made in last week's issue, page 182, officers were elected for the ensuing year as follows: Guy A. Bryant, Princeton, president; A. E. Nelson, Chicago, vice-president; A. M. Augustine, Normal, secretary; Charles Leesley, Chicago, treasurer. F. W. Von Oven, Naperville, who has given much attention to the San Jose scale and wheat rust, made a very interesting talk on these diseases, devoting considerable time to ways and means for the extermination of Berberis vulgaris and its susceptible varieties and mahonia, urging thorough cooperation, both with the authorities and individuals, pointing out that it was only through coordinate effort that relief could be secured, especially in view of the fact of the meager appropriation made by the state to the bureau of plant industry for carrying out its work. Mr. Von Oven's presentation of the situation was listened to with much interest and the points were a matter of discussion. Among the later arrivals at the convention in addition to the list of visitors previously published, was C. R. Burr, Manchester, Mass.

Plant Embargo Endorsed

BY ILLINOIS NURSERYMEN'S ASSOCIATION.

Perhaps you will be interested in the subjoined, which is a copy of the resolution recently passed by the Illinois Nurserymen's Association, duly assembled in convention, February 5-6. This shows which way the wind blows. This also shows that sentiment is slowly but surely developing in favor of the embargo as promulgated, as a valuable protection to strictly agricultural, horticultural, forestry and nursery interests.

THE D. HILL NURSERY CO., INC.,
Dundee, Ill., February 10, 1919.

GREETINGS

To the Honorable Chairman and Members of the Federal Horticultural Board,
Washington, D. C.

We, the members of the Illinois Nurserymen's Association, duly assembled in convention, February 5, 1919, heartily endorse the action of your board in establishing the federal quarantine No. 37, restricting the importation of nursery stock and other plants and seeds on and after June 1, 1919.

Realizing that this quarantine is the result of your thorough investigation, we request that this quarantine be made permanent so as to safeguard the development of the agricultural, horticultural, and forestry interests of America, as well as the nurserymen and growers, propagating and distributing such nursery stock, plants and seeds as are being excluded by this quarantine.

ILLINOIS NURSERYMEN'S ASS'N.

Farm After The War.

The world is in delirium. The world-war fever makes it so. Business is abnormal and subnormal. Some industries are at high speed and others at low tide. Price levels have mounted high. Wages have climbed to dizzy heights in shop, factory and furnace. The city has lured the human moth into its belly. The reaction is as sure as Nature's law that day follows night.

After the war, what? Will the fever leave the patient emaciated and lean? Will city industry be hit and hurt? To a large extent—yes. The one industry that is always safe to follow is the husbandry of the farm.

When the war has had its way and waste, nations will turn instinctively to the soil as the source of natural wealth and prosperity. The fires of many furnaces will die out. Countless chimneys will cease to vomit smoke. The makers of machinery and munitions of war will languish and cease to fatten. The farm and farmer will be the cornerstone upon which will be builded a new nation, with new ideals of living. The meal-ticket grower will have a front seat and be in the limelight as never before.

Own the land. Wed the soil. Tie to the farm. The tide will reverse and flow from city to rural regions. Think it over. Get a vision of the future.—Toledo Blade.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June., N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, strong, 3-inch, ready for 4-inch pots, $8.00 per 100. Cash. W. H. CULP & CO., Wichita, Kan.

BULBS.

Bulbs. Gladioli. Clean, healthy, fine stock, ready to ship. For varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lilium Giganteum. Put in cold storage free from frost and now reinspected. 7-9-in., (300 bulbs to case), $25.00 per case. L. Rubrum, 12-14-in., $20.00 per 100. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Yellow King Humbert, $5.00 per 100. W. W. Coles, Kokomo, Ind.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Ward	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Victory	4.00	35.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

Rooted carnation cuttings. Ready for immediate delivery. Order early. For varieties and prices see display advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN.
Greenhouses, Hinsdale, Ill. Store & Office, 178 N. Wabash Ave. CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemum cuttings. All the best tested and tried commercial varieties. Guaranteed absolutely free from disease. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

DRACAENAS.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GERANIUMS.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Well cured and graded bulbs. Ready for shipment now or later. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. J. N. Pritchard, Elk Park, N. C.

Greens. Southern Wild Smilax, $3.00 per case. Natural log moss, per bag, $1.75. Perpetuated sheet moss, per bag, $3.50. E. A. Beavan, Evergreen, Ala.

Southern wild smilax, 50 lb. case, $2.25. J. A. Curry & Co., Drewry, Ala.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

Magnolia leaves for preparing purposes, 3 to 5-in. long, 70-lb. case, $3.00. J. A. Curry & Co., Drewry, Ala.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

Bench grown roses. Ready for March 1st shipment. American Beauty, $16.00 per 100, $150.00 per 1,000; Milady and Richmond, $10.00 per 100, $90.00 per 1,000; Russell, $12.00 per 100, $110.00 per 1,000; Ophelia, $11.00 per 100, $100.00 per 1,000. A Henderson & Co., 166 N. Wabash Ave., Chicago.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
500 RUSSELL BENCH PLANTS.
$15.00 Per 100.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 Takes the Lot.
WEISS-MEYER CO.,
Maywood. Ill.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown, 1918 crop. Per lb.
Copenhagen Market, selected stock.....$11.50
Dutch Winter or Hollander, selected stock 10.50
Danish Ballhead, selected stock..... 10.00
Danish Roundhead, selected stock..... 9.50

Cauliflower seeds, Danish grown. Per oz.
Extra Early Dwarf Erfurt, selected stock.$2.00
New Earliest Snowball, selected stock... 2.50
Dry Weather, selected stock 2.50
Danish Perfection, selected stock 2.75

STANDARD SEED COMPANY.
Racine Wis.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.

Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.

MARTIN KOHANKIE,
Painesville. Ohio.

Seeds. Florists' flower. New crop and superior strains. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Choice florists' flower for present sowing. For varieties see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Flower for early sowing. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Sweet Peas. Orchid-flowered or Spencer and Grandiflora. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Seeds. Florists' Flower. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Aster, new varieties. For varieties and prices see display advertisement elsewhere in this issue. James Vick's Sons, Rochester, N. Y.

SEEDS.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Write for our 1919 special price list for market gardeners and florists. Wm. Henry Maule, Inc., 21st and Arch Sts., Philadelphia, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

For Sale. San Luis Valley Field Pea seed; sold in car lots only. FELIX GARCIA. Garcia, Colo.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis. Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A. Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar, 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 100 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

THOMSON'S
VINE, PLANT & VEGETABLE
MANURE

FAMOUS
FOR OVER 30 YEARS

Ensures success in your garden: so compounded from the finest ingredients procurable as to combine **STIMULATING** with **LASTING** effects, and produces in every crop vigorous, healthy and fruitful growth.

The direct result of **LONG PRACTICAL** experience in gardening.

Used by Amateur and Professional Gardeners the world over.

ALSO

THOMSON'S SPECIAL
CHRYSANTHEMUM
AND TOP DRESSING MANURE.

For Special Terms to American Trade Apply to

SOLE MAKERS
Wm THOMSON & SONS Ltd CLOVENFORDS. N.B.

Split Carnations
Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Kansas City.

STOCK SCARCE AND OF MEDIUM QUALITY.

Market conditions show but little change, with the supply limited, the quality not up to standard and prices high, but nevertheless, due to prevailing conditions stock moves freely. Carnations show a little improvement but roses are scarce. Sweet peas are getting better. Some jonquils and tulips are coming in, and as novelties, are finding good demand. Pot plants and baskets are popular. The prospects for St. Valentine's day business are satisfactory.

NOTES.

H. Kusik & Co. have been experiencing difficulty in getting enough good stock to meet requirements. The daily receipts usually are depleted early in the morning. This firm is still behind in orders in the wire work department.

Arthur Newell has no complaint to make regarding business. His supply is gone by the end of the day. He is making preparations for a good St. Valentine's day trade.

W. J. Barnes had a big week of funeral work.

A. F. Barbe reports excellent business.

Visitor: T. D. Long, representing Vaughan's Seed Store, Chicago.

E. J. B.

We only manufacture one kind of **Sash Operators** and that is the best kind. A trial order convinces. A complete line of **Greenhouse Fittings.**

Write today for catalogue.

ADVANCE CO., Richmond, Ind.

Mention the American Florist when writing

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY.
Your orders always receive prompt and careful attention.
Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kahler Pottery Co., Omaha, Neb.
Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Mention the American Florist when writing

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., Inc.
Cambridge, Mass.

George Keller Pottery Co.
SUCCESSOR TO
GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.
Red Pots
Refined Clays—Skilled Labor.
The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.,
200 Fifth Avenue New York

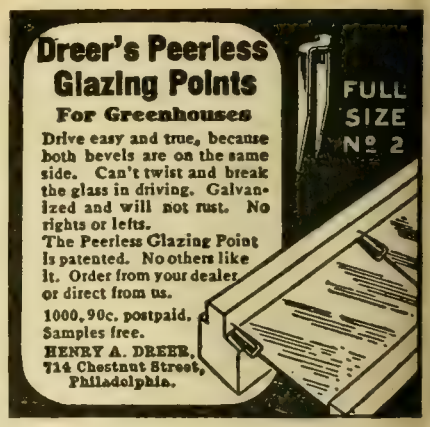
DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST—
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
½-inch, per ft.....16c
Reel of 500 ft.....15¼c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.
TURNER BROS., Bladen, Neb

Index to Advertisers.

Advance Co.....235
Alfred Lozier Rosery..218
Allen J K.....213
Alpha Floral Co.... 217
Amer Bulb Co..... I
Amling E C Co.....209
Anderson S A.....218
Angermueller G H Co.....210
Aphine Mfg Co.....234
Astoria Florist..... 216
Avenue Floral Co...218
Baer Julius.....217
Barnard W W .Co...226
Bassett & Washburn.202
Baumer Aug R.....219
Baur Window Glass Co..... IV
Bayersdorfer H & Co.211
Begerow's..... 216
Berger Bros.....210
Berning H G.....210
Bishop Mrs L H 214
Bodger J & Sons Co..224
Boland J B.....219
Bolgiano J & Son....226
Bramley & Son..... 219
Braslan Seed Growers Co.....220
Breitmeyer's J Sons. 216
Briggs Floral Co.....218
Broadway Florist...217
Brown A J Seed Co..220
Brown Bag Filling Machine Co 224
Bryan Alonzo J.....229
Buchbinder Bros....III
Buckbee H W.....218
Budlong J A.....206
Burpee W A Co.....222
California Florists...217
Central Floral Co...219
Chicago Feed & Fertilizer Co.....236
Chicago Flower Growers Assn.....208
Clark E B Seed Co..226
Clarke's Sons D.....218
Clay & Son.....III
Coan J J.....213
Coles W W.....222
Conard & Jones Co..230
Cooke Geo H.....219
Cottage Gardens Nurs Inc.....230
Cowee W J.....III
Coy H C Seed Co....226
Craig Robt Co.....222
Curry J A & Co 209
Danker Fred A 218
Dards Chas.....216
Dietsch A & Co.....IV
Dominion Floral Co.216
Dorner F & Sons Co.229
Drakos Co.....215
Dreer H A.. 225 235 236
Duluth Floral Co....218
Dunlop John H.....216
Eble Charles. 215
Edwards Fold Box..III
Erne & Co..... 208
Excell Laboratories. II
Eyres H G.....215
Fallon Florist.....215
Fish Henry Seed Co..226
Foerster Co Joseph..208
Foley Greenhouse Mfg Co.....III
Ford M C.....213
Ford William P.....213
Fox J M & Son Inc..217
Frauenfelder C 218
Freeman Mrs J B....217
Frey C H.....218
Frey & Frey 218
Friedman.....219
Froment H E.... ...213
Futterman Bros.....212
Galvin Thos F.....217
Garland Mfg Co.....IV
Gasser J M Co.....216
Giblin & Co.....III
Gnatt The Ove Co...2 0
Godineau R & M....224
Goldstein I.....213
Gorham Printery Inc.III
Grakelow Chas H...216
Grand Rpids Flo Co. 218
Grimm & Gorly.....219
Grossberg-Tyler-Finnermann Co....206
Gude Bros.....215
Habermehls Sons J J.215
Hardesty & Co.....217
Hart George B....'.213
Hart Henry.....215
Haven Seed Co The.226
Heacock Jos Co.....229
Heinl John G & Son.218
Henderson A & Co. I 223
Henderson Lewis...216
Henry Co The John.209
Henshaw Floral Co.213
Hentz & Nash.....212
Herr Albert M.....229
Hess & Swoboda....216
Hession..... 217
Hews & Co A H.....235
Hill D Nurs Co.....230
Hoerber Bros.....209
Hollywood G'rdens.216
Holm & Olson.....216
Holton & Hunkel Co.211
Hort Advertiser.....236
Hort Trade Journal..235
House of Flowers...215
Hurff Edgar F.....226
Hurst & Son 224
Huscroft G. L.....219
Ickes-Braun Mill Co.IV
Idlewild Greenhs 219
Jahn Hugo..... 216
Jones Percy. 203
Joy Floral Co.....215
Kahler Pottery Co...235
Kasting W F Co..... I
Keller Pottery Co Geo.....235
Keller Sons J B.....217
Kelway & Son 225
Kennicott Bros Co..205
Kervan Co The.....213
Kessler Wm.....213
Kottmiller A.....215
Kroeschell Bros Co..III
Kruchten John.....209
Kuehn C A 211
Kuhl Geo A.....229
Landreth Seed Co...226
Lang Flo & Nur Co.218
Lange A.....215
Langwith A R & Co.221
Leborius J J.....217
Leikens.....219
Leonard Seed Co....221
Levy Jos J 212
Liggit C U.....229
Littlefield Florist ...218
Lockland Lum Co....IV
London Flow'r Sho .219
Long Island Flo Co.215
Louis Simon Freres & Co..... 221
Louise Flower Shop.217
McCallum Co.....211
McGill R C & Co....224
McHutchison & Co. .229
McKenney ..... .218
Mackie William.... 213
Malandre Bros.....218
Matthews the Flo'st.217
Matthewson J R.....215
Maule Wm H Inc....221
May & Co L L.....219
Meconi Paul 213
Metairie Ridge Nursery.....218
Meyer A.....219
Michell Henry F Co 226
Miller Floral Co.....218
Miller & Musser.....209
Moninger J C Co.. .IV
Murray Samuel.....219
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...210
Newell A.....218
N Y Cut Flower Ex..213
N Y Floral Co..... 219
Nicotine Mfg Co.....235
Niessen Leo Co.....210
Okmulgee Window Glass Co.....III
Orchid Florists 218
Palmer W J & Son. .217
Pappas Nicholas G..212
Park Floral Co 217
Peacock Dahlia Fr..230
Pearson E W.....218
Pedrick G R & Son..224
Penn The Florist....219
Peters & Reed Poty..235
Philadelphia Wholesale Floral Ex.....211
Philips Bros.....218
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....220
Pikes Peak Flo Co...218
Pillsbury I L.....235
Pittsburg Cut Flo Co 210
Podesta & Baldocchi 219
Poehlmann Bros Co.201
Pollworth C C Co ...211
Polykranas Geo J....213
Potter Floral Co....215
Pressing Seed Co W C.. 220
Pritchard J N.....214
Pulverized Manure Co The..... .234
Pyfer A T & Co.....204
Raedlein Basket Co..214
Randall A L Co.....209
Randall's Flow Shop.219
Randolph & McClements..... 218
Rawlings Elmer.....222
Ready Reference....231
Reed & Keller.....III
Regan Ptg House....III
Reid Edw.....210
Reinberg Geo..... .209
Reinberg Peter.203 226
Rice Bros.....211
Rice Jerome B Seed Co..... 221
Riedel & Meyer.....213
Robinson J C Seed Co.225
Rock Wm L Flwr Co..218
Rodgers J W.....215
Rohnert Waldo ...226
Rosery The Flor'l Co219
Roustan Servan & Co221
Routzahn Seed Co . 226
Rusch G & Co.....211
Saake O C.....215
Salzer Seed Co..... 219
Sceery Edward.....217
Schiller the Florist..217
Schillo A Lum Co ...IV
Schlatter W & Son 217 236
Schmidt Chas L.....219
Schwake Chas & Co.212
Shaffer Geo C 219
Sharp Partridge & Co..... 236
Sheppard H W.....219
Sheridan Walter F..213
Siebrecht George C.213
Simon & Son I N....225
Situation & Wants...199
Skidelsky S S & Co.. I
Smith A W & Co....216
Smith & Co E D.....229
Smith & Fetters Co..218
Smith Henry.....218
Storrs & Harrison...229
Stumpp G. E. M....217
Takeuchi Bros.....III
Thomson Wm & Sons.....235
Thorburn J M & Co .224
Tonner O A & L A..202
Totty Chas H 229
Traendly & Schenck 213
Trepel Jos.....217
Turner Bros.....235
United Cut Flo Co..213
Vaughan A L & Co..205
Vaughan's Seed Store ..... I 227 228
Vick's Sons Jas.....226
Vincent R Jr & Sons Co..... I
Walker F Co..... ..215
Weber F H..... 218
Weidemann H G....217
Weiland & Risch....209
Weir James..... 215
Western Seed & Irrigation Co.....221
Wietor Bros.. 204
Williams Mrs E A. .219
Wintersen Co E F ..204
Wittbold G Co.....215
Wolfskill Bros & Morris Goldenson 215
Woodruff S D & Sons.224
Yokahama Nurs Co .221
Young A L & C Co..212
Young John & Co...213
Young & Nugent....215
Zech & Mann... 207 209

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.



Mention the American Florist when writing

ULTIMATELY

YOU'LL DEMAND

MAGIC BRAND

When Ordering Fertilizer Of Your Supply House.

WHY NOT DO IT NOW?

CHICAGO FEED & FERTILIZER CO.,
U. S. YARDS, CHICAGO

Eastern Office
G. G. Green, Jr., Real Est. and Trust Bldg., Philadelphia, Pa.

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, FEBRUARY 22, 1919. No. 1603

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

Longings for Spring.

I long to heah de old bee zune
As he breshes by an' it's warm as June,
Oh, I wants to heah de jay bird sass
De peckerwood when he sees him pass;
I wants to see de crow steal corn
An' I shoot at him in de early morn;
I longs to see de turtle creep
Out on de bank an' go to sleep.
Oh, come on, day ob birds an' bloom
An' roses spreadin' sweet perfume,
An' me by de creek when de day am fine
Not doin' nuffin' 'cept watch a line.
—Florida Times Union.

SUGGESTIONS FOR PLANT GROWERS.

Early Annuals.

During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place, and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly appreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

Dahlias.

The forcing of early dahlias has been practiced sucessfully by growers the last few years, and roots started at this time will produce flowers for Memorial day and during June. A good, deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and also provide a covering that will prevent evaporation. They will require but little attention except that long, strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

Cannas.

One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will bloom throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best showing the plants should be started early enough to have good, strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be produced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the

varieties separate and properly labeled, each box to contain but one variety and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return pipes. In two or three weeks the plants will have made sufficient roots to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

Marguerites.

As the warm days of spring approach the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best of culture.

Spiraeas.

The spiræas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light and a plant growing to one side of the pot will be the result. So as soon as growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiræas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke they should either be removed from the house or well covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Carnations are now at their best, and as prices have declined materially, are good stock to carry in quantity and feature. The way to sell a thing is to push it; a variety of stock is desirable in limited lots, but when any particular flower is plentiful, and good money can be made by sellilng it in quantity, that is the flower to carry. Carnations are not handled in many stores, except just a few for those who may ask for them. Retailers say the reason is because they do not keep or give satisfaction to their customers. Others have an altogether different experience, saying that except at holiday seasons, carnations will keep for a week and

Iris Tingitana.
Flowers Six Inches in Diameter.

still be good to work up. Sewer, coal and illuminating gases are all fatal to the carnation. In some ice boxes, they go to sleep over night; in others, they keep a week. In a cool greenhouse shed, we have known carnations to open out and develop and at the end of two weeks, still look good, except that they had paled out or lost color. In the retail store, carnations can be kept satisfactorily in a box open to the outside air. A number of stores have a stock storage room or box, in the rear of the shop, in which to keep their surplus flowers. In the winter season, this requires little, if any ice, a window admitting cold, fresh air sufficient to keep any desired temperature.

The man who does not handle this fine stock, because it will not keep, had better experiment a little, and find out what there is in or about his store that makes this foul atmosphere injurious, not only to the flowers, but to all who occupy the premises. When once discovered and corrected, all will then be plain sailing and profit.

Sprays, baskets and wreath decorations can be made just as effective with carnations as with roses, as at the price, many more can be used. Set designs that require short stemmed flowers are fast going out. When they must be made, good stiff prices should be the rule on account of the valuable time they consume in their preparation, together with the quantity of flowers required. A successful retail florist stated recently that most storekeepers were afraid of their trade. He had always made it a point to push the flower, that at the time, he could buy to sell to the best advantage. It was the salesman's business to tell the customers what they wanted. They might have this or that in their mind, but what he offered, or the way in which he talked it up, made it just the flower for them, and they went out entirely satisfied, without knowing they had suited the convenience of the store.

The coming week will give a good opportunity to try out this idea. Look over the market and select the quantity flower,—sweet peas, carnations, lilies, freesias, snapdragons, whatever can be handled to the best money advantage, either singly or in combination. Then, with this stock in hand, or readily obtainable, feature it. Make up a sample spray, finished in every detail, ready packed for delivery, also a decorated galax or magnolia wreath. These are to be shown to prospective customers, or given a chance to be seen in the window. These are to be the dominating stocks, for either funeral or festive occasions for this period.

Do not buy anything unless you are convinced that it will work in with your economic campaign. Better prices are always secured on quantity lots and the dealer is always open to a bid on stock that is more or less plentful. The careful buyer is sure that he is getting rock bottom quotations. Buying and selling is a game in which each player tries to get the advantage. The buyer who stands ready with cash in hand, or who is there with a check the moment the statement is presented, is fully 10 or even 20 per cent ahead of Mr. Slowpay, when it comes to price or preference.

Push the Florists' Telegraph Delivery. Just think, you have the whole of this great United States for your market. Let your trade, and all that pass your store, know that you can deliver flowers for them in any city or town from Maine to California as quickly and as satisfactorily as if the flowers were sent to their own home. If every florist would feature this idea, and demonstrate its possibilities, it would so increase the business as to be of incalculable benefit to the entire trade.

Iris Tingitana.

Iris Tingitana, first offered in the market during the winter of 1916, one of the most beautiful forcing cut flowers of recent years, and now proving deservedly popular, is in effect a glorified Spanish iris, the flowers being much larger and borne on long, stiff stems varying in length from 18 to 36 inches. The color is a beautiful blue shading to lilac and has been described as a lilac purple. The flowers, which have excellent lasting qualities, are from five to six inches in diameter, a bright yellow spot covering half of the surface of each of the three broad petals, and with their long stems are very decorative in vase and basket arrangements. If the stems are kept well in water and the flowers protected from drafts, they will last several days. With its beautiful coloring and orchid-like effect, it holds a place of its own during January and February, or until the

larkspur, with its long light blue spikes becomes a formidable competitor in March.

Strong, vigorous bulbs can be brought in for Christmas, but they must be on hand early and started at once to make the holidays. The percentage of blooms will not be very large in the first batches. The bulbs are treated much the same as the Spanish iris, planted in flats and kept under the benches in a cool house and afterwards moved for forcing into a temperature of 50 to 55 degrees at night. They will not stand frost, as their native habitat is Tangiers in Northern Africa. They were introduced into Europe in 1873. Good, strong bulbs or corms only should be forced. The best stock comes from France. Holland grown bulbs have not been found as productive as the French. There is but a limited stock of this fine variety, but a number of growers are working it up as fast as possible. There are many varieties of iris, and the favor with which Tingitana has been received will no doubt result in the trying of a number, in the hopes of finding others equally as good. The flowers in the accompanying illustration were six inches in diameter.

IRIS TINGITANA.
With Acacia Pubescens and Orange King Calendulas in Japanese Basket.

THE CARNATION.

Seasonable Work.

The best time for the propagation of the plants for the coming season's planting is fast drawing to a close. There are still two or three weeks left when the cuttings will root readily and a good stand can be assured, but after that time, as the season advances into March, it becomes more difficult to root the cuttings and there is not time enough remaining to make strong established plants ready for planting out the end of April or early in May. Therefore, to be able to have a good stock of young plants to meet the requirements for the season's planting, any propagating yet to be done should be attended to without further delay. Do not make the mistake of estimating too close on the number of plants needed, it being a good plan to allow considerable of a surplus for selection or doubling up, because it is not reasonable to expect that all of the plants will grade No. 1's and it is far better to have some plants left over after the benches are filled than to run short; also, there is every indication that field grown plants of carnations will be in good demand when the time comes for planting into the houses. Cuttings put in the sand from this time on, will need particularly close attention for them to root in good shape. Owing to the more moderate weather, there is not the need of as much bottom heat under the sand bed, and unless the temperature of the bed is raised a few degrees, there will be several days at a time when the underneath heat cannot be used, which will make the cuttings slower to take root.

As the weather becomes brighter and more ventilation is used, it will be necessary to protect the cuttings from draughts by shading closer. Also, with less bottom heat, the sand should not be kept as moist, but held a little to the dry side, allowing the cuttings enough moisture to keep them plump, but guarding against a saturated condition, which quickly causes the cuttings to rot or make weak roots. As soon as the cuttings become rooted, they should be potted, boxed or benched in soil, whichever is the method followed for growing on the cuttings. Personally, the writer is greatly in favor of potting up the young carnations, believing that they do better and are more easily handled than when benched or grown in flats; also, there is not the danger of them becoming overwatered at the roots, which is a very important point to consider, because when the soil at the roots is allowed to remain very wet for any length of time, the growth of the plants is thick and succulent, whereas when care is taken in the watering so as to hold the soil a little to the dry side, it remains fresh and sweet for the roots to work in. The growth of the plant is also more robust and the shoots branch out freely.

Other essential factors necessary for the well being of young carnation plants are a cool, light place for them to grow in, ample ventilation on every favorable occasion, and particular attention to keep them clean of insects. After the young plants become established in the soil, they grow rapidly, and in a very short while they will be in need of attention as regards topping back the growth. This should be attended to whenever needed, so as to assist the plants to make nice bushy stock for planting out.

As we approach spring, the conditions pertaining to the care of the carnation plants now flowering in the benches are changing with each passing week. As the days lengthen and the temperature rises, the growth of the plants becomes more active. They are now at the height of their productiveness and our principal aim should be to encourage them to continue along the same lines. The plants are now recovering from the soft growth made during the midwinter days, and if given careful treatment, will respond with stiffer stems and better keeping qualities in the flowers. Ventilate freely every day when the weather will permit and be particular to maintain an even temperature. The weather is now such that the plants can be given an occasional syringing to keep the red spider in check.

The demand for first class flowers at good prices still continues, so there is no reason for any to be left on the plants until they get beyond their best. The flowers are worth taking care of, and should be cut as soon as they are ready. After cutting, select out the flowers according to their grade, and take particular pains to see that they are sent to the market in the best possible condition. At this season of the year, the insects increase rapidly and unless frequent fumigating with the insecticide is carried on, the plants will soon become infested.

C. W. JOHNSON.

The Florists' Success.

Just to think that the florists' body, as a whole, have united to develop their business in a more national way by using national magazines to exploit our slogan "Say It with Flowers," to the extent that we are going to expend $100,000 for our national publicity campaign. What a vision for florists as contrasted to a year ago, and it is only the beginning of a brilliant future for all who are interested. If the florists are to continue on the basis in which we are co-operating, it means ultimately one big success, especially to those who undertake to help spread our new propaganda, because by virtue of interest, morally and financially, all must benefit.

Now, in furthering this campaign of "Say It with Flowers," we show evidence of our confidence in our business by doubling the appropriation after one year's trial, and who will not agree that this optimistic step, taken by the florists generally, will be more productive of uses for flowers by the public because the florists themselves will be more encouraged, and so will the circle widen more and more until our industry will have come into its own, "the best business in the world." From a standpoint of environment and beneficial results, flowers and plants create by their influence.

It is well said that people partake of the character of their surroundings. Now it is up to us to raise the character of our surroundings by way of making a bigger and better field for our product and this can best be accomplished by tying up to our national publicity campaign first; and secondly, by doing locally what is now being done nationally, that of selling more flowers to more people than ever before.

Now, if you will sell the public, will you not sell to yourself the one essential cog in the wheel of further progress, the subscription to the publicity campaign? Give it now, and show by your evidences, your desire to participate in the activity that everybody agrees is the first big thing we have all been asked to co-operate with. Will we raise that $100,000? It is up to you.

HENRY PENN,
Chairman Nat'l Pub. Campaign.

National Publicity for Flowers.

In the notes furnished by our promotion bureau last week, was the schedule covering the national magazine advertising planned for the spring campaign. In that schedule, a page and a half page were apportioned to the Saturday Evening Post. It is disappointing to have to change our plans in respect to this publication. The proprietors of this magazine decline to accept advertising necessitating such large blocks of space until their mechanical conditions are such as to enable them to take care of more than pre-contracted space. There is a limit to everything, even the mechanical possibilities for turning out popular magazines. In the emergency our committee have arranged to use two other magazines which more than fill the circulation gap. But there is a lesson to come from the turn-down, one for the trade, rather than our executive forces.

None of us realizes the immense amount of foresight and preparedness which the modern magazine of large circulation must bring to bear on the publication of each number. The proprietors must know weeks, perhaps months ahead, exactly what an edition is to demand in the way of pages, and mechanical preparation is made accordingly. It is big work, and the problems are always onerous. Now, here is the lesson. We are desirous of having our publicity appear at times when we think it will be most beneficial. To fulfill our desires we must act betimes. If our committees have not the assurance of financial support sufficient to warrant the making of contracts three or more months ahead, they lose out on prestige in so far as selection of mediums is concerned. With them it is not a matter merely of spending money; it is rather a question of getting the most for the money they expend.

The committees are grateful for the continued, and, in the majority of cases, added support of a large number of florists whose vision is clear enough to see that the work of our campaign has actually, and without question, benefited the florist trade to an enormous extent. It is known that thousands in the trade have not yet subscribed a cent toward this greatest of all movements for our common good. If they will but come into line—there is no dictation as to what their contributions shall be—our committees can better look ahead and make arrangements which bespeak greater proficiency in their service. It is, of course, comforting to know that a certain sum can be expected, but this is not a case where personal liability can be pledged, and we should have our drawing needs in hand.

We are at the end, almost, of the first two months of 1919, and we have, altogether, $100,000 to raise for this year's publicity. Of this amount about $30,000 is already raised. The balance is big, but heavy with possibilities for the florists' trade. As Wallace R. Pierson said at a recent trade meeting: "Through this publicity we are entering the 'promised land,' where we shall get the best from our endeavors."

Mr. Nonsubscriber, is it not time you headed for this land of promise with a subscription ticket?

JOHN YOUNG, Sec'y.

Freesias.

One of the best greenhouse crops of the present season has been Freesia Purity, the bulbs of which cost little, if any, over the stock of a year ago, while prices of the cut flowers averaged 100 per cent better.

The bulbs or corms are planted about the middle of August, 10 to a six-inch pot. These are placed outside in cold frames where they make a good root and top growth. They are brought in during October, being placed on tables following early chrysanthemums as the latter are cut out. They are generally all in by the middle of the month or before danger of frost. They are then staked with 12-inch hyacinth sticks, one string around, and placed on the bench about two inches between the rows. They are kept and brought along at a carnation temperature. Carnation wires are then run the length of the bed and divided into squares with string from one side of the bed to the other, much the same as for carnations. As the plants increase in size, this net work is raised about six inches at a time, until the flower buds set. This single network, raised to support the growth as necessary, is found satisfactory, and offers no obstruction when cutting. Chicken wire netting is used by some growers, but the meshes are so close that foliage often catches and makes it difficult to pull out the sprays when cut, and on wide benches it is difficult to get at the center rows.

About 20,000 bulbs are forced each season by one grower in the vicinity of Philadelphia, Pa. This year he had 10,000 fresh California stock, and the balance, bulbs left over from last season, which if well cared for, produce very good flowers. The California bulbs are stronger and come along faster than the home grown, the first cutting being on January 24, the last being marketed before February 10. The stock was exceptionally fine, large heads of bloom being carried on straight strong stems, 24 to 30 inches in length. The sprays are not cut until they carry three open flowers.

The accompanying illustration from a photograph taken February 5, is of

FREESIA PURITY.
From Photograph Taken February 5, 1919.

a table of home grown bulbs brought from California and flowered last year. These are 24 inhes in height and carry a splendid crop of buds and flowers just coming in. When cut off, the pots are placed on the floor of the house under the tables until thoroughly dried, when they are shaken out and the bulbs stored in shallow boxes ready for planting when August comes again.

Freesias Improved.

The past winter has been the best ever for this popular cape bulb. Since the development of the variety, Purity, and the production of the bulbs or corms in quantity, on the Pacific coast, there has been added to the grower's list, a dependable forcing stock that makes one of his best winter rotation crops.

Freesias were first imported into this country for commercial purposes by Steen Edwards, of Bridgeton, N. J. This was about 1880. He was quite successful with them in a small way. Richard Bagg, living in Bridgeton at that time, who was fond of hybridizing fruits and flowers, and who has several good things to his credit, the most notable being the tea rose named in honor of Wm. R. Smith, also took up the freesia and continued the work of hybridizing with a limited stock. He always aimed for size of flower and purity of color. The accompanying illustration is of a vase of 12 sprays, nearly all cut with short stems or without foliage, in order not to impair the ripening of the bulbs. As arranged, the bunch measured 16 inches across the front. None of the flowers on these sprays measure less than two and a quarter inches in diameter, most of them two and one-half to three inches. The heads of bloom measure four and one-half to five inches in length and carry from eight to ten buds and flowers. They are all pure white, without a trace of yellow. On all the large bulbs, the stems are stiff and strong, holding the heads of bloom erect. It will take some time to work up a commercial stock of this fine variety, but the market is here now, for just such a novelty, which is sure to bring a handsome return.

FREESIA VASE.

New Giant Variety, Flowers 2½-3 Inches in Diameter. Vase 12 Inches High, Bunch 16 Inches Across.

Outlook for Floriculture in 1919.

Paper by S. S. Pennock, read at the meeting of the New York Federation of Horticultural Societies and Floral Clubs, Ithaca, N. Y., February 11.

The subject assigned to me on this auspicious occasion, namely, "The Outlook for Floriculture in 1919," is a pleasing one to me for more than one reason. In the first place, as you are no doubt aware, floriculture has been my business from boyhood, but it has been more than that to me—it has been my pleasure also, and my spare hours have mostly been spent in the delightful company of my roses and other denizens of my garden, and my next best delight to communing with my flowers, is to talk about them to my friends.

Another reason why this subject is a pleasing one to me at this time is because the world has been passing through such a cataclysm the past five years that mankind had but little thought to spare for the beautiful in life. But now that the dark cloud is passing and the sunshine is beginning to glimmer through, once more, the outlook is so much improved that one can discourse with a clear conscience on the subject of floriculture. We may even have a spray of apple blossoms on the breakfast table in 1919—a thing tabooed during the war. The idea back of the taboo was, of course, an economic one, namely, that the apples were the important thing, and that food for the body was more desirable than a feast for the soul.

Now the indications all along the line in ornamental horticulture, trees, shrubs, flowers, conservatories, landscaping, and the many allied industries appertaining thereto, show signs of awakening, and good judges are of opinion that the year will be the greatest ever experienced, and that the pent-up soul of man will rebound from long confinement and go a-gardening once more with redoubled energy. Cabbage has been king, but Queen Rosa will now ascended the throne.

In regard to the branch of floriculture with which I am most intimately associated in a business way, that is, the wholesaling of cut flowers, I may say that it has been a long time since we have had more encouraging prospects than the outlook for 1919. The trade has gone through a great many vicissitudes, labor and coal troubles probably being the florist's most serious troubles. The conditions have been very materially changed since the signing of the armistice, and everything is getting back to a better businesslike basis. The cost of doing business, though, remains high, and probably will remain high for some time to come. The only thing that will bring prices down very materially, would be a panic, and that, of course, we do not want, but we do think the cost of doing business will lessen as the months and years go by, but there will not be any marked decrease for some little time to come, not much of any in 1919.

With the returning of the men who have been in the war, it is bound to bring more business, and more general business, to the florists of this country. These boys will want to be entertained by their relatives and friends, which will mean flowers.

This war condition has brought into the market a new class of buyers; buyers who will soon feel that flowers are not a luxury, but a necessity in their homes, and that the home is not complete without a few flowers which give

an added touch of joy and pleasure that cannot be brought into the home in any other way, so flowers come to be a necessity and not a luxury.

In launching the publicity campaign of the Society of American Florists last year, some felt it was an inopportune time to conduct such a campaign, but those who had charge of this campaign felt it was one of the best times to get the flower business before the public, and there is no doubt that the campaign has worked a wonderful amount of good, and will make for better results as it progresses. The thought is for the coming year to raise, instead of $50,000, $100,000, just double the publicity as planned for this year. No commodity, if advertised judiciously and regularly, can but be helped in the sales of that commodity by this advertising, continually bringing before the public the slogan which the publicity committee is using, "Say it with flowers," and will be stamped indelibly, I think, in the minds of every one as other trade marks, such as, Cream of Wheat, Uneeda Biscuit, and other trade marks that we are all so familiar with.

"Say it with Flowers," means so much, and it is a wonderful slogan for each and every florist to use in his local advertising. This local advertising, coupled with the national advertising, cannot help but benefit every live and up-to-date florist. Some of our more optimistic friends in the flower business feel that the trade today is only in its infancy, and in a few years, with this publicity campaign in good working order, will bring the business up to a point undreamt of.

The publicity campaign is very ably managed, and there is no question that the money will be judiciously spent, and spent where it will do the most and the best good. This campaign, and the business generally getting on a better and more sound basis, is going to mean that we are going to have not the old-fashioned ways of doing business, not a slip-shod way, but up-to-date business methods right straight through, both in the growing, wholesale and retail ends. Each florist will realize that it is absolutely essential and necessary that he keep things up in a businesslike manner in order to live, and stay in the swim.

Another point that is being worked up, which will result in good, and be nation-wide in its benefits, is a system of credits. The credit business in the past has been very lax, and in fact, any one who was a good fellow could get credit. The S. A. F., back of the collection and credit committee, in starting a campaign of education along credit lines, will eliminate all the old loose practices which have been used in the past. This habit was to run up a bill on one man, stop buying from him, and run a bill on the next one, and then, when they had gone the rounds, start in paying the first one, and then so on down the line again.

There is no reason why every florist cannot pay his bills promptly when they become due. Other lines of business do it, and it has come to the point where, if the florist wants to live and do a prosperous business, he will have to pay his bills promptly or go out of business. This is going to make one more careful in the credits he gives, and going to give him an incentive to watch his collections very much closer and not have so much dead wood on his books. Then, too, it will give him an incentive to organize his establishment in a more up-to-date way. In fact, it will be absolutely necessary for him to organize his establishment in such a way that he can keep abreast of the times.

The growers, wholesalers, and retailers have passed through the last five or six months of very good business, probably giving them as prosperous a season as they have ever had, particularly for the fall and midwinter months, and I can see no reason why the spring should not be equally as good, and with a large increase in the volume of business. Summer business, as usual, probably will not be anything wonderful, but it ought to be fully up to other years, in fact, better, the fall starting in, in good shape. I cannot see but that the flower business for 1919 will be a very healthy one in every way.

The Zinnia As a Florist Flower.

There is no other flower with such a wide diversity of color as the zinnia; it ranges from pure white, through all shades to bright intense yellow, from lightest pink down to and through all the reds to deep maroon. In fact, there is scarcely a shade of color but what can be found in the zinnia. They are among the easiest of the summer flowers to grow and bloom continuously from early summer until frost. By a little care in disbudding extra large flowers on long stems are possible.

The zinnia deserves much more attention than it has received at the hands of the trade. Very few of this summer flower, which is at its best in August, are ever seen in the market. As a flower for table decoration, wonderfully fine effects could be worked out with its brilliant coloring. While the regulation shape is double and globular, yet there are, as in the dahlia, quite a variety of forms. Some miniature with button-like flowers and others of gigantic size, up to six inches in diameter. A number of the sorts are double fringed and others curled and crested.

To grow for market, certain desirable colors should be selected and seed saved or purchased so as to have stock sure of a ready sale. There are also single varieties that are very attractive and by some considered more artistic than the double sorts. A box of selected zinnias will be appreciated by any lover of flowers, as no matter how great the variety in color, they seem to arrange harmoniously. They fit in nicely with all the work of the store, for a special, to run off a lot of baskets or vases, for the decoration of wreaths for funeral work; in fact, for every purpose they are quite the equal of any other flower of the season. They should never be allowed to get wilted or remain long out of water. Before handling, it is well to see that the stems and flowers are filled with water from being in water several hours or over night in a cool place. A few drops of formaldehyde should always be put in the water, as zinnias foul the stems and leaves even more than asters.

They are displayed nicely in the low Japanese bowls, their stiff stems, well clothed with foliage, holding them erect. A Japanese basket in dark mahogany tones looks well when filled with reds and maroon touched up with orange shades.

Look up zinnias; get your growers of outside flowers to raise a few of the choicer varieties. You will find them good stock to carry during August.

New York Flower Show, 1920.

An enthusiastic meeting of the flower show committees of the New York Florists' Club and the Horticultural Society of New York was held at the headquarters of the New York Florists' Club, 1170 Broadway, February 17, 1919. Only five members of the committees were absent. The following were present: Theodore A. Havemeyer, F. R. Newbold, Richard G. Hollaman, F. R. Pierson, C. H. Totty, W. H. Duckham, Jos. A. Manda, George V. Nash, P. W. Popp, John Canning, Philip F. Kessler, Charles Schenck, F. L. Atkins, J. Scheepers, Max Schling, W. H. Siebrecht, Sr., A. L. Miller, and Secretary John Young.

At this meeting, the committees merged into a joint committee and unanimously decided to hold a spring show in 1920, the opening date to be Monday, March 15, and the closing date, Sunday, March 21. The show will be held in the Grand Central Palace, which is shortly to be re-converted to exhibition use. Fifteen thousand dollars was voted to be set aside for premiums. C. H. Totty was appointed chairman of the schedule committee. Theodore A. Havemeyer was elected chairman of the joint committee, with John Young as secretary, and F. R. Newbold, treasurer. The secretary is to have charge of selling the trade space and will also have charge of the preparation of the official programme.

Many novel features to be introduced at the show were discussed, and it is expected that the programme will be unique in this respect. F. L. Atkins, W. H. Duckham, and Max Schling were appointed a committee to design the official sign for the exhibitors, with directions that the slogan of the publicity campaign, "Say it with Flowers," is to be featured at the head of every sign. No other design of signs is to be permitted. It was decided to offer a prize of $100 for a poster design and this announcement is to be made forthwith.

Arthur Herrington was appointed manager of the show and also was added to the committee. E. F. Korbel and Worth F. Colwell were appointed publicity managers.

F. L. Atkins, for Bobbink & Atkins, Rutherford, N. J., was first to book for exhibition space, taking 200 square feet; Max Schling was a close second to book for the same amount.

The meeting went on record as disapproving the recent action of the federal board of horticulture in establishing a quarantine against importation of plants and flowers. It was considered that such action will rob lovers of horticulture of the opportunity to see many desirable European and other foreign productions in plants and flowers, and would undoubtedly take away some educational interest which has always been attaching to flower shows.

JOHN YOUNG, Sec'y.

CONCORDIA, KAN.—Harry L. Hunt, of the Concordia Greenhouses, is contemplating the addition of a palm house and conservatory to his establishment, also one house 36x100 feet, which will be devoted to carnations.

Massachusetts Horticultural Society.

The schedule of prizes and exhibitions of the Massachusetts Horticultural Society and the premiums offered by the state department of agriculture for the year 1919, the dates being as follows:

March 8-9—Fruits and vegetables.

May 17-18—Flowers, including tulips, hardy narcissi, pansies, lilacs, hardy flowering shrubs and wild flowers. Vegetables — Asparagus, cauliflower, lettuce and collections of six varieties.

June 7-8—Iris exhibition, also rhododendrons, hardy azaleas and hardy herbaceous flowers. Vegetables in all varieties, also collections.

June 21-22—Roses, peonies, strawberries, cherries and vegetables.

July 5-6—Sweet pea exhibition, also Iris Kaempferi, hollyhocks, perennial larkspurs, collections of wild flowers, fruits and vegetables.

August 9-10—Gladioli, phlox and asters, fruits and vegetables.

August 30-31—Products of children's gardens.

September 11-14—Dahlias, hardy herbaceous flowers, Japanese anemones, wild flowers, apples in thirty-four classes, ten classes for pears and awards for plums, grapes, quinces and melons. The premium list for the exhibition also provides first, second and third prizes for vegetables of nearly every kind.

November 8-9—Autumn exhibition of fruits and vegetables.

Copies of the schedule may be had upon application to the secretary, Wm. P. Rich, Horticultural hall, Boston, Mass.

Horticultural Society of New York.

The Horticultural Society of New York has issued a schedule of classes and premiums for an exhibition of plants and cut flowers with classes open to both commercial and non-commercial growers to be held in the American Museum of Natural History, Central Park West and 77th street, March 28-30.

Leading the commercial classes, like awards are offered for groups of spring flowering plants, occupying 150 square feet arranged for effect and for groups of orchid plants, 100 square feet, arranged for effect, decorative plants permitted. There are numerous classes for roses, carnations and other cut flowers as well as plants.

In the non-commercial group, first and second prizes of $100 and $50 respectively are offered for groups of spring flowers, 100 square feet, arranged for effect and groups of foliage plants covering a like space.

Copies of the schedule may be had upon application to George V. Nash, secretary, New York Botanical Garden, Bronx Park, New York.

Kansas City.

BUSINESS BETTER THAN USUAL.

The St. Valentine's day demand proved better than was anticipated and in some stocks the supply was exhausted early. This was especially true of violets and sweet peas, of which three times as many as were available could have been sold. Carnations and roses were quite plentiful and the quality was good. The demand for corsages was unusually brisk and pot plants took a big lead in sales. They are becoming more popular every day.

NOTES.

Miss Hayden, of Samuel Murray's attractive establishment, says pot plants were the best sellers and that the demand for them is increasing with every holiday. Fancy cut stock also went well for valentines.

ZINNIA VICTORY.

One of the Best of the Giant Quilled Types of This Popular Annual.

Arthur Newell reports the St. Valentine's day demand came along in fine shape and that he could have disposed of more stock, both cut flowers and plants, had they been procurable.

The Wm. L. Rock Flower Co. reports they had all they could do to handle the St. Valentine's day demand on time. There was a big call both for cut stock and plants.

T. J. Noll & Co. report a splendid demand, both locally and out-of-town. They moved a larger quantity of stock for St. Valentine's day than in any previous year.

H. Kusik & Co. had a large stock on hand for valentine demands and sold out completely.

Miss J. E. Murray reports she has no complaint to make. E. J. B.

Pittsburgh.

BUSINESS GOOD FROM ALL REPORTS.

St. Valentine's day is a thing of the past, and while there was no great rush, every one reports business as having been good. It rained the day previous, and for a while it looked blue, but everything cleaned up nicely, and at the end of business February 14, the wholesale houses did not have a flower left. Stock is coming a little stronger, but there has been no change in prices from last week. Lancaster county sweet peas are now arriving in larger quantity, and are selling for $2, $3 and $4 per 100. American Beauties are still poor and scarce, while other roses are more plentiful, especially the shorter grades. Irises, jonquils and tulips are very scarce, and it does not look as if we were going to have many of these popular spring flowers this season.

NOTE.

At a party given by E. J. McCallum, in honor of Geo. Marshall, who is leaving for Oklahoma, he was presented with a silver vase with the names of all the employes engraved on it.

M.

Ontario Horticultural Society.

An interesting feature of the monthly meeting of the above society held in Foresters' hall, Toronto, February 7, was an address by W. D. McPherson, provincial treasurer, with reference to providing work for the returning soldiers of this vicinity. Dr. A. H. Scott of Perth also had a paper bearing on the same subject and Miss M. E. Blacklock gave an illustrated talk on "Hardy Herbaceous Perennials" that was very interesting. During the afternoon the visitors inspected the Oster greenhouses, an attraction to all visitors. W. T. Macoun of Ottawa read an interesting paper on raspberries and black currants for small gardens and J. S. Wallace, of West Toronto, made a few practical remarks on dahlia growing. Others who made short addresses were Messrs. MacLennan and Zavitz of Guelph, R. Whorley of Hallebury, E. Buck of Ottawa and Miss Mary Yates of Port Credit. J. E. K.

San Francisco.

TRADE SHOWS SLIGHT DECLINE.

There has been a slight falling off in trade during the week just past. Flowers are now coming along much more plentifully than at any other time during the season. The arrival of outdoor stock has probably cut down the demand somewhat. Fruit blossoms and acacias are very plentiful and cheap. Daffodils from outdoors are now abundant, too, and very cheap. Violets are in great oversupply. The street peddlers move great quantities of this flower every day. Prices range from 50 cents to 75 cents a dozen bunches, according to quality. Freesias are also in heavy supply just now and prices have had quite a drop. Colored freesias, especially the lavender shades, are in good demand and bring the highest prices. Dutch hyacinths in all colors are very plentiful. The white varieties are the best sellers. Sweet peas have been improving very much in quality right along, and fairly good stock is now coming in. Prices being received are satisfactory. After a long absence from this market lily of the valley is now to be seen in the shop windows. The supply is, of course, rather limited and high prices are being received for all offerings. Roses are quite abundant at this writing, and no more shortage of this flower is anticipated for the balance of the season. Shawyer is off crop, but there is an ample cut of all other pink roses. American Beauty is about the only thing that is on the short list. Red roses have improved a great deal of late, but the sale of them seems to lag. Carnations are very much in evidence again, with prices lower. Boston ferns are on the short side, but plenty of good cyclamens are arriving. Primulas are being largely featured by all the stores. Azaleas in all colors are to be seen everywhere. Ericas are also plentiful, and are one of the most popular flowering plants we have in this market. Rdododendrons are coming in and sell readily. Ferns, which have been scarce for a long time, are now coming in freely, and so is asparagus. Most of the stores made elaborate preparations for St. Valentine's day. Many beautiful and unique windows are being shown. Alfred Cuneo, head designer of the Art Floral Co., had many striking window effects during the past week.

NOTES.

Antonia Avensino, well-known to the trade in this city for many years, died at his home in Berkeley, February 8. Mr. Avensino was the father of Henry, Louis, G. B., John and Davis Avensino, all prominent florists of this city. The deceased was 80 years of age at the time of his death. Funeral services were held in this city and attended by large numbers of the florist trade. He was a native of Italy and a man of sterling character and worth. His genial manner always made him a great favorite among his large circle of friends. His passing will be greatly deplored by all who knew him.

B. M. Joseph, the well-known florist on Grant avenue, is receiving the sympathy of the trade in the loss of his mother, which occurred February 7. Mrs. Joseph was greatly beloved and respected by all who knew her. She was a native of Alsace-Lorraine. She is survived by two sons and a daughter. Interment was private. Many costly floral designs were sent by loving friends.

The State Nursery Company, of Fresno, has been authorized by the state commissioner of corporations to sell 1,503 shares of its stock at $100 per share. The company proposes to acquire and improve a large tract of land in Fresno county to be devoted to the growing of fruit and citrus trees. Ornamentals are also to be grown on a large scale.

Nurserymen, as a class, say they have never before experienced such a busy season as the one that is now at its height. This is particularly true of those engaged in growing fruit trees. During the past few years, the orchards of this state have been remarkably prosperous, and this has been a tremendous incentive to planting fruit trees.

George C. Roeding, president of the California Nursery Co., at Niles, and the Fancher Creek Nurseries, of Fresno, has been appointed by Governor Stevens on the committee to co-operate with the federal officials in the matter of securing employment for discharged soldiers. Mr. Roeding is also president of the state board of agriculture.

Bert Norris, formerly with B. M. Joseph, on Grant avenue, has joined the decorative staff of the MacRorie-McLaren Co. on Powell street.

JAMES T. LYNCH.

St. Paul, Minn.

TRADE GOOD DESPITE BAD WEATHER.

St. Valentine's day was ushered in with its usual storm, but fortunately the blizzard that had raged south and west of the Twin cities had practically spent itself when it reached here. The demand, nevertheless, was unusually good and stock of all kinds sold well. Roses and carnations were of good quality and bulbous flowers were plentiful. Good orchids and violets were short of the demand. Plant stock, especially azaleas and primroses sold perhaps better than in former years, owing no doubt to the advanced prices of cut flowers. Valentine novelties of various sorts added to the day's sales. Pretty window displays, as usual, were in evidence. Taking business as a whole, it far exceeded that of the 1918 period.

NOTES.

The Minnesota State Horticultural Society has drafted a forceful protest against the proposed quarantine regulations of the federal horticultural board giving some good reasons why the effects of its operation will be baneful to horticultural interests in general.

O. R. Eckhardt & Co. report a fine business both in and out of the city, with plenty of stock of all kinds to meet the call.

Holm & Olson showed some fine stock which was displayed in profusion and, as usual, had atttractive valentine window displays.

Visitors: J. J. Karins, representing Henry A. Dreer, Philadelphia, Pa., and Fred Longren of Chicago. C. R. F.

Nebraska State Florists' Society.

The winter meeting of the Nebraska State Florists' Society will be held at the Lincoln hotel, Lincoln, February 25. In the forenoon, the rooms of the Commercial club will be decorated with plants and cut flowers in conjunction with the state horticultural society, and in the afternoon prizes and diplomas will be awarded and old acquaintanceships renewed. At the banquet, which will be held at the Lincoln hotel at 8 p. m., President C. H. Frey will deliver the address of welcome, the secretary will make his report, and the following papers will be read, each followed by a short discussion: "Why We Should Grow More Cut Flowers and Plants," C. H. Green, Fremont; "Growing Geraniums and Other Bedding Plants," C. E. Berthold, Nebraska City; "Why We Should Support the Florists' Telegraph Delivery," J. J. Hess, Omaha; "How to Make a Small Greenhouse Establishment Pay," Edward Williams, Grand Island; "Seasonable Suggestions," Clem Frey, Lincoln. Election of officers and new business will close the session.

LEWIS HENDERSON, Sec'y.

Boston.

BUSINESS CONDITIONS VERY SATISFACTORY.

St. Valentine's day aided in making one of the busiest weeks of the year, although the weather was inclement both on that day and the Saturday that followed. Nevertheless business was good. The call for colonial bouquets, violets, pansies and English primroses was greater than in previous years. Roses, carnations and spring flowers did not sell as readily. The plant trade was good, with a fine call for pans of hyacinths, jonquils and primroses. The slow items were flowering shrubs and azaleas. Stock is now arriving on the market in larger quantities and prices remain about the same as quoted last week.

NOTES.

At the store of Penn, The Florist, business has been very good with numerous orders for weddings and dinners. For St. Valentine's day this establishment disposed of 40,000 violets in heart-shaped boxes.

Dolansky & McDonald are meeting with success in their new store, where they have six large windows for display purposes and ample floor space. They report a fine St. Valentine's day business.

Houghton & Gorney made a feature of colonial bouquets for valentines, with very good results. Sales were reported far ahead of last year.

B. A. Snyder & Co. report good business with an increase in the out-of-town demand.

Welch Bros. Co. had a heavy week with numerous out-of-town orders.

S. K. G.

Toronto.

ADVERTISING HELPS SALES.

St. Valentine's day with most of the local florists, proved the best for years and a large increase in sales is reported. The weather was wet, not the kind to encourage people to go seeking for love tokens, and the increase is attributed to the concerted advertising by the members of the retail florists' club. Business generally has been very good, with a great shortage of roses, but these are now becoming more plentiful and a lowering of prices is taking effect. Russell, Hoosier Beauty, Ophelia, Sunburst and White Killarney are most prominent, but clean up daily. Carnations of good quality are becoming more plentiful, and the prices have dropped a little. Sweet peas, daffodils, tulips, mignonette, orchids and violets are all to be had in fairly large quantities.

NOTES.

Social affairs, which have been dormant for the past four years, have again become active, and there are numerous decorations, though none out of the ordinary. The retail florists' club, to help encourage the spirit, gave a dance in the Metropolitan assembly rooms which proved an enjoyable event to the 300 guests who were fortunate enough to attend. The decorations were artistic and a credit to the club.

The longiflorum lilies imported last fall for this year's Easter crop, are looking the best that we have had for years. At one prominent grower's establishment some 25,000 plants are in the best of condition and are at present from six to 12 inches above the pots. Palms, ferns and foliage plants all look well, and would be hard to beat.

C. Grobba, of Mimico, has added one house to his range and the material for another is on the ground. This is a model establishment with concrete walks throughout and excellent facilities for taking care of all details.

The People's Florist, of Queen street, West, reports business very good, with a large amount of funeral work.

H. G. D.

Detroit.

FLORISTS' CLUB PLANS ADVERTISING.

The Florists' club meeting, held February 12, brought out a fair attendance that included a full force of the hard workers in the club. The feature of the meeting was an address by S. C. Goodman on "Co-Operative Advertising," for the purpose of stimulating the spirit of florists' publicity, and designed to be coupled locally with the S. A. F. National publicity work. Mr. Goodman represents the Art Klan Advertising Agency here, and his outline of a plan of action to enlist the local florists was well received. A publicity committee will be appointed, and a fund provided for continuous cooperative work and a fair ratio of the fund will be contributed to the national publicity fund.

A letter was read from Mrs. John Warncke, president of the ladies' auxiliary of the club, in appreciation of the florists' valuable assistance in making their ball, February 5, a success.

On motion of C. H. Plumb, the florists will hereafter make weekly contributions of flowers to the hospitals here for the returning soldiers. These flowers will be taken in charge and distributed to the hospital inmates through the ladies' auxiliary.

NOTES.

The Garden Club of Michigan, after a period of inactivity during the war, will inaugurate a series of lectures and instructive meetings by an address on "Gardens," by Mrs. William A. Hutchinson, February 21, at 3 p. m., at the home of Mrs. John S. Newberry.

J. F. Sullivan was called to Philadelphia, Pa., February 15, by the serious illness of his son, Ernest, who lives in that city. J. F. S.

Cleveland.

GOOD SUPPLY MOVES WELL.

The local market has been cleaning up daily, though fairly well supplied with a variety of good stock. Roses have been the one short item in cut flowers since the holidays, and have all along brought good prices. Carnations are in better supply, but the demand has kept them moving nicely up to the present writing, some of the better reds, Ward and Rose Pink, bringing as much as eight cents each for St. Valentine's day. Callas have had an excellent call. The demand for that day was very good, all stock practically cleaning up, with an excellent demand for the Saturday after. Tulips, daffodils, sweet peas and violets were in good demand and constituted the larger part of the supply. Stevia is still one of the offerings. Paper White narcissus meet with an excellent sale. A little snapdragon and mignonette arrived, also some calendulas. Asparagus has been short of requirements. Plants, both green and flowering, have sold well, some retailers claiming their plant trade exceeded their cut flower trade for St. Valentine's day.

NOTES.

Chas. Macuga, of the Cleveland Plant & Flower Co.'s force, is now spending part of his time on the road selling the retail and greenhouse trade. He is perhaps the youngest man in the business following this line, and began to work at his present place while still attending school, as delivery boy, later joining the sales force of the store, and now visits all points in northern Ohio. He is having wonderful success, due to his intimate knowledge of the requirements of a retail store.

Percy Piggott, back from France, where he was wounded and spent two months in a hospital, is again helping his father, Frank Piggott, 2236 Meyers avenue, with his greenhouses and store.

R. W. Wasko, of Ravenna, O., reports a fine season. Though growing a variety of plants and cut flowers, he is a frequent buyer at the various wholesale houses. C. F. B.

Cincinnati.

STOCK MOVES OUT FREELY.

Everything that comes into the wholesale houses finds a ready sale. As a whole, stock is somewhat limited and short of the demand for it. Prices are holding up. Roses are very scarce. The carnation supply is fair but not up to actual requirements. Sweet peas are plentiful but are finding a good market and are clearing from day to day. Easter lilies meet with a good demand. They are not as plentiful as they were for a time. The supply of bulbous stock is becoming heavier. It is selling well and bringing good prices. Tulips, jonquils, daffodils, Dutch hyacinths, freesias and Paper White narcissi may be had. Snapdragons find a ready sale. Other offerings are callas, rubrums, violets, orchids, calendulas, forget-me-nots and baby primroses.

The Late Simon T. Pontrich.

One of a Well Known Family of Florists of Louisville, Ky., a Member of the 67th Field Artillery, Who Died of Illness at West Point, Ky.

NOTES.

The business of the Cincinnati Cut Flower Exchange is running ahead of that of other years, in spite of the general scarcity of flowers.

Visitors: Chas. McKellar, Chicago; Mr. McCarty, Philadelphia, Pa.; H. Blackshaw, Laporte Ind.; Carl L. Roethke, Saginaw, Mich.; Sol. M. Rosenfeld, and Harold Lion, New York. H.

OBITUARY.

The Late William Meggat.

William Meggat, one of the organizers of the American Seed Trade Association, and its president in 1887, announcement of whose death was made in last week's issue, page 220, passed away February 8 at the age of 83 years at his home in Wethersfield, Conn., of which city he had been a prominent citizen for many years. He had been in failing health for about four years.

Mr. Meggat was born at Farm Hill, Scotland, in 1835, and came to this country in 1859. After spending a year in Canada, he located in Wethersfield in the capacity of manager of Comstock, Ferre & Co., continuing in this position until 1868, when with the late Samuel Wolcott he founded the well-known firm of Meggat & Wolcott, which gained a nation-wide reputation during a successful career extending over a period of 30 years. Upon retiring from the seed business, M. Meggat engaged in the sale of antique furniture and had one of the best collections in the state with buyers representing practically the entire country.

In 1860, he married Susan A. Roberts. He is survived by a daughter, Mrs. Harry B. Strong, and two sons, James and William Meggat, a sister and nephews in Scotland, and several grandchildren and great-grandchildren. Funeral services were held from his late residence, February 10, with interment in Cedar Hill cemetery, Hartford.

APPRECIATION.

John Fottler, of the Fottler, Fiske, Rawson Co., Boston, Mass., writes as follows:

"My old friend, William Meggat, was one of the original promotors of the American Seed Trade Association. He consulted with me in the matter of drafting the constitution and the original set of by-laws of that body, and was one of its presidents when the association was yet young. I knew him as an honest, straightforward man, and he had a fine sense of humor. One of his business principles was this: 'There are many things lawful that are not expedient.' More than once he told me that he tried to live up to that principle. He was a warm hearted, sympathetic man, and he would go a long way to do a favor for any of his friends, and he had many of them."

Charles Schneider.

Charles Schneider, a grower of Woodside, N. Y., died February 9 of pneumonia, aged 23 years. He was a nephew of John Schneider, president of the Cut Flower Exchange of New York. His father, Charles Schneider, died a number of years ago, the mother of the family passing away several years later. Since the death of both parents, the business has been conducted by an aunt, assisted by the boys. The death of this young man will be a great bereavement to his aunt, who has taken a mother's interest in the family.

A. F. F.

Laban A. Truett.

The death of one of the veteran florists and nurserymen of Nashville, Tenn., occurred February 14, when Laban A. Truett passed away at his home in that city, aged 82 years. He was one of the founders of the firm of Truett, Sons & Morgan, which operated the Riverbank Nurseries in that city, and in its day well and favorably known throughout the state. The business was dissolved a number of years ago.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Longings for spring....237
Suggestions for plant growers....237
—Early annuals....237
—Dahlias....237
—Cannas....237
—Marguerites....237
—Spiræas....238
The retail trade (illus.)....238
—Next week in the flower shop....238
—Iris Tingitana....238
The carnation....239
—Seasonable stock....239
The florists' success....240
Freesias (illus.)....240
Freesias improved....241
Outlook for floriculture in 1919....241
The zinnia as a florist flower....242
New York flower show, 1920....242
Massachusetts Horticultural Society....243
Horticultural Society of New York....243
Kansas City....243
Pittsburgh....243
San Francisco....244
St. Paul....244
Nebraska State Florists' Society....244
Boston....244
Toronto....244
Detroit....245
Cleveland....245
Cincinnati....245
Obituary....245
—Charles Schneider....245
—Laban A. Truett....245
—The late William Meggat....245
Roses favored when carnations are high....246
Plant quarantine....246
Shipping notes....246
Glass production....246
"Say it with Flowers" in Europe....246
Soil diseases....246
Toledo....248
Chicago....250
Philip C. Schupp (portrait)....250
North Shore Horticultural Society....252
Milwaukee....253
Columbus....254
Washington....255
Illinois State Florists' Association....255
Lake Geneva Gardeners' Association....255
Morris County Florists' Society....256
St. Louis....256
Philadelphia....258
New York....260
The seed trade....268
—Wholesale Seedsmen's League....268
—New York seed bills objectionable....268
—Seed wheat....270
Market gardeners....276
—Lettuce temperatures....276
The nursery trade....278
—Climbing roses....278

BELGIUM is reported bare of palms. American importers have bought freely in England.

LILY OF THE VALLEY pips, in shipments recently received from Holland, look good, according to the importers.

Roses Favored When Carnations High.

A florist in one of the large midwestern cities, in calling attention to the lack of interest in carnations at the high prices prevailing during the recent holiday season, says that of 1,500 on hand, which cost $15 per 100, not more than 500 were disposed of, it being easily observed that roses in the short grades which wholesaled at $10 per 100 and $30, $40 and $50 for longer stock easily held their place in public favor, flower buyers evincing little interest in carnations when asked to pay $3.50 and $4.00 per dozen for them.

INTERNAL REVENUE. — Commissioner of Internal Revenue Roper announces that corporations which cannot complete tax returns by March 15 will be permitted to return estimated tax and make a revised return within 45 days.

Plant Quarantine.

A further meeting of the interests affected by the embargo against plant importations was held at the offices of the Society of American Florists, 1170 Broadway, New York, February 14, at which were present J. D. Eisele, of Henry A. Dreer, Inc., Riverton, N. J.; F. R. Pierson, Tarrytown, N. Y.; C. B. Knickman, of McHutchison & Co., New York; Robert Pyle, of Conard & Jones Co., West Grove, Pa.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; Curtis Nye Smith, Boston, Mass.; John Watson, Princeton, N. J.; W. H. Moon, Morristown, N. J., and Thos. Meehan, Dreshertown, Pa.

The situation was fully discussed, and the matter of further action in an effort to have the embargo lifted considered at length.

JOHN YOUNG, Sec'y.

Shipping Notes.

Announcement has been made that steamers of the Canadian Pacific ocean services have been released and will resume their fast passenger service from Hongkong to Vancouver in February or March and will thereafter operate on their regular schedules.

We understand that all Holland-America line boats will stop at France for troops, which may occasion considerable delay, as in the case of the S. S. Rotterdam. Caution is advised in ordering stock that might perish on a prolonged trip.

Robert Dollar, a shipping authority, believes that America will come into keen competition with Japan. "Japanese shipowners," he said, "have made enormous profits during the war, and therefore that competition will be backed by plenty of money supported by subsidies for shipbuilding and for carrying of mails."

Glass Production.

ED. AMERICAN FLORIST:

Referring to your article under the caption of "Window Glass," on page 198 of your issue of February 15, the article is substantially correct as to the amount of the foreign order which was recently placed in this country, but you are incorrect as to the production of glass at the present time. Last year, owing to government restrictions, window glass factories were permitted to produce only 50 per cent of their average production or, in round numbers, about 6,000,000 50-foot boxes. This year, owning to the uncertain conditions, the manufacturers voluntarily curtailed their production to 50 per cent of normal, or about 6,000,000 50-foot boxes for this year. This curtailment, coupled with the fact that the stocks in the hands of the manufacturers are practically nil, and the foreign demand is the reason why prices will rule high for probably a long time in the future. As all are aware, fuel and labor in our industry is very high, and this is probably 80 per cent of the cost of glass. So one can readily see that prices will not go back to a pre-war level for a long time to come—if ever. BAUR WINDOW GLASS CO.

Eaton, Ind., February 15, 1919.

"Say It With Flowers" in Europe.

Private Herbert W. Russell with the machine gun company of the 115th Infantry, A. P. O. 765, in France, who learned the florist business at the range of E. A. Seidewitz, Annapolis, Md., of which his uncle was manager for more than 30 years, writes interestingly from Fresnes, France, of the stimulation being given to the florist business in Europe, especially in England, through advertising, the slogan, "Say It With Flowers" being seen in many shop windows and in numerous publications.

Soil Diseases.

There is a possibility of the introduction of soil-infecting diseases, injurious nematodes, and hibernating insects, the department of agriculture announces, from the earth ballast which for a long time a great many ships coming from Europe into the port of New York have been dumping along the shores of the East river, the Hudson river, and elsewhere around New York harbor. The department has started an inquiry to determine the extent of this risk and to provide safeguards against it. It is said that unless preventative measures are taken, these diseases and insects might spread over the country or considerable parts of it.

B. F. L.

Potash Imports.

A proposal to require licenses for the importation of potash as an aid to encourage an adequate and permanent domestic supply, is contained in a bill introduced into congress by Senator Charles B. Henderson, of Nevada. Under the terms of this bill, no potash would be permitted to come into the United States unless covered by a license stating the amount permitted entry under it, the license only to be issued on condition that the applicant has purchased or contracted, under guaranty satisfactory to the secretary of the interior, to purchase an amount of potash produced in the United States bearing the same ratio to the amount which he is permitted to import as the estimated total production of potash in the United States bears to the difference between this estimated total production and the estimated total requirements of this country. The law, if enacted, would remain in effect until two years after the proclamation of peace.

B. F. L.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Baltimore, Md., February 24, 8 p. m.—Gardeners' and Florists' Club of Baltimore, Exchange hall, St. Paul and Franklin streets. Robert T. Patterson, secretary, 934 East Preston street, Baltimore.

Lincoln, Neb., February 25.—Winter meeting and banquet of the Nebraska State Florists' Society at Lincoln hotel. Lewis Henderson, secretary, 1814 Douglas street, Omaha.

Newport, R. I., February 25, 8 p. m.—Newport Horticultural Society, Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Pittsburgh, Pa., February 25, Noon.—Retail Florists' Association of the Pittsburgh district, luncheon at Seventh Avenue hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Hartford, Conn., February 28, 8 p. m.—Connecticut Horticultural Society, County building. Alfred Dixon, secretary, Wethersfield.

San Francisco, Calif., March 1.—Pacific Coast Horticultural Society, Redmen's building, 240 Golden Gate avenue. Walter Hofinghoff, secretary, 14 Powell street, San Francisco.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By first-class designer and salesman; has honorable discharge from United States Army. Can furnish best of references. Desires a permanent position at good salary. Address

Frank, care American Florist,
57 W. 27th Street, New York.

Help Wanted—Good working foreman; married man preferred; one who can grow roses, chrysanthemums, carnations, Christmas and Easter stock. State experience and salary desired in first letter. Address

J. Fuller,
31 Orchard St., Leominster, Mass.

Help Wanted—Florist; man for greenhouse; also man for commercial garden. Address,

Montgomery Gardens,
Sac City, Iowa.

For Sale—2⅔ acres, greenhouse, (14,000 ft. glass), 7 room cottage, located near Hammond. Apply,

A. S. Dickman,
Dalton, Ill.

For Sale—15,000 flower pots; different sizes. Telephone,

Dalton 455.

WANTED.

Grower for bedding plants, vegetable plants and miscellaneous stock. An excellent opening for a live wire to take hold of this department. Good salesmanship a valuable asset in connection with this position. Permanent position and a desirable connection for the right party. State age, experience and salary expected in first letter.

ROLF ZETLITZ CO., Lima, O.

Help Wanted

Experienced Vegetable Gardener, good salary, permanent position. Write

C. F. APPLEGATE,
Superintendent State Hospital,
Mt. Pleasant, Ia.

SITUATION WANTED

By a young man, 25 years old, eight years' experience in the wholesale and retail trade of New York city; capable of caring for a retail store; understands buying in the wholesale market; would like to connect with a wholesale house; all-around references. Address

A. F. F., care American Florist,
57 West 27th St., New York City.

HELP WANTED

Practical Working Foreman

Please give age, experience and if single or married. State salary expected and reference.

W. T. Hood & Co., Richmond, Virginia

Rose Grower Wanted.

Experienced in growing roses; and who will be able to run place in the absence of owner. If you are looking for steady work, and appreciate good treatment, let me know. Will consider only sober and willing workers. Married or single. Address

Key 361, care American Florist.

WANTED.

Rose growers with ability to produce high class stock. Permanent position and a desirable connection for the right parties. State age, experience and salary expected in first letter.

ROLF ZETLITZ CO.,
Successors to Miami Floral Co., DAYTON, O.

Help Wanted
GARDENER.

Male, about 35, technically trained, for extensive old English gardens, shrubbery, trees and parks, vicinity of Philadelphia. Man of executive force, agreeable personality and ability to work with owner along modern business lines. A few junior men also wanted. Give full particulars and reference.

Box 956, Narberth, Pa.

HELP WANTED

Good First-Class
ROSE GROWER

Capable of taking full charge. Will pay good wages. Must have good reference.

The Wm. Blackman Floral Co.
EVANSVILLE, IND.

Gardener Wanted

Immediately, good all around gardener, must be a worker, temperate and obliging. Good position to the right party. Apply in person or write giving references.

DARDS
Madison Ave. and 44th St.
New York City.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; 100-lb.cases, $22.00

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS. Always handy when natural flowers and greens are scarce. Price, $3.50 per 10-lb.carton.

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

Toledo.

VALENTINE BUSINESS SHOWS INCREASE.

Cupid's day was a great one for flowers, which easily led in popularity. There was a heavier demand than ever for everything the florists had to offer on this occasion and it was noted that the popularity of the day is increasing with married people. Through judicious advertising, the business transacted has been increasing every year with young and old. However, the possibilities of St. Valentine's day have not been exploited by local florists as they should be, and there should be a great deal more advertising done than was the case this year. There was a sufficient amount of stock on hand to easily take care of all demands, and retailers were able to offer their patrons a splendid variety for the first time in many months. Violets were on hand in quantity and of good quality sufficient for all needs. These were great favorites for corsages and the market cleaned up fine. Sweet peas were at their best and shared favor with violets. They brought better prices than usual. Roses were plentiful and there was a surplus of carnations. Freesias, narcissi, snapdragons and daffodils helped out considerably. Plants, such as begonias, cyclamens and tulips, enjoyed a brisk sale. While a good share of the call was for roses, violets and cut flowers in the usual Valentine boxes, there was a better than ordinary demand for the novelties of which a comprehensive variety were on display in the florists' windows. There was an encouraging number of telegraph orders, both incoming and outgoing.

NOTES.

Schramm Bros. advertised the day thoroughly, using folders in colors, liberal newspaper space, window cards and displays. As a result, a fine increase was noted. This firm had a fine display of novelties and also plants. Violets and sweet peas were favorites here. Theodore Pryzbiski, grower formerly employed here, has returned from Camp Taylor and has resumed his old position.

Other florists who report a fine St. Valentine day trade are Miss Helen Patten, Metz & Bateman, A. G. Imoberstag, Mrs. E. Suder, the Feniger Flower Shop, S. N. Peck and the Scottwood Greenhouse. Tom Magee of the last-named establishment, is recovering from a serious attack of boils which nearly put him hors-du-combat for three weeks.

John Lambert, designer for Mrs. J. B. Freeman of "The Flowers," was agreeably surprised at the volume of Valentine trade. His window again reflected the artistic ability of which he is capable. The novel arrangements of corsages and basket effects displayed at this shop were responsible for a substantial increase in business.

Max Spanner has received word from France that his sister, Bessie, formerly connected with him, has made such a good record as a Red Cross nurse that she has been selected as a permanent welfare worker of the Jewish War Relief Association.

Max Spanner reports a fine increase in business for St. Valentine's day. His new window trimmer and designer, Nathan Goodwin, arranged a very attractive window display of novelties and corsages which enjoyed a brisk sale.

Growers are pleased over the mild winter, which has saved them much money on their coal bills, and also over the sunshine, which has greatly increased their output.

A. C. K.

Wanted--Roses

For Immediate Shipment.

One or two year bench plants.
4,500 Mrs. Chas. Russell; 2,500 Hoosier Beauty. Must be A-1 stock.

ROLF ZETLITZ CO.,
Successors to Miami Floral Co., DAYTON, O.

Buffalo.

VALENTINE DAY BUSINESS SHOWS GAIN.

The demand for flowers for valentines in this city was better than a year ago, with prices increased at least 25 per cent. The quality in nearly every case was good. Violets, as usual, had a great call and carnations, daffodils and tulips sold well. Roses and orchids were not much sought, the higher prices doubtless being responsible. The quality of the roses was excellent. Primula obconica, hyacinths, tulips and lilacs were popular in the plant section and there were numerous calls for basket arrangements. All stores had attractive windows for the occasion.

NOTES.

At the monthly meeting of the florists' club the following nominations for officers were made: For president, Mark Palmer; vice-president, Edward Slattery and Walter Amey; secretary, Wm. Legg; financial secretary, J. M. Fiebelkorn and E. Stratmeyer.

E. C. Brucker and W. A. Adams attended the Rotary conference at Hamilton, Ont.

C. T. Guenther attended the meeting of the state societies at Ithaca last week.

W. J. Palmer is again on the job after an illness of two weeks.

BISON.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

Cattleya Schroederæ

Phalænopsis Come in pink and white, with 8 to 20 flowers on a spray. They are very graceful and beautiful.

IN GOOD SUPPLY

Ophelia, Wards, Brilliants, Milady, Richmonds, Callas, Easter Lilies, Carnations, Spring Flowers, Bulb Stock, Sweet Peas, Plumosus, Sprengeri, Ferns, Leucothoe, Galax, Adiantum, Woodwardia.

NEW NOVELTY

Hand-painted butterfly bows. Ready for use. **Per doz., $2.00.** 2 dozen assorted in box.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. **Each, 30c to 50c.**

Order now for St. Patrick's Day

Hughes' Shamrock Box

Two Plants to each box.

$3.50 per dozen; $25.00 per 100.

Green Carnation Dye

Per package (enough for four qts. of fluid), **$1.00.**

Plants We Are Now Offering

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

SHAMROCKS, 2-inch Pots, $4.00 per 100.

OPHELIA

We are cutting a large supply of choice Ophelia Roses, and recommend this variety for present use.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.50 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST In Effect February 17.

RUSSELL

$1.50 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 per 100
Medium	$10.00 to 12.00 per 100
Good short	6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $16.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

CARNATIONS

$6.00 to $8.00 per 100, depending on quality.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Mention the American Florist when writing

Chicago.

BRISK ST. VALENTINE'S DAY TRADE.

The St. Valentine's day business was brisk this year and stock in all lines cleaned up completely at very satisfactory prices. The out-of-town demand was particularly heavy and while the city call for stock exceeded all expectations the rainy weather did not help the trade in any way. Violets had a heavy call and cleaned up rapidly at high prices. Orchids were in brisk demand and sold up well at high figures considering the exceptionally large quantity offered. Sweet peas were good property and commanded the advertised quotations with no surplus at any time. Gardenias and lily of the valley were in short supply. Roses were very scarce which was expected and brought high prices, although the wholesalers were none too anxious to boost them in this line over those that have prevailed in this market for the past several months. Carnations cleaned up well at good prices although at times considerable pushing was needed to keep them moving, owing to the unsatisfactory weather here. Freesias, tulips, forget-me-nots, pansies, daisies, calendulas, jonquils, narcissi, mignonette, iris, stevia, snapdragons, Roman hyacinths, and other miscellaneous seasonable stock not already mentioned had a brisk call and, like everything else, was disposed of before the rush was over. Business after St. Valentine's day was even better than it was before ,especially as far as the local demand was concerned and which means that the retailers must have cleaned up completely for this occasion, judging from the heavy buying February 15. Green goods sold exceptionally well and from all reports heard about the city the demand was greater than expected and no one is heard complaining of poor business notwithstanding the unfavorable weather that was experienced.

Philip C. Schupp, Jr.
Proprietor of the J. A. Budlong Co.

NOTES.

Philip C. Schupp, Jr., who was manager for J. A. Budlong for 14 years, has purchased the wholesale business from that firm and will conduct it hereafter under the name of the J. A. Budlong Co., continuing at the same location, 184-186 North Wabash avenue. Albert H. Budlong has purchased the J. A. Budlong greenhouses and will consign his stock to Mr. Schupp, so the only change in the entire transaction will be in the ownership. The trade joins in wishing both parties every success in their new undertakings.

Herman Schiller, who has been doing his bit for his country in the merchant marine since early last fall, is again managing Schiller's north side store and everyone is glad to hear that he is back on the job. He tried to enlist in the marines and other branches of the service but was rejected and only succeeded in landing where he was through sheer persistency.

Eddie Hunt, who has been at the Great Lakes naval training station for some time, was granted an honorable discharge recently and is back on the job at the Chicago Flower Growers' Association store.

Victor Bergman, who has been on the sick list, is back on the job at O. J. Friedman's. Tom Fogarty is also on deck after being confined to his home for several weeks with blood poisoning.

Mandy Doetsch, who has been with the colors for sometime, was discharged recently and is again filling his old position in the retail department of the George Wittbold Co.

Miss Helen Zender and Valentine Seng were united in marriage at St. Henry's church, February 22.

Tom Fagan, who was overseas with the American troops, is back on the job with A. Henderson & Co.

The E. C. Amling Co.'s store is being all dolled up with a brand new dress of white and green paint.

Philip Dahm, of Niles Centre, was honorably discharged from the army last week.

Special Notice

TO THE TRADE

Philip C. Schupp, Jr., for fourteen years manager for J. A. Budlong, has purchased from that firm the wholesale branch of the business and will continue to conduct business in the same quarters at the southwest corner of Wabash Avenue and Lake Street, known as 184-186 N. Wabash Ave.

Albert H. Budlong has purchased the greenhouses of said firm.

While the ownership has changed hands there will be no change in the management whatsoever. Albert H. Budlong will run the greenhouses under his own ownership and as before will ship the output to the wholesale headquarters formerly managed but now owned by Philip C. Schupp, Jr.

The firm will be known as the J. A. Budlong Co., Mr. Schupp having taken over all accounts of the old firm's books. The new firm will serve its many patrons with the same quality of Cut Flowers and Greens, handling the orders with the same personal care and attention as before.

Remember, no change in management—only in ownership. The ownership going over to the managers of the old firm. Last but not least, we desire to thank the many Budlong patrons for their support and hope for a continuation of our past, pleasant business relations.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. WINTERSON CO.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

Poehlmann Bros. Co. had a strong demand for cattleyas for St. Valentine's day, which cleaned up practically all it had to offer for the occasion. The trade is beginning to use phalænopsis more heavily in this vicinity, where it is now being grown more largely than ever before.

Joe Erringer, of the Zech & Mann force, was married February 19, and has the best wishes of his many friends for a safe voyage on the sea of matrimony. It is rumored that two more young men in the trade are going to follow suit in the near future.

A. L. Vaughan and family are back from a delightful trip to Florida and a brief visit to his old home in Louisiana. Mr. Vaughan was well pleased with the amount of business that the force did while he was away, which exceeded all his expectations.

J. E. Pollworth, general manager of Kennicott Bros. Co., has been confined to his home for nearly two weeks, where he has been under the constant care of an eye specialist. He is blind in one eye and almost lost his sight in the other.

E. F. Luhman of Muskegon, Mich., has been in the city for several days on business connected with the new store that he is planning on opening there in the near future.

George Husmann, of The Ove Gnatt Co., La Porte, Ind., called on the trade here this week. He had an exhibit at the Palmer House.

C. C. Pollworth and wife, Milwaukee, Wis., were here on a combined business and pleasure trip February 18.

The directors of the Chicago Flower Growers' Association met at their store on North Wabash avenue, February 18.

Visitors: E. A. Fetters, Detroit, Mich.; Fred H. Holton, Milwaukee, Wis.; J. Phillips, with John Rindfleisch, Beloit, Wis.; A. Zadowny, Milwaukee, Wis.

EVERYTHING IN

Cut Flowers and Greens

Sweet Peas Spring Flowers, Roses, Carnations, Pussy Willows, Etc.

A. T. Pyfer & Company

164 N. Wabash Ave., Formerly at 30 E. Randolph St. L. D. Phone Central 3373. **CHICAGO**

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, **30 E. Randolph St., CHICAGO**

North Shore Horticultural Society.

The monthly meeting of the North Shore Horticultural Society was held at Lake Forest, Ill., February 7, President William E. Fisher occupying the chair. After disposing of regular business the question of holding a banquet later in the year and a social session later in the present month was discussed. The exhibits for competition made a very bright display and the judges for the evening made the following awards: Primula obconica, shown by Robert Chambers, 98 points; vase of Carnation Laddie by J. H. Francis, 98 points; Dendrobium densiflorum, by Thomas Head, 95 points; vase of narcissi, by J. Kiley, 90 points; vase of Acacia Baileyana, vase of nemesias and vase of violets, exhibited by Thomas Head, honorable mention; vase of carnations, vase of callas and vase of Roman hyacinths, by J. Kiley, honorable mention. The judging was in the capable hands of F. Kuehne, J. Newbore and R. Claussens. Mr. Newbore was elected a trustee for 1919 in the place of K. Lofving, deceased. One new member was admitted and at the close of the session refreshments were served.

J. H. FRANCIS, Cor. Sec'y.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Stock is none too plentiful and prices are high. We will do the best we can for all of our customers under the existing conditions.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	Per 100
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	$ 4.00 to 8.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch	$1.00
Ferns, per 1,000	$5.00
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Leucothoe Sprays

BEST IN COUNTRY

$6.00 per 1000

Asparagus Sprays

NONE BETTER ANYWHERE

$2.00 to $4.00 per 100

PERCY JONES INC.

56 E. Randolph St., **CHICAGO**

Milwaukee, Wis.

BUSINESS VERY SATISFACTORY.

According to reports on the volume of business done last week, and especially for St. Valentine's day, we admit "it pays to advertise." This was done on a large scale by the florists' advertising club in the daily press, and had the desired effect of cleaning up everything in the form of a cut flower or blooming plant. The latter seemed to move more briskly than a year ago, while in cut flowers, spring blooms and others of the smaller size took the lead. Roses were scarce, while the supply of good carnations was adequate, the inferior grades being used for funeral work, which was very active throughout the week. The demand for sweet peas was heavy, but the supply limited. Violets were on hand in quantity and sold well. The good cut of orchids had their inning, and no orders were refused. Both callas and Easter lilies are becoming very scarce and the same can be said of greens.

NOTES.

Gust. Rusch, of the firm bearing his name, attended the state bowling tournament at Green Bay, Wis., February 9-10. On his way, he stopped off at Fond du Lac. The new up-to-date store of the Haentze Floral Co. made a very favorable impression. It is finished in oak. Gust says everything cleaned up in good shape at good prices the past week.

WE believe in the spirit and practical application of co-operation between the grower, wholesaler and retailer, with an adjustment of profit for all three.

The grower is the source of supply.

The commission wholesaler is the best and most economical means of distribution.

The retailer is the most direct means of reaching the consumer.

A service between these three factors, that is most profitable to all these interests, requires a spirit of efficiency, loyalty and co-operation.

Whether a grower or retailer, when you ship or buy, Kennicott Bros. Co. offers you all the advantages.

We do as we say.

Our policy is based on the principles of the "Golden Rule."

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Good Supply of Everything You Need in Cut Flowers and Greens

Stock in general is scarce, but we are managing to take mighty good care of all of our customers.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

The Holton & Hunkel Co., besides having a good supply of bulbous stock, also had quite an assortment of other blooming plants ready for February 14, and needless to say, they were "sold out." They were right in crop on orchids, which proved a good item.

Edlefsen-Leidiger Co. say they disposed of more pot plants in bloom, February 14, than in former years. While the sale of cut flowers was very satisfactory, the unfavorable weather on that day no doubt reduced transient business some.

"Though we had a large supply of cut flowers and plants last week, the demand was brisk enough to move all," is the report from the C. C. Pollworth Co. They ran short on sweet peas.

Walter M. Maas & Co. report a most satisfactory week. While the demand for St. Valentine's day was fine, a rush of funeral work helped to show a fine total. Plants also moved well.

J. M. Fox & Son, Inc., who do considerable advertising of their own, report last week's holiday business better than ever before.

E. O.

Fort Wayne, Ind.

BEST VALENTINE DAY TRADE IN YEARS.

The St. Valentine's day business of 1919 will go down in the history of the trade here as the greatest on record. Without an exception, the florists report a tremendous demand for this holiday, not only for blooming plants but for cut flowers as well, in spite of the prevailing high prices. Valentine novelties of all kinds sold on sight, and there was an extra heavy demand for corsage work. Basket novelties filled with sweet peas, violets and bulbous flowers were in heavy demand. Roses were very scarce, and many florists sold blooming plants in their stead, on account of their inability to procure roses, and the high prices of them. Business since the holiday has been fair, with a good plant trade.

NOTES.

The florists' club used co-operative advertising in the daily newspapers for St. Valentine's day, and reaped splendid results. Posterettes and Valentine stickers were also employed by the florists, as well as the slogan, "Say it with Flowers."

The Flick Floral Co. had a good sale on single violets, and heart baskets filled with Rainbow freesias, and other bulbous flowers. The volume of business was very heavy here, with an equal demand for cut blooms and pot plants.

A. J. Lanternier & Co. report a very satisfactory Valentine demand. The interior of the store has been entirely decorated, with a color scheme of light green and tan and new mirrors have been installed.

A complete line of blooming plants was entirely sold out for St. Valentine's day at the store of the Doswell Floral Co. This firm reports the demand for plants much heavier than for cut flowers.

An extra delivery force was employed at the store of Ed. Wenninghoff to handle the Valentine deliveries. Business here showed a heavy increase over any previous Valentine day.

W. J. & M. S. Vesey report the Valentine business this year fully 50 per cent greater than last year. This firm cut 1,000 orchids last week for the St. Valentine's day trade.

H. K.

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Columbus, O.

VALENTINE BUSINESS BEST EVER.

With less newspaper advertising than usual, the St. Valentine's day trade proved to be the best ever experienced. This is accounted for only by the growing love of flowers and the emphasis given their association with the day in past years. Stock was equal to demand, running strong to sweet peas and violets and fancy baskets, but a good cleanup was made, from which there has been only partial recovery. Carnations are now rather scarce. Pussy willows, hyacinths, tulips and other spring reminders are being shown in florists' shops, and are in large favor. There is an especially strong demand for all kinds of pot plants. All growers are making extra efforts to meet what is believed will be a banner Easter business. General trade is very satisfactory, and displays are improving in variety and attractiveness.

NOTES.

James Underwood, florist and superintendent at Franklin park, has received an anonymous letter containing 75 cents conscience money. The unknown writer explains as follows: "While living in Columbus a few years ago, I took some slips from geranium plants in Franklin park, but since that time the Lord has saved me from a life of sin, and I am now trying to obey the word of God. We are told in the Bible to restore again the things we have taken."

J.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady — Sunburst

Ward — Ophelia

Killarney Brilliant

MINIATURE ROSES

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

IRIS — Callas

CARNATIONS

Valley — Cattleyas

Calendulas

Single and Double Violets

White and Yellow Daisies

Forget-Me-Nots — Pansies

SNAPDRAGONS

Paper White Narcissus

Freesia — Jonquils

TULIPS — SWEET PEAS

GREENS.

Plumosus — Sprengeri

Galaz, bronze — Galax, green

Ferns

Adiantium — Smilax

Mexican Ivy

Boxwood — Leucothoe

RAEDLEIN'S SPECIALS

No. 1.

25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.

12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.

15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Washington, D. C.

ST. VALENTINE'S DAY HITS HIGH MARK.

The St. Valentine's day business in the national capital this year eclipsed all previous records. There was a general shortage of all classes of stock, particularly of roses, although there was practically no advance in wholesale prices. Early in the week there was an over-supply of sweet peas, but the situation changed with the advent of rain and cloudy weather. Violets sold out completely at $1 and $1.50 per hundred, singles being the most popular. Carnations are of fair quality and readily bring $8 per hundred. The demand for orchids improved, and some of the retailers had difficulty in getting all that they needed. There was no lily of the valley to be had and Roman hyacinths sold, when offered. There has been an increase in the supply of spring flowers. Daffodils are moving at $6 to $8 per hundred. Southern stock has made its appearance, but is small and of not much value, although the price quoted is $2 per hundred. Generally at the commencement of the spring season, daffodils will move at $6 and $8. This condition usually lasts one week, and as the season advances to the point where it is now, the price is generally $2 and $3. Doubt is expressed if these latter prices will be reached at all this year. There is a considerable quantity of pussy willow offered, the reason for this being that the market will absorb a certain amount only. Pansies are more in favor this year. Other flowers seen in the St. Valentine's day offerings, all of which cleaned up, were mignonette, forget-me-nots, narcissi and tulips. It is said that more corsage bouquets were made up last week than ever before in the history of the flower business in this city.

NOTES.

Captain Charles E. Fraser, who holds a commission in the engineer corps, was a visitor at some of the local stores last week, having just returned from France, where he has been serving on tne S. S. Agamemnon. He is a resident of New York. G. W. Svenden, of Williamsport, Pa., S. F. Dawson, and William B. Lake were other visitors.

Alexander Sharper and Miss Emma Belt, both of Suitland, Md., were married last week by Rev. James W. Many. Mr. Sharper is a grower of carnations and chrysanthemums.

B. F. L.

Illinois State Florists' Association.

The thirteenth annual convention of the Illinois State Florists' Association will be held in the floricultural building at the University of Illinois, Urbana, March 11-12, the opening session at 2:30 p. m. to be followed by another at 7:30. The second day will be devoted to conferences and inspection of experimental greenhouses. An interesting programme has been arranged, among the important topics which will be discussed being publicity, cost of production, fertilizers and insecticides.

It is earnestly requested that those who attend bring with them anything new they may have, either in flowers or ideas.

J. F. AMMANN, Sec'y.

Lake Geneva Gardeners' Association.

At the February meeting of the Lake Geneva Gardners' and Foremen's Association, held at Lake Geneva, Wis., it was decided that all of the usual exhibitions of the association be resumed during the present year. They are as follows: Peonies, date open; iris and other seasonable flowers, date open; sweet peas, June 28; midsummer show which will be open to all sweet pea classes, July 19; chrysanthemums, November 8-10.

Many additions and revisions have been made to the schedule, covering both indoor and outdoor productions.

FRED W. SPARKS, Sec'y.

Your customers will be pleased with our stock at all times. Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Morris County Florists' Society.

The following officers of the Morris County Gardeners' and Florists' Society of Madison, N. J., have been elected for 1919: Otto Koch, Greystone Park, N. J., president; Samuel Golding, Morristown, N. J., vice-president; William H. Duckham, Madison, N. J., treasurer; Edward Reagan, Morristown, secretary.

Last year, on account of war conditions, the society held no fall show, but plans are now being made for an elaborate summer exhibition and a fall show up to the usual high standard of the society's events in the past. Monthly exhibits are also held, divided into four classes, as follows: Indoor grown flowers, indoor fruits and vegetables, outdoor grown flowers and outdoor fruits and vegetables. The exhibitor receiving the largest number of points during the year will receive the society's silver medal, in each class as the case may be. A bronze medal is awarded for second honors. The National Association of Gardeners is to give the society a grand sweepstakes medal.

The society has the membership and financial backing and now that conditions have changed for the better is making plans for rapid strides forward.

EDWARD REAGAN, Sec'y.

St. Louis.

SUPPLY SHORTENED; DEMAND INCREASES.

The market shortened slightly last week with the increase in demand. Carnations were also limited in the supply, not enough arriving to fill current orders. Sweet peas came in heavy and of very fine quality, but cleaned up daily on account of the clear weather. Roses have been short in supply for some time. Orchids and lily of the valley were equal to requirements. Callas have a good call and bring fancy figures. Bulbous stock is plentiful, but prices are holding up well. Greens of all kinds are plentiful. From all reports the St. Valentine's day business was excellent. Violets were a little too high priced to be the leader they generally are. Sweet peas took their place in popularity, and thousands of sweet peas were sold in place of violets. Assorted spring flowers ran a close second to sweet peas in the various valentine arrangements of baskets, boxes and novelties. Shipping business also seemed to be larger than in previous years, evidently presaging good results from the advertising given the business. The plantsmen also had an excellent business in blooming stock.

NOTES.

The retail florists' association, at their last meeting, nominated the following for the various offices for this year: President, F. C. Weber, Jr., and Theo. Miller; vice-president, A. Meyer, Jr., and Wm. Kruse; secretary, Oscar Ruf and Fred Hermann, and for treasurer, Andrew Hofman. Election will take place at the next meeting, which will be held February 24.

J. F. Ammann, of Edwardsville, Ill., continues to be the carnation king this year. His stock has been A1 the whole season. We suppose that is the reason he won two firsts at the carnation show at Cleveland.

Wm. C. Smith Wholesale Floral Co. and H. G. Berning handled the bulk of the violet supply for St. Valentine's day. They had no trouble disposing of their consignments at fancy prices.

J. J. W.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000,	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays	per 1000,		4.50
Good Medium Bronze or Green Leucothoe Sprays	"		4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches	"		2.00
Hemlock Branches, 30 inches	"		5.00
Mountain Laurel Branches, 18 to 24 inches	"		4.00
Rhododendron Leaves, like Magnolia	"		1.00

If you want the best and prompt shipment, send to us. Cash with order.

TAR-HEEL EVERGREEN CO., - Elk Park, N. C.

Mention the American Florist when writing

HOERBER BROS.

Wholesale Growers of Cut Flowers

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$ 1.00@$	7.50
" Mrs. Chas. Russell	1.50@	5.00
		100
" Hoosier Beauty	8.00@	30.00
" Killarney Brilliant	6.00@	20.00
" Killarney	6.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	8.00@	25.00
" Prince de Bulgarie	8.00@	25.00
" My Maryland	8.00@	25.00
" Mrs. Geo. Shawyer	8.00@	25.00
" Milady	8.00@	30.00
" Sunburst	8.00@	25.00
" Mrs. Aaron Ward	8.00@	15.00
" Hadley	8.00@	25.00
" Ophelia	8.00@	20.00
" Double W. Killarney	8.00@	25.00
" Mrs. Moorfield Storey	8.00@	25.00
" Champ Welland	8.00@	25.00
" Stanley	8.00@	25.00
" Francis Scott Key	8.00@	25.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		8.00
Violets, per 100		1.00
Carnations	4.00@	8.00
Cattleyas, per doz	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Stevia	2.00@	4.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Paper Whites	4.00@	5.00
Yellow Narcissus	6.00@	8.00
Snapdragon, per doz	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Ferns per 1,000	$5.00	
Galax "	$1.50@ 2.00	
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000	5.00@ 6.00	
Plumosus Strings, each,	60@ 75	
Smilax, per doz.,	2.50@3.00	
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY MORE THAN MEETS DEMAND.

With the exception of roses, the market can be said to be fully supplied, a little ahead in fact of the demand, and prices have eased off a trifle from last week, although holding up very well. Roses are not at all plentiful. The lowest grades bring $6 per hundred, up to $20 for specials and as high as $50 for Russell and Hadley. The top for American Beauties is 75 cents. Some very good flowers of this rose are now offered. Carnations are the quantity stock, but do not back up to any extent, moving well at last week's prices. Sweet peas also bring satisfactory figures. Snapdragon will be a factor from now on, the sprays having attained full length. Very fine bronzes and pinks are now seen. Select calendulas find a ready market. Why is there so much single and indifferent stock? One-third the amount, but of a better grade, would surely bring more returns for the grower. Forget-me-nots have been popular the past week. There is good mignonette, but freesias appear to be going out. Golden Spur, daffodils and Paper Write narcissi are quite plentiful. Cattleyas are shortening up a trifle, but there are plenty for the demand. Lilac is good stock, while violets are a bit draggy, but had a good Valentine day demand. Plenty of Easter and calla lilies are seen, but they hold well to their record price. There is a good call for all kinds of greens.

February 17.—The morning shipments brought in fairly large quantities of stock with the exception of roses, which are still short of requirements. There was considerable activity among local buyers at last week's prices which placed the market, as one of the large dealers put it, "In a very satisfactory condition."

LOOKING FORWARD TO EASTER.

Every foot of available greenhouse space is now being filled with plants for Easter. There must have been a gigantic stock of left-over giganteums. Many growers are taking a "flyer," or, as described by some, "a desperate chance," with a few thousand of these second year cold storage bulbs. It is interesting to see the vitality that is still shown in these cold storage bulbs. Boxes planted with seven to nine bulbs at one establishment, November 9, were seen February 12, with a strong growth, nearly every stem showing from two to four buds. Several thousand, planted two bulbs to a six-inch pot, were just breaking through the soil. These were for Easter and were coming so evenly that the outlook was very encouraging. A large house of hydrangeas, nearly all French varieties, were seen in splendid shape, many of the stronger shoots showing six to eight leaves. What looked like a good catch crop, was on a large table the length of the house, across which candytuft was sown on ridges of soil. When in flower, this is expected to completely cover the bed. It is aimed to have it at its best at Easter.

PROFITEERING.

In the Philadelphia column of a contemporary, we have been taken to task for stating the views of a wholesale dealer, who objected to retailers charging a higher ratio of profit than was warranted by the increased cost of the past few months. It is claimed by the objector, that retail prices are of no

Air Plants

Per dozen bunches.....$1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls.....$5.00

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

	BUFFALO, Feb. 19.	Per 100
Roses	Beauty, Special	75.00@100.00
"	Fancy	60.00@ 75.00
"	Extra	40.00@ 50.00
"	1st	15.00@ 35.00
"	Killarney	6.00@ 15.00
"	My Maryland	6.00@ 15.00
"	Sunburst	6.00@ 15.00
"	Ward	6.00@ 10.00
"	Ophelia	6.00@ 20.00
"	Russell	8.00@ 20.00
"	Shawyer	6.00@ 15.00
Lillies		15.00@ 20.00
Cattleyas		60.00@ 75.00
Carnations		3.00@ 5.00
Chrysanthemums		20.00@ 30.00
Sweet Peas		1.00@ 3.00
Asparagus Sprengeri .35@ .50		
Violets		1.00@ 1.50
Mignonette		6.00@ 8.00
Ferns	per 1,000	3.00
Calendulas		4.00@ 6.00
Freesias		4.00@ 6.00
Paper Whites		3.00@ 4.00
Callas		15.00@ 25.00
Romans		4.00@ 6.00
Golden Spur		6.00

	BOSTON, Feb. 19.	Per 100
Roses,	Beauty	20.00@60.00
"	Killarney Queen	4.00@ 6.00
"	White and Pink Killarney	8.00@12.00
"	Double White Killarney.	6.00@12.00
"	Killarney Brilliant	2.00@ 8.00
"	Hadley	8.00@20.00
"	Mock	6.00@10.00
"	Mrs. Chas. Russell	8.00@12.00
"	Taft	6.00@12.00
"	Milady	6.00@12.00
"	Ward and Hillingdon	6.00@10.00
"	My Maryland	2.00@12.00
Carnations		4.00@ 8.00
Easter Lilies		12.00@20.00
Valley		6.00@10.00
Gladioli		4.00@ 8.00

	CINCINNATI, Feb. 19.	Per 100
Roses,	Killarney	4.00@15.00
"	Mrs. Chas. Russell	6.00@20.00
"	Ophelia	4.00@15.00
"	Richmond	4.00@15.00
"	Sunburst	4.00@15.00
"	Shawyer	4.00@15.00
"	Columbia	6.00@15.00
Lilium Giganteum		12.50@15.00
Carnations		4.00@ 8.00
Callas		12.50@15.00
Sweet Peas		1.00@ 2.00
Narcissus		4.00@ 6.00
Lily of the Valley		4.00@ 6.00
Violets		1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

concern to the trade generally. This we take it is an error, as if the would-be purchaser walks out, because of the excessively high price, and concludes to buy something else. This money is lost, not only to this retailer, but to the whole trade. At the time this article was published, January 25, the market was not as he claimed, bare of stock; there was a very good supply in quite a number of lines and prices had declined correspondingly. The fact that this is a matter vital to all the trade is proved by his almost closing sentence, "If all the florists charge too much, the people will stop buying. Flowers are not like bread or clothes; people do not have to have them. They simply want flowers, if they can be had, within certain limits of price." The retail florist is one of the cogs in the wheel; the machine cannot be run without him, and that this particular part is not projecting too far, is of great concern to all the other segments.

NOTES.

The March meeting of the florists' club at the Adelphia hotel, March 4, will be of equal interest to those of January and February. It is to be a carnation night and efforts are being made to have a display of all the new varieties as seen at the recent Cleveland convention. It is also hoped to have up-to-date arrangements suitable for funeral and festive occasions exhibited by some of the enterprising retail members of the club. A prominent carnation expert is expected to address the meeting. The dining club will be here inaugurated, having its first dinner in the roof garden of the hotel at 6 p. m. sharp. Tickets $2. This may seem a trifle high for the popular and informal "meet around the table" affairs we hope these before the meeting gatherings, to be, but it is the best price we could get at this time. Everybody is invited to come and bring a friend.

A recent dinner decoration, which was a great success, was composed entirely of callas and lavender sweet peas, a combination that would be thought unsuitable for such a festive occasion by many, but in the hands of the artists, it looked anything but funereal. It's easy when you know how.

S. S. Pennock delivered an address on "The Floricultural Outlook of 1919," from the standpoint of the wholesaler before the New York Federation of Horticultural Societies and Florists' Clubs at Ithaca, N. Y., February 11.

K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 19.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ....
Carnations	4.00@ 6.00
Cattleyas ..... each $0.35@$0.50	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Mignonette	6.00@ 8.00
Daffodils	5.00@ 6.00
Freesias	4.00@ 6.00

ST. LOUIS, Feb. 19.	Per 100
Roses, Hadley	3.00@10.00
" Killarney	6.00@12.50
" White Killarney	6.00@12.50
" Hoosier Beauty	6.00@20.00
" Russell	10.00@40.00
" Sunburst	6.00@20.00
" Ward	5.00@10.00
" Mrs. Shawyer	5.00@12.50
" Ophelia	6.00@20.00
Ferns	4.50
Carnations	4.00@10.00

MILWAUKEE, Feb. 19.	Per 100
Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	15.00@50.00
" Ophelia	10.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	3.00@ 6.00
Cattleyas, per doz.	7.50
Sweet Peas	1.50@ 3.00
Violets	1.50@ 2.00
Paper Whites	5.00@ 6.00
Narcissus	6.00@ 8.00
Freesia	5.00@ 6.00
Callas, per doz.	2.50@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Feb. 19.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	10.00@30.00
" Sunburst	10.00@30.00
" Mrs. Aaron Ward	10.00@25.00
" Russell	10.00@50.00
" Columbia	10.00@50.00
Cattleyas	50.00
Easter Lilies	20.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 3.00
Freesias	8.00
Calendulas	4.00
Daffodils	8.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

New York.

NO GREAT DEMANDS FOR VALENTINE'S DAY.

Several of the leading retail stores have reported a fair amount of St. Valentine's day business, but it was not heavy enough to create any perceptible flutter in the wholesale district. We have noticed that the retail stores that had the best business were those that made preparations by displaying in advance, in their show windows, various reminders of the day, such as appropriate bouquets, flower boxes and posters. A good retailer should be a sort of walking calendar, with particular reference to public holidays and any other days when it might be possible to attract the public and push business. Lincoln's birthday was a public holiday, and many people were on the streets, but business seemed to be slow with most of the retailers. In the show window of one store, we noticed a bust of Lincoln and a miniature log cabin on a background of the national colors, and it was a pleasing sight. Now, every business man should be patriotic and he is not lowering his standard of patriotism if he shows it in a manner that helps his business. Every florist, and every other man that breathes the air of this free country, should thank God for the day that such a man as Abraham Lincoln was born. The foregoing is not written as criticism, but as a suggestion. It is not disrespect, but thoughtlessness that causes many people to think lightly of such anniversaries as the birthdays of such men as Washington, Lincoln and McKinley, men who did so much to make this a country fit to live in. There was no great increase in the arrivals of roses during the past week. American Beauties continue scarce. In the tea roses, there was an ample supply to meet the demand at considerably reduced prices. Carnations, sweet peas and practically all the bulbous stocks, are more plentiful and cheaper, though all special stock brings a good price. A few Darwin tulips are on the market, and some of the best have wholesaled for $2 per dozen. In considering St. Valentine's day business, it would not be just to compare it with that of last year, as February, 1918, left both a war and a zero record. It can, therefore, be stated that the retailers, who in the past have catered to St. Valentine's day customers, report the business quite as good as in previous years. On the other hand there are many stores that never have had much of such business. Possibly if they would follow our previous suggestions they might increase their business. It is interesting to note that at present, excepting American Beauty roses and gardenias, there is an abundance of stock on the market, much of it of excellent quality. While there are good carnations and double violets on the market, it seems to the writer that the general average of quality in both stocks has fallen off. The single violets are now more attractive features than the double, one reason being that their perfume lasts longer. A double violet, if a little stale, has a smell, but not a perfume. Orchids, which have been selling all winter at reasonable figures, had a considerable part in St. Valentine's day business. While there are many short stem sweet peas on the market, there is also exceptionally fine stock, which is always in demand. The tulips, both cut and in pans, are popular features, and several stores have reported good sales in pans of tulips and pots of primroses. The acacias are now exceptionally attractive features, both as cut stock and pot plants. In the window of a leading Broadway store, we have recently noticed several large and wonderfully beautiful plants of A. pubescens. Two or three such plants, running to a height of six or eight feet, with their great drooping mass of yellow flowers, furnish an unexcelled window decoration, with lower plants or vases of cut flowers at the base. We cannot recall a year when there was such a fine stock of iris on the market. If there was nothing else to save, it would be worth while to fight the embargo for sake of the irises.

February 17.—There is about the usual amount of Monday buying for stocking up, but no unusual features in the market. The weather is fair, and there is likely to be an ample supply of stock throughout the week.

NOTES.

Enthusiasm reached a high pitch in this city, February 17, when Colonel "Bill" Hayward's regiment, the old 15th—the negro regiment—marched up Broadway. As a matter of course, it was the colored brothers and sisters that furnished the most heartfelt applause, but they were joined by many leading Anglo-Saxons. The joy overflowed into the wholesale district, and Mrs. William Kessler, of 113 West 28th street, stepped into Broadway and presented Colonel Hayward with a large bouquet.

Dards' store was closed, February 13, the day of the funeral of their late employe, Marius Mutillod. Manager Perry and a number of the young men of the store acted as honorary pallbearers. Charles A. Dards has been absent from the city for some time. Funeral services for the deceased were held at the Secaucus Roman Catholic church, and the remains placed in a vault until suitable arrangements are made for shipment to France.

Joseph Kostozewski, gardener to Mrs. H. J. Lutcher, of Orange, Tex., visited leading floral establishments of this city and vicinity during the past week, in company with his friend, Joseph A. Manda, of West Orange, N. J.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St. N.Y.

Telephone Farragut 2287
Nicholas G. Pappas & Co.
WHOLESALE FLORISTS
110 W. 28th St., NEW YORK

WHOLESALE FLORISTS
A. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Mention the American Florist when writing

I. Goldstein is now well located at 116 West 28th street. The store has been handsomely painted and decorated and he is otherwise well equipped for doing a wholesale business.

Leonard H. Vaughan, of Vaughan's Seed Store, Chicago, is in the city with headquarters at the Barclay street store. He attended the meeting of the Wholesale Seedsmen's League at the Hotel Astor, February 14, also a meet-

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4836.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone Farragut 2110-2111.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Feb. 19. Per 100

Roses, Beauty, special	75.00@125.00
" " extra and fancy	50.00@ 75.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	12.00@ 40.00
" Hoosier Beauty	8.00@ 15.00
" Francis Scott Key	12.00@ 50.00
" Columbia	8.00@ 25.00
" Prima Donna	8.00@ 25.00
" Alice Stanley	8.00@ 25.00
" Mrs. Geo. Shawyer	8.00@ 20.00
" Double White Killarney	8.00@ 25.00
" Killarney	8.00@ 15.00
" " Queen	8.00@ 15.00
" " Brilliant	8.00@ 15.00
" Aaron Ward	8.00@ 20.00
" Sunburst	10.00@ 25.00
" J. L. Mock	8.00@ 30.00
" Ophelia	8.00@ 25.00
" Mrs. Chas. Russell	12.00@ 40.00
Cattleya orchids, special	40.00@ 50.00
Bubrums	8.00@ 10.00
Lilies, Longiflorum and Formosum	15.00
Lily of the Valley	3.00@ 8.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Bouvardia	4.00@ 6.00
Carnations	3.00@ 5.00
Gardenias, per doz.	2.00@ 8.00
Violets	.40@ .75
Paper White Narcissus, per doz.	.50@ .60
Snapdragons, per doz.	1.50@ 3.00
Callas, per doz.	1.50@ 3.00
Sweet Peas	1.00@ 4.00
Mignonette, per doz.	1.00@ 1.25
Golden Spur narcissus, per doz.	.60@ .75
Fresias	1.50@ 3.00
Tulips, per doz	.50@ 1.00
Tulips, Darwin, per doz.	1.50@ 2.00
Iris, per doz.	3.00@ 4.00
Daisies, yellow	4.00@ 5.00
Asparagus Plumosus, doz. bchs.	3.00@ 4.00
Smilax doz. strings	1.50@ 2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

For Immediate Delivery

PANDANUS VEITCHII.
7-inch, 24-inches high, each.. .$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... 1.50

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

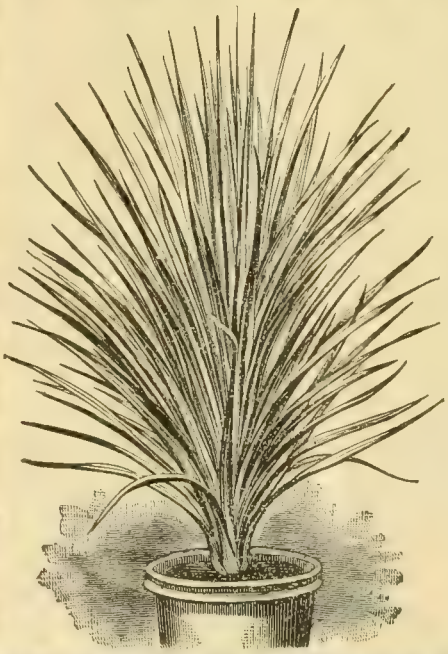
DRACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

For Delivery March 15



This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for March 15 delivery.

BOSTON FERNS.

6-inch.....each, $0.60
8-inch.....each, 1.00
9-inch.....each, $2.00
10-inch.....each, 2.50

DRACAENA INDIVISA.

5-inch.....each, 35c
$300.00 per 1000 lots.
500 at 1000 rate.

The George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

ing held at Secretary Young's office on the same date, to consider action relating to the embargo on plants.

John J. Coan made a trip to Quantico, Va., the past week to visit his son, J. C. Coan, a private in the United States Marines, who is expected to leave with a detachment of that force, at an early date, for a southern point.

Under the name of "The Westchester Florist," a good retail store has recently been opened at 1033 Westchester avenue, Bronx borough. It is managed by Thomas Mauriker.

William Kather and wife, of 754 Madison avenue, are now the happy parents of a young florist.

A. F. F.

New London Horticultural Society.

The New London Horticultural Society held its first meeting under the newly elected officers at New London, Conn., February 13, with a good attendance. Secretary Stanley Jordan read the protest against the proposed plant quarantine ruling, and it was unanimously voted to support such protest and present it to the representative in congress from this district. It was the consensus of opinion that such quarantine would make it very hard for all interested in floriculture and horticulture if enforced. The March meeting of the society will be in the nature of a social gathering, with refreshments provided by the lady members. A discussion of the future plans of the organization closed a pleasant evening.

STANLEY JORDAN, Sec'y.

Increase Your Sales by Using Floral Sentiment Cards.

Each card is a most delicate product of art, and expresses a sentiment appropriate for its flower in its season, in copyrighted verse from the pen of Jean Rivinlus. They convey the thought your customer would like to express, but cannot.

Price, card and envelope, per 100.....$ 3.50
Price, card and envelope, per 1000..... 32.00

MRS. L. H. BISHOP.
1526 N. La Salle St., Chicago, Ill.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Leikens.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs. High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FLORIST——

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK —561— Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. **F. T. D.** **Paterson, N. J.**

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY **McKENNEY**
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.
Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

LEIKENS, Madison Ave. and 55th St., New York

Summer Season, 110 Bellevue Avenue, NEWPORT, R. I.
Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square and North Broadway
Mention the American Florist when writing

Friedman
.:.:.FLOWERS.:.:.
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO
Mention the American Florist when writing

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET
Mention the American Florist when writing

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.
Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.
Mention the American Florist when writing

For St. Louis
WIRE
Grimm & Gorly

CHICAGO DETROIT
Central Floral Co.
132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

A. MEYER, NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street

La Crosse, Wis.
Send your orders for flowers for delivery in this city and vicinity to
John A. Salzer Seed Co.
Quality and Service Assured.

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Philadelphia, Pa.
The London Flower Shop
1800 Chestnut Street

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.

Steubenville, Ohio.
Huscroft's Flower Shop
E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

CALIFORNIA growers returning from the east report satisfactory business.

RECENT abundant rains insure sufficient moisture for the California seed crops.

SANTA ANA, CALIF.—A. B. Haven, of the Haven Seed Co., is planning an eastern trip.

RADISH has been largely resown in California and needs a long, cool spring to make a crop.

DETROIT, MICH.—Lem W. Bowen, of D. M. Ferry & Co., is making a trip to South America.

BALTIMORE, MD.—J. Bolgiano & Son report garden seed trade running well ahead of last season.

PHILADELPHIA, PA.—W. F. Therkildson, according to report, is no longer with the W. Atlee Burpee Co.

IT is said 169 carloads of onion sets were shipped out of South Holland, near Chicago, during January.

EVERETTE R. PEACOCK, Chicago, has returned from New York, where he was engaged on export business.

H. N. BRUNS, the well known lily of the valley man, of Chicago, is in New York inspecting arrivals of his specialty.

D. I. BUSHNELL, of St. Louis, Mo., is at Biloxi, Miss., and likes that place. Later he expects to proceed to Pensacola, Fla.

AN advance of 10 per cent in wages at the Union stock yards, Chicago, retroactive to November 10, 1918, may affect fertilizer costs.

NEW YORK.—Lieut. Peter Henderson has received his discharge from the army, and with Mrs. Henderson is at the Marie Antoinette hotel here.

WASHINGTON, D. C.—Mrs. M. W. Johansen, of El Monte, Calif., is at the National Homeopathic hospital in this city, a sufferer from influenza, but is reported to be safe on the road to recovery.

SEARS, ROEBUCK & Co., general mail order house of Chicago, is again in the seed business with an elaborate catalogue. It will be recalled that this firm tried to establish a seed department some years ago.

VISITED CHICAGO: C. W. Scott, of the Yokahama Nursery Co., New York.; L. W. Wheeler, of Pieters-Wheeler Seed Co., Gilroy, Calif.; F. L. Hogue, Ventura Calif.; John T. Buckbee, Rockford, Ill.

HENRY FIELD, of Shenandoah, Ia., had an illustrated 12-page advertisement in the Weekly Kansas City Star of February 5, covering the full line of catalogue stocks—vegetable, flower and field seeds, implements, fruit and ornamented trees and shrubs, etc. An advertising specialist estimates the cost of the advertisement at $12,000.

Wholesale Seedsmen's League.

A meeting of the Wholesale Seedsmen's League was held at the Hotel Astor, New York, February 14, with the following in attendance: F. W. Bolgiano, of F. W. Bolgiano & Co., Washington, D. C.; Charles H. Breck and Manager Gardner, of Jos. Breck & Sons Corp., Boston, Mass.; David Burpee, of the W. Atlee Burpee Co., Philadelphia, Pa.; E. Bruggerhoff and Mr. Smith, of J. M. Thorburn & Co., New York.; Lee Don, of Weeber & Don, New York; Alex. Forbes, of Alex. Forbes & Co., Newark, N. J.; H. E. Fiske, of Fottler, Fiske, Rawson Co., Boston, Mass.; J. L. Hunt, of Jerome B. Rice Seed Co., Cambridge, N. Y.; Captain Landreth and Burnett Landreth, Jr., of the David Landreth Seed Co., Bristol, Pa.; E. L. Page, of the Page Seed Co., Green, N. Y.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; S. F. Willard, of Comstock, Ferre & Co., Wethersfield, Conn., and Watson S. Woodruff, of S. D. Woodruff & Sons, Orange, Conn.

The Late William Meggat.
See Obituary Page 245.

There was considerable criticism of the offering of surpluses at greatly reduced prices, also the conspicuous trade paper advertising of contract quotations to the disadvantage of dealers and jobbers.

New York Seed Bills Objectionable.

Under the above caption in our issue of February 8, page 174, Marshall H. Duryea, of the Nungesser-Dickinson Seed Co., New York, state correspondent of the American Seed Trade Association, called attention to a new seed bill containing a number of objectionable features introduced in the New York state assembly. In a further communication, dated February 13, Mr. Duryea has the following:

"Since writing, February 3, advising you of Assemblyman Witter's proposed seed bill, No. 185, Int. 183, there has been another bill offered by Senator Adon P. Brown, known as Senate bill 309, 'an act to amend the agricultural law, in relation to agricultural seeds and the sale thereof.' Senator Brown advises that there will be a joint hearing before the senate and assembly committees on agriculture on this bill February 26, at Albany, New York.

"While no definite date has yet been fixed for Assemblyman Witter's bill, he has advised me that it will come up before his committee on agriculture on February 19 or 26, probably the latter date. It is important that there be a good representation of New York state seedsmen at the hearing, as these bills are of the utmost importance to all seed dealers."

DATE OF HEARING.

Senator Brown has advised that there will be a hearing on nis bill, No. 309, before the agricultural committee at Albany, February 26. Assemblyman Witter's bill will probably come up for a hearing at the same time and it is important that we have a full representation at these hearings.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

TRADE DIRECTORY.
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Imports at New York.

S. S. ROTTERDAM ARRIVES.

The long expected—and if reports are true—long delayed S. S. Rotterdam of the Holland-America line, from Rotterdam, via Brest, reached New York February 17. It was about three weeks ago, possibly four, that it was rumored in the seed trade district of that city that the steamer was nearing port and the rumor was repeated from time to time. The humorist of the trade press who has to sustain his reputation—as a humorist—formed the habit of joking with the state question: "Has the Rotterdam arrived?"

Included in the steamer's cargo were horticultural goods as follows:

W. E. Brown, 255 cases plants, two cases bulbs.

F. B. Vandegrift & Co., 53 cases plants.

W. Van Dorn, 71 cases plants and shrubs.

McHutchison & Co., 228 bundles trees, 452 cases plants.

N. F. McCarthy & Co., 70 cases plants.

P. C. Kuyper & Co., 195 cases plants.

P. Ouwerkerk, 169 cases plants.

Bobbink & Atkins, 52 cases plants and trees.

Van Zonneweld & Phillippo, 30 cases bulbs.

Van Waveren & Sons, 85 cases bulbs.

R. F. Lang, 200 cases bulbs.

A. F. F.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, seeds, plants, bulbs, etc., (retail); Currie Bros. Co., Milwaukee, Wis., farm and garden seeds; Colorado Seed Co., Denver, Colo., garden seeds; Elmer D. Smith & Co., Detroit, Mich., chrysanthemums; Sonderegger Nurseries & Seed House, Beatrice, Neb., seeds; Northeastern Forestry Co., Cheshire, Conn., evergreens; A. E. Kunderd, Goshen, Ind., gladioli; Bay State Nurseries, North Abington, Mass., nursery stock; Frank D. Pelicano & Co., San Francisco, Calif., dahlias; Peth & Duggan, New York, seeds; Jackson & Perkins Co., Newark, N. Y., nursery stock; B. Hammond Tracy, Inc., Wenham, Mass., gladioli; State Nursery & Seed Co., Helena, Mont., plants and seeds.

Kelway & Son, Langport, Eng., seeds.

PHILADELPHIA, PA.—The W. Atlee Burpee Co. reports mail order trade to date well ahead of last year.

DETROIT, MICH. — Frank J. Pohlmann, for 20 years southern traveler for D. M. Ferry & Co., died of pneumonia, February 11, age 40 years.

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

"GOOD STUFF"

We Got It.

Get Some.

WRITE TODAY

ALL VARIETIES of GARDEN SEED

BEETS

	Lb.
Crimson Globe	$0.60
Crosby's Egyptian	.40
Detroit Dark Red	.40
Early Blood Turnip	.40
Edmand's Blood Turnip	.40
Dewing's Blood Turnip	.40
Arlington	.40
Swiss Chard	.60

All Cabbage Seed as listed is of 1917 Crop of reliable growth and high germination and has been proven in our trials this past season—suitable for the most critical trade.

CABBAGE

	Lb.
Jersey Wakefield	$5.00
Glory of Enkhuizen	8.00
Fottler's Brunswick	4.00
Premium Flat Dutch	3.75
All Seasons	5.00
All Head Early	6.00
Charleston Wakefield	5.00
Copenhagen Market	11.00
Lupton	4.00
Vandergaw	4.00
Autumn King	4.00
Early Dwarf Flat Dutch	4.00
Early Winnigstadt	5.00
Drumhead	4.00
Surehead	4.00

CARROT

	Lb.
Danver Half Long	$0.45
Ox Heart or Geurande	.50
Chantenay	.50

SPINACH

	Lb.
Long Standing	$0.40
Victoria	.40
Bloomsdale Savoy	.40
Round Thick Leaf	.40
Viroflay	.40

ONION SEED

	Lb.
Peacock's New Yellow Globe	$2.00
Southport Yellow Globe	1.40
Southport Red Globe	1.50
Southport White Globe	1.75
Michigan Yellow Globe	1.50
Yellow Globe Danvers	1.35
Yellow Flat Danvers	1.60
Ohio Yellow Globe	1.50
Prizetaker	2.00
Yellow Cracker	1.60
Austrialian Brown	1.15
Large Red Wethersfield	1.50
Yellow Strassburg	1.60
White Portugal	1.75
Crystal White Wax	1.50
Red Bermuda	1.10
White or Straw Col. Bermuda	1.10

WATERMELON

	Lb.
Tom Watson	$0.33
Kleckley Sweet	.33
Kolb's Gem	.33

WRITE FOR OUR 1919 CATALOG TO-DAY

EVERETTE R. PEACOCK CO.

SEEDSMEN

4013 Milwaukee Ave., CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Onion Sets White Yellow Red

Brown (Late keepers)

Write or Wire for Prices

Vaughan's Seed Store

CHICAGO NEW YORK

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Geraniums

Nutt, strong, 2-in., per 100.....$2.00
Viaud, strong, 2-in., per 100..... 2.00
Ricard, strong, 2-in., per 100..... 2.00
Dracaena Indivisa, good, thrifty stock for growing on, 2-in., per 100 ..... 2.00

ELMER RAWLINGS, Allegany, N. Y

CANNAS

King Humbert, extra heavy home-grown roots, $4.00 per 100. **Yellow King Humbert,** $5.00 per 100. Also a few thousand **Mixed Cannas,** such varieties as **Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan** and **Wintzer's Colossal,** at $20.00 per 1000. Cash.

W. W. COLES, Kokomo, Ind.

Seed Wheat—Slow Seed Trade.

Local seed dealers report an increased demand for spring wheat for seed from all sections of the country that have never sown any before, according to the Chicago Tribune of February 15. Some inquiries come from as far south as Kentucky. It will be interesting to watch how the spring wheat comes out in the non-spring wheat sections. Some is being seeded already in southern Illinois. Farmers seem to have but one idea, and that is to take advantage of the $2.26 guarantee of the government. The general seed trade is slow for this season.

COLUMBUS, O.—George D. Stewart, salesman for the Livingston Seed Co., of this city, died February 14, aged 67 years.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade February 19 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

SAVANNAH, GA.—The plant of Southern Fertilizer & Chemical Co. was completely destroyed by fire February 14, including 19,000 tons of nitrate of soda, valued at $1,500,000.

TOLEDO, O.—The clover market closed 25 cents higher February 17 at $24.50, registering a gain of $1.85 during the preceding seven days. February was quoted at $24.50 and March at $24.00. Timothy was a trifle higher, cash being offered at $4.67½, February $4.67½, March $4.70, April $4.77½, May $4.80 and September $5.40.

Burpee's Seeds Grow

BURPEE'S SWEET PEAS

Finest re-selected stocks grown at our Floradale Farm. The California home of Sweet Peas.

Are there any vacant benches in your houses? Early-Flowering Sweet Peas is the logical cut flower crop to grow. Sown now the plants will bloom from late April on.

	Pkt.	⅛ Oz.	Oz.	¼ Lb.	Lb.
Fordhook Pink and White. The favorite Blanche Ferry color	$0.10	$0.40	$0.70	$2.10	$ 7.00
Burpee's Improved Snowstorm. The best early pure white	.15	1.00	1.75	5.25	
Burpee's Lavender King. The best early lavender	.10	.60	1.00	3.00	10.00
Burpee's Enchantress. Fine early rose-pink self	.10	.60	1.00	3.00	10.00
Burpee's Early Daybreak. A splendid cream rose-pink	.10	.80	1.50	4.50	
Burpee's Early King. Rich bright crimson	.10	.60	1.00	3.00	10.00
Burpee's Early Blue Bird. Beautiful clear blue	.10	.60	1.00	3.00	10.00
Burpee's Early Splendor. The best deep rose self	.10	.80	1.50	4.50	
Burpee's Sweet Briar. A charming early light pink	.10	.60	1.00	3.00	10.00
Burpee's Primrose Beauty. Deep primrose flushed rose	.15	1.00	1.75		
Burpee's Early Mauve Beauty. A large rosy-mauve	.10	.40	.70	2.10	7.00
Burpee's Early Zephyr. A fine clear silvery blue self	.10	.60	1.00	3.00	10.00

The above are only a few of the many splendid varieties of our own raising we have to offer. See our catalog for full particulars.

Burpee's Summer-Flowering Spencer Sweet Peas

Sow now under glass to plant out in April for late spring and summer blooming. A few leaders recommended for cutting.

	Pkt.	Oz.	¼ Lb.	Lb.
Blanche Ferry Spencer. The popular pink and white	$0.10	$0.30	$0.90	$3.00
Margaret Madison. Fine blue	.10	.35	1.10	3.50
Edith Taylor. Soft salmon rose-self	.10	.35	1.00	3.25
Illuminator. Lovely salmon-cerise	.10	.35	1.10	3.50
Margaret Atlee. Rich rose-pink	.10	.35	1.10	3.50
Hercules. The largest deep pink	.10	.35	1.00	3.25
Orchid. The best lavender	.10	.45	1.40	4.75
Elfrida Pearson. The largest light pink	.10	.25	.80	2.60
Thomas Stevenson. Shining orange	.10	.25	.75	2.50
Irish Belle. Charming lilac self	.10	.25	.75	2.50
King White. The best pure white	.10	.35	1.10	3.50

See catalog for full list of varieties.

For All That Is Best in Vegetable and Flower Seeds

Write for Burpee's Annual. The Leading American Seed Catalog.

Also ask for our Special Blue List of Wholesale Prices.

W. Atlee Burpee Co.,

Seed Growers Philadelphia.

Vaughan's ASTER SEED for Florists

ASTER—Giant Branching.

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White.

	Trade pkt.	Oz.
Any of above	$0.20	$1.20
Mixed, all colors.....1 lb., $12.00	.15	1.00

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers.

Crimson, Light Blue, Lavender, Pink, Light Pink, Silvery Lilac, Dark Blue, Rose, White.

	Trade pkt.	Oz.
Any of above.....¼ oz., 40c	$0.25	$1.40
Mixed, all colors.....¼ oz., 35c	.25	1.20

QUEEN OF THE MARKET
The Standard Early Flowering Type

White, Crimson, Pink, Dark Blue, Flesh, Scarlet.

	Trade pkt.	Oz.
Any of above.....per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors.....per lb., 10.00; ¼ oz., 20c	.10	.60

GIANT BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak, (Mary Semple) Purple, Deep Violet.

	Trade pkt.	Oz.
Any of above.....per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors.....per lb., .8.00; ¼ oz., 20c	.10	..60

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties, and are twisted and curled.

White, Crimson, Shell Pink, Azure Blue, Dark Pink, Purple, Lavender.

	Trade pkt.	Oz.
Any of above.....¼ oz., 40c	.25	1.40
Mixed, all colors.....¼ oz., 35c	.25	1.20

THE ROYAL
(Early Flowering Branching)

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters.

White, Shell Pink, Rose Pink, Lavender, Purple.

	Trade pkt.	Oz.
Any of above.....¼ oz., 40c	.25	1.40
Mixed, all colors.....¼ oz., 40c	.25	1.40

THE KING

The habit is similar to the Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader.

Rose, Pink, Violet, White, Crimson, Lavender.

	Trade pkt.	Oz.
Any of above.....¼ oz., 45c	.25	1.60
Mixed all colors.....¼ oz., 45c	.25	1.50

OTHER AMERICAN ASTERS

	Trade pkt.	Oz.
Lavender Gem. The flowers are of a true lavender shade and the petals are gracefully curled and twisted..	.25	2.00
Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in sunshine like a live coal; free branching.....	.25	1.80
Mammoth Non-Lateral Branching White, 2 ft. This is the largest Aster on the market. The plants grow about two feet high, with a low branching habit, and the flowers, which are borne on non-lateral stems, are full, with petal curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching.....⅛ oz., 60c	.50	4.00
Mammoth Non-Lateral Branching Blue, 2 ft. Very like the preceding except the flowers are a medium shade of blue.....⅛ oz., 50c	.35	3.20
American Beauty. Rose Pink, 2½ ft.....¼ oz., 65c	.35	2.50
American Beauty. Purple.....⅛ oz., 60c	.50	4.00

ASTERS IN MIXTURES

	Trade pkt.	Oz.
Vaughan's Florists' Mixture.....	.25	1.40
White Tall Varieties.. Mixed.....	.25	1.40

Vaughan's SWEET PEA SEED for Florists

SPENCER VARIETIES

	Oz.	¼ lb.	Lb.
Asta Ohn. A soft pinkish lavender self.....	$0.20	$0.70	$2.60
Barbara. Salmon.....	.20	.75	2.80
Blanche Ferry. A giant type of Spencer form, with rose standard, and white wings suffused and tinted with light pink. Best bi-color.....	.20	.65	2.50
Constance Hinton. Best black seeded white.....	.20	.70	2.60
Countess Spencer. The original giant flowered Spencer, with finest waved standard and wings clear pink, deepening somewhat towards the edge, but almost self colored.....	.15	.55	2.00
Dainty. White ground, with beautiful picotee edge of rose pink, splendid form.....	.20	.60	2.20
Dobbie's Cream. Deep cream or primrose, waved...	.20	.60	2.00
Dobbie's Lavender. George Herbert. An improved Florence Nightingale, clear pure lavender.....	.20	.70	2.60
Edith Taylor. Bright salmon rose. A fine flower, long stems, flowers well placed.....	.20	.65	2.40
Edward Cowdy. Glowing orange scarlet.....	.25	.90	3.40
Fiery Cross. Bright red orange cerise.....	.50	1.60	6.00
Flora Norton. Light blue.....	.20	.70	2.80
Florence Morse. Beautiful light pink, deepening toward the edges. Very large, open, wavy form of best Spencer type. Long stems, four blossoms on each stem.....	.15	.60	2.20
Florence Nightingale. A good lavender.....	.20	.60	2.20
George Herbert. Bright rosy carmine of largest and best Spencer form.....	.20	.60	2.20
Hercules. A rich pink flower of giant size; this is really a giant type of the Countess Spencer.....	.20	.70	2.80
Illuminator. A glorious orange salmon.....	.20	.70	2.80
King White. Produces gigantic flowers absolutely pure white. The standard is of finest form, decidedly frilled and waved, and terminates beautifully at the throat. Wings large, waved and gracefully cover the keel.....	.20	.70	2.80
King Edward VII. The best pure red Spencer, very large, with especially immense wings.....	.25	1.00	4.00
Margaret Atlee. Rosy salmon pink on a creamy buff ground, immense wavy standard inclined to double; one of the best light pinks.....	.20	.60	2.40
Margaret Madison. A beautiful self-colored azure blue.....	.20	.70	2.60
Masterpiece. Clear lavender self.....	.20	.75	3.00
Marie Corelli. A bright glowing crimson, almost a self color.....	.20	.70	2.80
Miriam Beaver. Light apricot and buff.....	.20	.75	3.00
Mrs. Cuthbertson. Standard rose pink., wings nearly white; one of the best pink and white bicolors.	.20	.60	2.40
Mrs. Townsend. White, suffused and edged with blue.....	.20	.60	2.40
Nubian. Fine chocolate color.....	$0.20	$0.60	$2.40
R. F. Felton. One of the best lavender Spencers, resembling Asta Ohn in color, but it is much larger and finer.....	.20	.65	2.40
Robert Sydenham. Rich orange salmon self.....	.25	.90	3.60
Rosabelle. A very fine, large rose-colored flower, giant size and a strong grower, producing abundance of sprays of four.....	.20	.65	2.60
Royal Purple. Best purple Spencer.....	.20	.70	2.80
Stirling Stent. A deep salmon colored flower; less influenced by weather than any other variety of its class.....	.20	.70	2.80
The Cardinal. Brilliant poppy scarlet; large, waved flowers of great substance; four blossoms to a stem; the best scarlet.....	.60	2.00	8.00
Thomas Stevenson. Bright orange scarlet, almost a self.....	.20	.70	2.80
Vermilion Brilliant. A brilliant scarlet Spencer of splendid form.....	.20	.70	2.80
Wedgwood. A clear azure blue.....	.20	.70	2.80
White. Flowers very large and of magnificent Spencer waved form. Stems, as a rule, carry four blossoms.....	.20	.60	2.40

VAUGHAN'S FLORIST MIXTURE OF SPENCER VARIETIES

	Oz.	¼ lb.	Lb.
In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self colored ruffled sorts with the light shades predominating.....	.20	.70	2.80

UNWIN AND GRANDIFLORA TYPES

	Oz.	¼ lb.	Lb.
Blanche Ferry. Pink and white.....	$0.10	$0.25	$0.80
Captain of the Blues. Purplish mauve.....	.10	.25	.90
Dainty. White, with pink edge, unique.....	.10	.20	.80
Dorothy Eckford. One of the best whites.....	.10	.20	.80
Emily Henderson. White, early and free.....	.10	.20	.70
Frank Dolby. Largest and finest pale blue.....	.10	.30	1.00
Gladys Unwin. Pale rosy pink.....	.10	.25	1.00
King Edward VII. Bright red.....	.10	.25	1.00
Lady Grisel Hamilton. Lavender.....	.10	.25	.90
Lord Nelson. Deeper and richer than Navy Blue, same as Brilliant Blue.....	.10	.25	.90
Mrs. Geo. Higginson, Jr. Delicate light blue.....	.10	.25	.90
Navy Blue. Deep violet blue.....	.10	.25	.90
Nora Unwin. Giant white.....	.10	.25	.90

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, **41-43 Barclay St., NEW YORK.** **31-33 W. Randolph St., 803 W. Randolph St. Chicago**

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

$30.00.....per case of 1000

15.00.....per case of 500

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

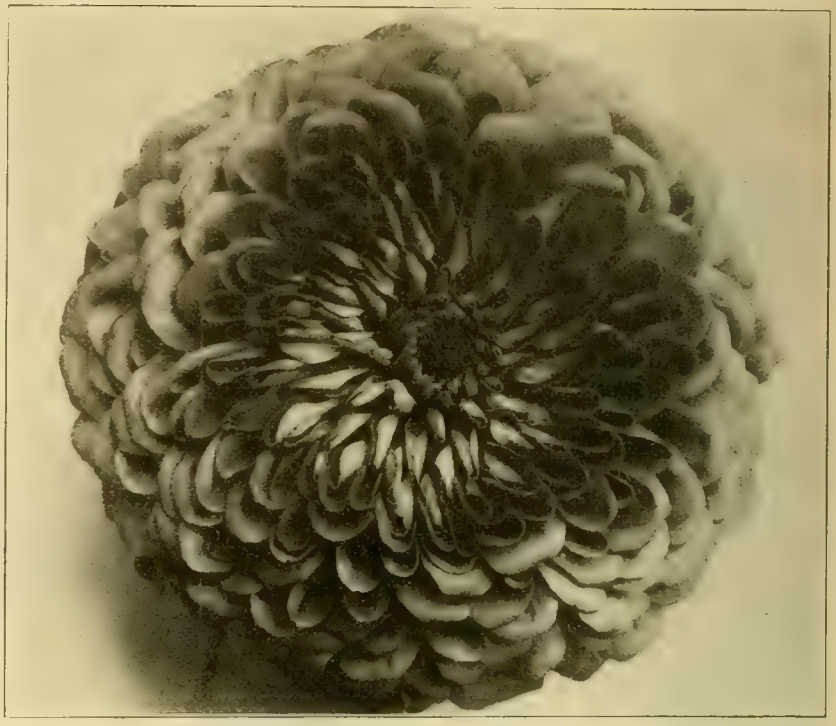
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

N GENERAL

Tomato, Lima and Pole Beans

WRITE US

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

DREER'S FINE SWEET PEAS

We offer below a line of the very best Orchid-flowered and Grandiflora sorts. For complete list including the Early Forcing kinds see our current Wholesale Catalogue, copies free to florists on request.

Orchid-Flowered or Spencer Sweet Peas

This type is distinguished from the grandiflora sorts by the extraordinary size of their flowers and by the standard being crinkled and wavy. They usually bear four blossoms on a stem, and are as easy to grow as the commonest sorts. Owing to their being shy seeders, they will always be higher in price than the grandifloras.

	Oz.	¼-lb.	Lb.
Agricola. Light lilac or lavender-pink	$0.25	$0.75	$2.50
Barbara. A beautiful rich salmon	.30	1.00	3.00
Blanche Ferry Spencer. An extra selected stock of this fine pink and white	.20	.60	2.00
Blue Monarch. Rich deep navy-blue	.30	1.00	3.00
Blue Picotee. White edged violet-blue	.20	.60	2.00
Constance Hinton. The largest and finest white, black seeded and a strong, vigorous grower with very long strong stems	.25	.75	2.50
Countess Spencer (true). A lovely clear pink	.20	.60	2.00
Dobbie's Cream. The finest primrose-yellow	.20	.60	2.00
Elfrida Pearson. The largest and finest light pink	.25	.75	2.50
Florence Nightingale. The largest and finest pure lavender	.20	.60	2.00
Hercules. A very large flowering Countess Spencer	.25	.75	2.50
King Edward Spencer. Crimson scarlet	.20	.60	2.00
King White. Considered the largest and finest pure white, white seeded	.25	.75	2.50
Margaret Atlee. The largest and finest rich pink Sweet Pea—the "Spencer Supreme"	.20	.60	2.00
Margaret Madison Improved. Azure blue, developing to a clear light lavender	.25	.75	2.50
Mrs. Cuthbertson. The finest bicolor, standards rose-pink, wings blush white	.20	.60	2.00
Mrs. Hugh Dickson. Salmon-pink on a cream ground	.20	.60	2.00
Old Rose. A beautiful old rose color	.30	1.00	3.00
Othello Spencer. A rich, deep maroon of immense size	.20	.60	2.00
R. F. Felton. Considered one of the finest lavender sorts	.25	.75	2.50
Rosabelle. The finest rich rose variety	.20	.60	2.00
Royal Purple. Rich royal purple, a very distinct color	.30	1.00	3.00
Scarlet Emperor. A brilliant deep scarlet	.30	1.00	3.00
Thos. Stevenson. Brilliant orange-scarlet	.20	.60	2.00
White Spencer. A pure white Countess Spencer of very large size	.20	.60	2.00
Orchid-flowered Mixed	.15	.50	1.75

GRANDIFLORA SWEET PEAS

We have reduced our list of the Grandiflora varieties to the very best kinds, all of them sorts that are suitable for cutting.

	¼-lb.	Lb.
Blanche Ferry. Pink and white	$0.20	$0.60
Dorothy Eckford. The finest white	.20	.60
Frank Dolby. A large wavy flower, pale lavender	.25	.75
Flora Norton. The most pronounced bright blue	.20	.60
Janet Scott. Grand rich, deep pink	.20	.60
King Edward VII. Rich deep crimson scarlet	$0.20	$0.60
Lady Grisel Hamilton. Pale lavender	.20	.60
Lord Nelson. Rich navy blue	.20	.60
Nora Unwin. A superb pure white cut flower variety with wavy petals	.25	.75
Prima Donna. Deep pink, fine	.20	.60
Dreer's Peerless Mixed	.20	.60

HENRY A. DREER, 714 Chestnut Street, PHILADELPHIA, PA.

Mention the American Florist when writing

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

SEEDS Specially Prepared for Export
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing

ROOTED CARNATION CUTTINGS.

Ready for immediate delivery. ORDER EARLY.

	1,000	100		1,000	100
Good Cheer	$30.00	$3.50	Rose-pink Enchantress	$25.00	3.00
Aviator	30.00	3.50	Rosette	30.00	3.50
Nancy	30.00	3.50	Albert Roper	25.00	3.00
Mrs. C. W. Ward	30.00	3.50	Herald	25.00	3.00
White Wonder	35.00	4.00	Alice	20.00	2.50
White Enchantress	35.00	4.00	Thenanthos	20.00	2.50
Enchantress	30.00	3.50			

Peter Reinberg 30 E. Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors, Tr. pkt., 30c; $1.25 per oz.

SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.

EARLY ROYAL BRANCHING, in separate colors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown. EXTRA QUALITY.

Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience. All seasonable varieties. Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Trade Directory

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

CANNAS

Fine 2 to 3 eye, plump, dormant roots, true to name

CANNAS

King Humbert — Most popular of all. Bronze leaf, orange-scarlet flower. Per 100 $4.50, Per 1000 $40.00

Yellow Humbert — Sport of King Humbert, with green foliage, flower yellow, spotted red. Per 100 $4.50, Per 1000 $40.00

Rosea Gigantea — Rich rose-pink, a prolific bloomer. Per 100 $6.00, Per 1000 $50.00

Firebird — Very large scarlet flowers borne well above foliage. Per 100 $6 50, Per 1000 $60.00

Hungaria — Large trusses of beautiful rose-pink flowers one of best pink vars. Per 100 $3.50, Per 1000 $32.50

	Doz.	100	1000
Red Flowering, green foliage			
Alphonse Bouvier, 5 ft., dark crimson	$0.40	$2.50	$22.00
Black Prince, 4½ ft., velvety maroon	.40	2.50	22.00
Beaute Poitevine, 4 ft., crimson.	.40	2.50	22.00
Chas. Henderson, 4 ft., bright crimson	.40	2.50	22.00
Crimson Bedder, 3½ ft., intense crimson	.40	2.50	22.00
Duke of Marlboro, 4 ft., crimson-maroon	.40	2.50	22.00
Express, 2½ ft., scarlet-crimson	.50	2.75	25.00
Firebird, 4 ft., scarlet	1.00	6.50	60.00
Louisiana, 7 ft., bright scarlet	.40	2.50	22.00
Meteor, 5 ft., dazzling crimson.	.75	5.00	45.00
Pennsylvania, 5 ft., vermilion-scarlet	.40	2.50	22.00
Pink-flowering Sorts			
Hungaria, 3½ ft., large flowers, beautiful rose-pink	.50	3.50	32.50
Mme. Berat, 4½ ft., rose-carmine	.40	2.50	22.00
Rosea Gigantea, 4 ft., rich rose.	.85	6.00	50.00
Mrs. A. F. Conard, 4 ft., salmon-pink	.85	6.00	50.00
White-flowering Sorts			
Mont Blanc, 3½ ft., almost pure white	.60	4.50	50.00

	Doz.	100	1000
Yellow Sorts			
Austria, 5 ft., canary yellow	$0.40	$2.50	$22.00
Florence Vaughan, 5 ft., yellow, spotted crimson	.40	2.50	22.00
Gladiator, 4½ ft., deep yellow, dotted red	.40	2.50	22.00
Richard Wallace, 4½ ft., canary yellow	.40	2.50	22.00
Yellow King Humbert, 4 ft., yellow, red spots	.65	4.50	40.00
Bronze Leaf, with Red Flower			
David Harum, 3½ ft., dark bronze foliage	.40	2.50	22.00
Egandale, 4 ft., currant red	.40	2.50	22.00
King Humbert, 5 ft., orange-scarlet	.50	4.50	40.00
Gold-edged Varieties			
Mme. Crozy, 5 ft., vermilion, with red border	.40	2.50	22.00
Queen Charlotte, 3½ ft., orange-scarlet, with gold belt around each petal	.40	2.50	22.00
Souv. de A. Crozy, 4 ft., crimson, with gold band	.50	3.00	25.00
Orange-flowering Sorts			
Wyoming, 7 ft., orange color, purple foliage	.40	2.50	22.00

A. HENDERSON & CO., Owners of Winterson's Seed Store, 166 N. Wabash Ave., Chicago

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

SEEDS
Flower and Vegetable
WHOLESALE ONLY
ROUSTAN SERVAN & CO.
Established 1843
— SEED GROWERS —
Saint-Remy-de-Provence, FRANCE

Mention the American Florist when writing

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.
CORRESPONDENCE SOLICITED

Mention the American Florist when writing

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing

BEANS, PEAS, RADISH
AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.
LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

TEXAS potato growing counties report reduced acreage.

SOME Florida points report potato acreage equal to that of last year.

REPORTS from Los Angeles, Calif., state the cauliflower crop has been damaged by rain.

RIVERSIDE, CALIF.—A joint meeting of horticultural commissioners from several counties and a committee of packers met here February 11, to adopt a programme to facilitate the movement of marketable oranges.

Prices of Indoor Fruits and Vegetables.

Chicago, February 18.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate, $5.50 to $6.00; head lettuce, crate, $4.50 to $5.00; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $6.00 to $7.00.

New York, February 17.—Celery (Florida), per case, $2.00 to $5.00; cucumbers, $2.50 to $3.00 per dozen; mushrooms, $1.00 to $2.25 per basket; tomatoes, per pound, 20 to 50 cents; lettuce, per package, $1.50 to $4.50; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

The carlot movement of vegetables for the period February 11-17 was heavier with the trend of prices continuing irregular, according to reports received by the bureau of markets of the United States department of agriculture. Potatoes declined five to 25 cents, bringing the level to about the low point of last November and to that of about two weeks ago in the west, but below that point in the east. Northern white stock sacked declined 25 cents at Chicago, closing at $1.50-$1.55, and $1.40-$1.45 f. o. b. Waupaca. Colorado No. 1 sacked whites again declined five cents, closing at $1.10-$1.20 f. o. b. Greeley. Cabbage was fairly steady. New York Danish Seed followed a wide range, but was somewhat stronger at $20-$30 per ton in both shipping sections and consuming markets. Wisconsin Holland Seed also ranged $20-$30 in consuming markets in the middle west. Florida stock held steady in shipping sections at 75-90 cents per hamper and advanced to a range of $1.25-$2.00 in northern consuming markets. The onion market was firm at the prevailing range of $2-$2.25 in both producing and distributing sections with a top of $2.50 in the north. Lettuce was higher, advancing to a range of $3-$3.75 per 1½ bushel hamper at Florida shipping points and gained 25-50 cents in consuming markets, closing at $4-$5. California Iceberg ranged $2-$3 per crate f. o. b. shipping points. Celery was fairly steady. California Golden Heart ranged firm in producing sections at 85-95 cents per dozen but was weaker in consuming markets at $7-$10 per crate. Florida stock weakened slightly at shipping points but was firm in markets at $5.75-$6.25. The bean market continued weak in all sections.

Lettuce Temperatures.

There has been much discussion in regard to proper temperature for growing lettuce under glass. That no agreement has ever been arrived at is perfectly reasonable, as local conditions have a great deal to do with results. We have this winter had a striking example in this line, one which has convinced us that in this connection, not all conditions are given the consideration they deserve. We were compelled on account of the shortage of labor last fall to use a soil in one of our greenhouses that, in our judgment, contained entirely too much humus for the best results. This humus, although originally produced by manure, yet was very fine, old, and had been cropped for years, thus reducing its disturbing possibilities. This soil was almost an ideal soil for any purpose, only what we call a little too good. However, we used it and were determined to counteract its bad qualities by lower temperature, more ventilation and less watering. The results so far have been that we have not come to the limit of low temperatures or lack of moisture, save by a complete freeze-up or drying out. In other words, our lettuce has made rapid progress in such a low temperature and with so little moisture that the whole process is a revelation. Besides, even with extreme care, this lettuce has always got a little away from us, grows too soft and tall to suit us exactly, and the danger line of a freeze-up has been kept so near that no further reduction in temperature was possible.

Agricultural writers have dwelt at length upon the value of humus to induce coolness outdoors, claiming the humus attracting the sun's rays to heat up the soil, and owing to its porous nature, the water absorption being great, long periods of dry weather could be bridged over without harm; however, we have not run across a statement that plant growth would proceed at a much lower temperature in a soil rich with humus than one poorly supplied. This experience demonstrated why some growers produce about the same kind of lettuce under 40 degrees that others do at 50 degrees. It is plain that the less humus a soil contains, the higher the temperature can be carried. We have often noticed that pot bound plants in poor soil dry out more rapidly than others in rich soil. This also holds good outdoors: that in order to produce a good crop on poor soil, much more moisture is needed than on rich land. Under glass, another factor is the amount of light; the less shade in the roof, the higher the temperature can be carried and vice versa.

One grower recently told us that he has lost thousands of dollars by using too much manure under glass, to which statement we may add that he probably did not balance up his humus with other elements, which would include light, heat, moisture, ventilation and additional elements, such as bone meal, lime and clay. When black soils are in use and much manure is added year after year, a small addition of yellow clay is a great corrective.

MARKETMAN.

Vegetable Forcing

By RALPH L. WATTS

A handy reference book for both student and professional. Cloth, 400 pp., 158 illustrations.

PRICE $2.00.

American Florist Co.
440 S. Dearborn St., CHICAGO

Vaughan's Gladiolus

AMERICAN GROWN, ESPECIALLY SELECTED For Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000
America, First	$22.00
America, Second size	17.00
Augusta, First	20.00
Augusta, Second size	16.00
Panama, First	32.50
Mrs. Frank Pendleton, First	45.00
Europa, First	60.00
Mrs. Francis King, First	$20.00
Mrs. Francis King, Second size	16.00
Chicago White, First	27.50
Chicago White, Second size	22.00
Schwaben, First	40.00
Vaughan's Florist Mixed, First size	16.00

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.
SECOND SIZE. 1⅛-1⅜ inch.

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

CHRYSANTHEMUM CUTTINGS

All the best tested and tried commercial varieties; also **POMPONS,** guaranteed absolutely free from disease. Will start shipping March 1st.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**
Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

FLORIST'S FLOWER SEEDS

NEW CROP AND SUPERIOR STRAINS.

Ageratum—
Dwarf Blue, ¼ oz. 15c.
Alyssum—
Little Gem, ¼ oz., 15c; oz., 50c.
Sweet, oz. 20c; ¼ lb., 60c.
Antirrhinum, (Snapdragon)—
Pink, Scarlet, each, ¼ oz., 20c.
White, Yellow, each, ¼ oz., 20c.
Mixed, ¼ oz., 15c; oz., 40c.
Asparagus Sprengeri—
100 seeds for 10c; 1,000 for 75c.
Asparagus Plumosus Nanus—
100 seeds for 50c; 1,000 for $3.50.

ASTERS.

Lady Roosevelt—
A splendid variety. Trade Pkt., 20c; ⅛ oz., 30c.
Crego Asters—
Magnificent for cutting:
Rose, Lavender and White, each, Trade Pkt., 20c; ¼ oz., 50c.
Rose King—
Enormous quilled flowers, fine for cutting. Trade Pkt., 25c; ¼ oz., 50c.
Vick's Mikado—
A large, graceful flower for cutting.
Pink, White and Rose, each.
Trade Pkt., 20c; ¼ oz., 40c.
Lavender Gem—
An early Lavender.
Trade Pkt., 25c; ¼ oz., 50c.
Queen of the Market—
Dark Blue, Crimson, each, ⅛ oz., 15c; ½ oz., 50c.
Light Blue, Pink, each, ⅛ oz., 15c; ½ oz., 50c
Snowdrift, Pure White, ⅛ oz., 15c; ½ oz., 50c.
Mixed, ⅛ oz., 15c; ½ oz., 40c.
Branching. Late, Extra Select Stock—
Flowers large, double on long stiff stems, excellent for cutting.
White, Pink, each, ⅛ oz., 20c; ½ oz., 60c.
Lavender, Purple, each, ⅛ oz., 20c; ½ oz., 60c.
Dark Red, ⅛ oz., 20c; ½ oz., 60c.
Mixed, ¼ oz., 20c; 1 oz., 75c.
Admiration—
Finest pink for florists' use.
Trade Pkt., 25c; ⅛ oz., 50c.
Balsam—
Camellia flowered, double mixed, oz., 40c.
Bachelor's Button—
Double Blue, ¼ oz., 20c.
Begonia—
Gracilis Luminosa, Prima Donna, Triumph, Each, Trade Pkt., 50c.
Calendula—
Orange King., oz., 15c.
Centaurea—
Gymnocarpa, ½ oz., 25c.
Imperialis, mixed, ¼ oz., 20c.
Cobea Scandens, Purple, oz., 30c.
Coleus—
Finest Hybrids, mixed, Trade Pkt., 50c.
Dracena Indivisa—
Trade Pkt., 10c; oz., 45c.
Ipomea Grandiflora (Moon-flower)—
oz., 30c.
Ipomea—
Heavenly Blue, oz., 50c.
Lobelia—
Erinus Speciosa, Trailing Blue, ⅛ oz., 15c.
Crystal Palace Compacta, ⅛ oz., 25c.
Mignonette—
Machet, Large Flowered Strain, oz., 25c.
Allen's Defiance, (Extra Select), oz., 35c.
Grandiflora, oz., 10c; ¼ lb., 35c.
Marigold—
Double African, Lemon, oz., 50c.
Double African, Orange, oz., 50c.
Double African, Mixed, oz., 25c.
Petunia—
Double Grandiflora Fringed Mixed. 1,000 seeds, $1.50.
Giant Ruffled, Trade Pkt., 75c.
Single Large Fringed, Trade Pkt., 50c.
Giants of California, mixed, Trade Pkt., 75c.
Rosy Morn, ⅛ oz., 30c.
Striped and Blotched, Single, ¼ oz., 35c.
Single, Mixed, ¼ oz., 20c.
Howard's Star, ¼ oz., 40c.
Ricinus—
Sanguineus, oz., 10c; ¼ lb., 40c.
Zanzibarensis, oz., 15c; ¼ lb., 50c.
Salvia—
Clara Bedman, Trade Pkt., 35c; ¼ oz., 60c.
Splendens, Trade Pkt., 25c; oz., $1.75.
Zurich, Trade Pkt., 50c; ¼ oz., $1.00.
Salpiglossis—
Emperor, Mixed, Trade Pkt., 25c.
Schizanthus—
Wisetonensis. Trade Pkt., 30c.
Smilax—
oz., 30c; ¼ lb., $1.00.
Stocks—
Dwarf, Large Flowering, Double Ten Weeks, Mixed, ⅛ oz., 35c.
Ten Weeks, separate colors, each, ⅛ oz., 40c.
Verbena (Mammoth Flowered)—
Blue and Purple Shades, ¼ oz., 40c; oz., $1.25.
Pink, Scarlet, each, ¼ oz., 40c; oz., $1.25.
White, ¼ oz., 40c; oz., $1.25.
Mixed, ¼ oz., 40c; oz., $1.25.
Candytuft—
Empress, very large, white, oz.................... $0.30
White, Rocket, oz.................... .20
Little Prince, dwarf white, oz.................... .20
Celosia—
Ostrich Feather, Tall, mixed, ⅛ oz.................... .20
Thompsoni Magnifica, mixed, ⅛ oz.................... .20
Childsii (Wool Flower), Trade Pkt.................... .25

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing

ROSE STOCK

Be independent. Grow your own **ROSE STOCKS** for budding or grafting. Those using **ROSA MULTIFLORA JAPONICA STOCK** prefer it to Manetti. We offer for immediate delivery New Crop unhulled seed at $4.50 per lb.

McHUTCHISON & CO., 95 Chambers St., New York, N. Y.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO.—Park Superintendent Adam Kohankie, Denver, Colo.

ROBERT GEORGE, of the Storrs & Harrison Co., Painesville, O., is making a tour of the California trade.

YAKIMA, WASH.—A contract providing for the collection of funds for advertising apples from this section in a national campaign is being drawn up for shippers' signatures.

GRAND PRE, N. S.—The Canadian Pacific Railway has purchased the site of Evangeline's home here, made famous by Longfellow's poem, and will maintain it as a public park. The site is within a short distance of the birthplace of Sir Robert Borden, premier of Canada.

Plant Embargo Protest.

BY MINNESOTA HORTICULTURAL SOCIETY.

The Minnesota State Horticultural Society, having a membership of 3,200 men and women interested in horticultural work and progress, does herewith emphatically protest against the enforcement of Quarantine Order No. 37, made by the federal horticultural board.

Under the ruling of this board, the above quarantine order will take effect June 1, 1919, and will put an embargo on nearly all plants which have in the past been imported from foreign countries and are still needed in the future for the benefit and enjoyment of the people of our country.

We submit the following reasons why this embargo is unfair, unjust and should not be enforced.

1. The purpose of the embargo is to prevent the importation of plant diseases and insect pests; which purpose will not be accomplished unless importation of all plants is prevented.

2. If there is danger in importing trees and shrubs, there is also danger in the importation of scions and buds; against which there is no embargo.

3. There is as much danger in importing rose stock for grafting as there is in grafted stock and plants on their own roots.

4. If lily bulbs, lily of the valley, narcissi, hyacinths, tulips and crocuses can be imported, why are snowdrops, irises, orchids, anemones, astilbes, begonias, gladioli, gloxinias, etc., excluded?

5. We know of no good reason why azaleas, rhododendrons, araucarias, boxwood, bay trees, dracaenas, palms, orchids, etc., should not be imported.

6. Until plants needed can be produced here in the desired quality and quantities, their importation should be permitted. A large number of these plants will, most likely, never be satisfactorily produced in this country.

7. The enforcement of the embargo will deprive this country of the benefits of horticultural progress made in foreign countries and deny us the introduction of novelties produced abroad by horticultural establishments of world-wide reputation, which are as much interested in having their plants free of disease and insects as we are ourselves.

8. Last, but not least, it is possible to prevent the importation of diseases and insect pests through proper inspection and precautionary measures made and taken at the points of shipment and ports of import.

For the reasons herein stated we consider the ruling of the federal horticultural board to be arbitrary and unwarranted. We respectfully protest against the enforcement of this embargo, because we know that its results will be detrimental to the horticultural interests of the United States.

As individuals, and as an association, we are devoted to unrestricted progress and development of horticulture, which is facilitated and made possible through intercourse and close affiliation with other progressive countries and interests.

Climbing Roses.

In spite of their many excellent qualities the older climbing roses, such as Baltimore Belle and Prairie Queen, have been displaced to a considerable extent by those of the rambler type, like Crimson Rambler and Dorothy Perkins, according to W. E. Bontrager in the Monthly Bulletin of the Ohio agricultural experiment station. Dorothy Perkins, light pink, is a strong grower, has good foliage and at present is the most popular of the ramblers. By grouping it with Red Dorothy Perkins, also called Excelsa, and White Dorothy Perkins, a charming and unusual effect may be secured. Dr. Walter Van Fleet has particularly fine, glossy foliage and large, semidouble roses in a clear, dainty shade of light pink. Almost identical with Van Fleet in other respects is the variety Mary Lovett, the blooms of which are pearly white. One of the most profuse bloomers of all is Tausendschon (Thousand Beauties), a nearly thornless plant producing double roses in several shades of light pink. Although it does not flower freely until several years old and well established, Gardenia, known to some as Hardy Marechal Niel, is the only hardy yellow climber worth mentioning and by reason of its uncommon color is likely to be quite generally planted when better known. Climbing American Beauty has large, showy, double, deep pink roses and when at its best has few superiors. Silver Moon is a new rambler with large, showy semidouble, white flowers and prominent stamens, and a very good foliage.

For those who prefer single forms American Pillar and Hiawatha, both pink, will doubtless be found suitable. The former bears its bloom in close clusters, while the roses of Hiawatha are more evenly distributed over the plant. The wild Prairie Rose (Rosa setigera) is an excellent bush for training over low walls and fences, although not a true climber. While they are promising in many respects, most of the ever-blooming climbers appear to lack hardiness and should be planted sparingly until more extended trials of them have been made.

Peonies, 30 acres; Iris, 1 acre.
No advanced prices. Write for catalogue.
Gilbert H. Wild, Sarcoxie, Mo.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.
Mention the American Florist when writing

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.
Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.
Mention the American Florist when writing

SPECIAL. I Have 1000 2-yr. LOURES NOBILES For Sale at 50c Apiece.
If taken all at once, will give a special discount for cash. Write to the
STOCKTON FLORAL GARDENS, Stockton, Calif.

Ready Reference Section.

10 CENTS PER LINE, NET.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri in 4-inch bushy stock, $15.00 per 100. Cash with order. JOHN RINDFLEISCH, Beloit, Wis.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Yellow King Humbert, $5.00 per 100. W. W. Coles, Kokomo, Ind.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

Canna Roots, per 1,000, (our selection), $40.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Ward	4.00	35.00
Roper	4.00	35.00
Thenanthes	4.00	35.00
Victory	4.00	35.00

WIETOR BROS.,
30 East Randolph St., Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

Rooted carnation cuttings. Ready for immediate delivery. Order early. For varieties and prices see display advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

CARNATIONS.

Rooted carnation cuttings, Light Pink, Enchantress, from selected stock $3.00 per 100. JOHN RINDFLEISCH, Beloit, Wis.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store & Office, 178 N. Wabash Ave. CHICAGO.

Chrysanthemums. Rooted cuttings and 2-in. stock, ready March 15. For varieties and prices see display advertisement on front cover page of this issue. W. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemum cuttings. All the best tested and tried commercial varieties. Guaranteed absolutely free from disease. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

DRACAENAS.

Dracaena Indivisa, good thrifty stock for growing on, 2 in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

Dracaena Rotheana, 7-in., each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston, 6-in., 60c; 8-in., $1.00; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GERANIUMS.

Geraniums. Nutt, Viaud and Ricard, strong, 2-in., $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Well cured and graded bulbs. Ready for shipment now or later. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. Tar-Heel Evergreen Co., Elk Park, N. C.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

BENCH PLANTS—ROSE PLANTS.

3,500 Shawyer, which have been dried off and healed in the past two weeks, $9.00 per 100; $80.00 per 1,000.

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
500 RUSSELL BENCH PLANTS.
$15.00 Per 100.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 Takes the Lot.
WEISS-MEYER CO.,
Maywood Ill.

ROSES.

OPHELIA ROSE PLANTS.
2½-inch pots.

We offer 5,000 very choice plants ready between April 1st and 15th, at the rate of $9.00 per 100, or $80.00 per 1,000. No order shipped for less than 50 plants.

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown, 1918 crop. Per lb.
Copenhagen Market, selected stock.....$11.50
Dutch Winter or Hollander, selected stock 10.50
Danish Ballhead, selected stock..... 10.00
Danish Roundhead, selected stock..... 9.50
Cauliflower seeds, Danish grown. Per oz.
Extra Early Dwarf Erfurt, selected stock.$2.00
New Earliest Snowball, selected stock... 2.50
Dry Weather, selected stock 2.50
Danish Perfection, selected stock 2.75
STANDARD SEED COMPANY,
Racine Wis.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.

Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.
MARTIN KOHANKIE,
Painesville. Ohio.

Seed. Sweet Peas. Orchid-flowered or Spencer and Grandiflora. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Seeds. Florists' flower. New crop and superior strains. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Seeds. Burpee's sweet peas. Finest re-selected stocks. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seed. Rose Stock. New Crop, unhulled Rosa Multiflora Japonica stock for immediate delivery at $4.50 per lb. McHutchison & Co., 95 Chambers St., New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Florists' Flower. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangees, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Write for our 1919 special price list for market gardeners and florists. Wm. Henry Maule, Inc., 21st and Arch Sts., Philadelphia, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100; $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Japanese Kyogi chip mats, 24x36 inches, $3 per doz., assorted; $17.50 per 100, solid colors, $20 per 100 for checkered (two colors) mats.—Takeuchi Bros., 444 Bush St., San Francisco, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

No. 63 special cards. 1,000, $1.20; 3,000, $3.30; 5,000, $5.25; 10,000, $9.50. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Conn, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

NEPONSET
Waterproof Paper FLOWER POTS

DO you want to save all loss from pot breakage? Speed up rooting, transplanting, handling and shipping? Save several hundred percent of first cost? Greatly reduce freight and express bills? Then buy Neponset Waterproof Paper Pots.

Tough and durable. Hold moisture better than clay pots. Made in standard sizes of scientifically treated *waterproof* paper. Weight one-tenth as much as clay pots. Now is the time to order pots for early planting. Immediate shipments. Endorsed by leading florists. You owe it to yourself to try Neponset Pots in your work. If your dealer cannot supply you, send for

FREE
Sample and Booklet

BIRD NEPONSET PRODUCTS

BIRD & SON, Inc. East Walpole Mass.

BIRD & SON
East Walpole
Mass.

Send me Free Samples and prices of Neponset Waterproof Paper Flower Pots.

Name.....

Address .....

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.
For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.
For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Mechanical Sash Operating Device and **Greenhouse Fittings** that are the best, can be secured only from the
ADVANCE CO., Richmond, Ind.
Get our catalogue.

George Keller Pottery Co.
SUCCESSOR TO
GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2 25	26 00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0 75	8.25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

Split Carnations
Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

Nebraska Red Pots
ARE RECOGNIZED EVERYWHERE FOR QUALITY.
Your orders always receive prompt and careful attention.
Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.
Kahler Pottery Co., Omaha, Neb.
Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

Horticultural Trade Journal
Published weekly. The Largest, Brightest and Best British Trade Publication. Also
THE INTERNATIONAL EDITION
Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.
THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.
Red Pots
Refined Clays—Skilled Labor.
The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.,
200 Fifth Avenue New York
Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?
A. H. HEWS & CO., Inc.
Cambridge, Mass.

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.
TURNER BROS., Bladen, Neb.
Mention the American Florist when writing

Nashville, Tenn.

ST. VALENTINE'S DAY DEMAND GOOD.

Flowers continue scarce, especially roses, which are almost out of the market, with no early prospect of an abundant supply. There are quite a lot of sweet peas and Paper White narcissi, while carnations are doing their best to make up for other deficiencies. Business, while not lagging, had an added spurt by the call produced by St. Valentine's day, and all the dealers enjoyed a fine trade. The condition of the flower supply made anything and everything acceptable as a Valentine flower. Some of the stores had a goodly supply of violets, but these were not home grown, coming from near about cultivators, who just happened to get them in at the right time. There were all kinds of attractive novelties in the way of baskets, birch boxes, vases and pot plants of many kinds. Some brilliant combinations were made in the birch boxes with red cyclamens, yellow jonquils and Primula obconica, which proved to be very good sellers. Plants of all kinds that were in the market had a good sale. There were some nice lilies, both the Bermuda and calla, and some lily-of-the-valley, which combined with orchids were very popular for corsage bouquets.

M. C. D.

Index to Advertisers.

Alfred Lozier Rosery..266
Allen J K.....261
Alpha Floral Co....265
Amer Bulb Co.....I
Amling E C Co.....2-7
Anderson S A.....266
Angermueller G H Co.....258
Aphine Mfg Co.....282
Astoria Florist.....264
Avenue Floral Co...266
aer Julius.....265
Barnard W W .Co...274
Bassett & Washburn.250
Baumer Aug R.....267
Baur Window Glass Co.....IV
Bayersdorfer H & Co.259
Begerow's.....264
Berger Bros.....258
Berning H G.....258
Bird & Son Inc 282
Bishop Mrs L H 262
Bodger J & Sons Co .272
Boland J B.....267
Bolgiano J & Son....274
Bramley & Son..... 267
Braslan Seed Growers Co.....268
Breitmeyer's J Sons. 264
Briggs Floral Co....266
Broadway Florist. 265
Brown A J Seed Co..268
Brown Bag Filling Machine Co 272
Bryan Alonzo J.....277
Buchbinder Bros....III
Buckbee H W.....266
Budlong Co J A.....251
Burpee W A Co.....270
California Florists...265
Central Floral Co...267
Chicago Feed & Fertilizer Co.....284
Chicago Flower Growers Assn.....256
Clark E B Seed Co..274
Clarke's Sons D 266
Clay & Son.....III
Coan J J.....261
Coles W W.....270
Conard & Jones Co..278
Cooke Geo H.....267
Cottage Gardens Nurs Inc.....278
Cowee W J.....III
Coy H C Seed Co....274
Craig Robt Co.....270
Danker Fred A 266
Dards Chas.....264
Dietsch A & Co.....IV
Dominion Floral Co.264
Dorner F & Sons Co.277
Drakos Co.....263
Dreer H A.. 273 283 284
Duluth Floral Co....266
Dunlop John H.....264
Dwelle-Kaiser Co. .283
Eble Charles. 263
Edwards Fold Box..III
Erne & Co.....256
Excell Laboratories. II
Eyres H G.....263
Fallon Florist.....263
Fish Henry Seed Co..274
Foerster Co Joseph..256
Foley Greenhouse Mfg Co.....III
Ford M C.....261
Ford William P.....261
Fox J M & Son Inc..265
Frauenfelder C 266
Freeman Mrs J B....265
Frey C H.....266
Frey & Frey 266
Friedman 267
Froment H E.... ...261
Futterman Bros.....260
Galvin Thos F.....265
Garland Mfg Co.....IV
Gasser J M Co.....264
Giblin & Co.....III
Gnatt The Ove Co.. 248
Godineau R & M....272
Goldstein I.....261
Gorham Printery Inc.III
Grakelow Chas H...264
Grand Rpids Flo Co. 266
Grimm & Gorly.....267
Grossberg-Tyler-Finnermann Co....254
Gude Bros.....263
Habermehls Sons J J.263
Hardesty & Co.....265
Hart George B.... .261
Hart Henry.....263
Haven Seed Co The.274
Heacock Jos Co.....277
Heinl John G & Son.266
Henderson A & Co. I 275
Henderson Lewis...264
Henry Co The John.257
Henshaw Floral Co .261
Hentz & Nash.....260
Herr Albert M. 277
Hess & Swoboda....264
Hession.....265
Hews & Co A H.....283
Hill D Nurs Co.....278
Hoerber Bros..... 257
Hollywood G'rdens 264
Holm & Olson.....264
Holton & Hunkel Co.259
Hort Advertiser.....284
Hort Trade Journal .283
House of Flowers...263
Hurff Edgar F.....275
Hurst & Son.....272
Huscroft G. L.....267
Ickes-Braun Mill Co.IV
Idlewild Greenhs 267
Jahn Hugo.....264
Jones Percy. 253
Joy Floral Co.....263
Kabler Pottery Co..283
Kasting W F Co.... I
Keller Pottery Co Geo.....283
Keller Sons J B.....265
Kelway & Son 273
Kennicott Bros Co..253
Kervan Co The.....261
Kessler Wm.....261
Kottmiller A... .263
Kroeschell Bros Co..III
Kruchten John.....257
Kuehn C A ... .259
Kuhl Geo A.. 277
Lager & Hurrell 274
Landreth Seed Co...274
Lang Flo & Nur Co.266
Lange A.....263
Leborius J J..... .265
Leikens.....267
Leonard Seed Co....275
Levy Jos J 260
Liggit C U.....277
Littlefield Florist ...266
Lockland Lum Co...IV
London Flow'r Shp .267
Long Island Flo Co.263
Louis Simon Freres & Co.....275
Louise Flower Shop.265
McCallum Co.....259
McGill R C & Co....272
McHutchison & Co. .277
McKenney ..... .266
Mackie William.... 261
Malandre Bros.....266
Matthews the Flo'st.265
Matthewson J E.....263
May & Co L L.....267
Meconi Paul.....261
Metairie Ridge Nursery.....266
Meyer A.....267
Michell Henry F Co.....274
Miller Floral Co.... 266
Miller & Musser.....257
Moninger J C Co .. .IV
Murray Samuel..... 267
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...258
Newell A.....266
N Y Cut Flower Ex..261
N Y Floral Co.....267
Nicotine Mfg Co.....283
Niessen Leo Co.....258
Okmulgee Window Glass Co.....III
Orchid Florists 266
Palmer W J & Son...265
Pappas Nicholas G..260
Park Floral Co 265
Peacock Dahlia Fr...278
Peacock E R Co.....269
Pearson E W.....266
Pedrick G R & Son..272
Penn The Florist.... 267
Peters & Reed Poty..283
Philadelphia Wholesale Floral Ex.....259
Philips Bros.....266
Pierce F O Co..... .IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....268
Pikes Peak Flo Co...266
Pillsbury I L.....283
Pittsburg Cut Flo Co 258
Podesta & Baldocchi 267
Poehlmann Bros Co.249
Pollworth C C Co...259
Polykranas Geo J....261
Potter Floral Co....263
Pressing Seed Co W C.. 268
Pulverized Manure Co The.....282
Pyfer A T & Co.....252
Raedlein Basket Co .255
Randall A L Co 257
Randall's Flow Shop.267
Randolph & McClements..... 266
Rawlings Elmer.....270
Ready Reference....279
Reed & Keller ..III
Regan Ptg House....III
Reid Edw.....258
Reinberg Geo.....257
Reinberg Peter.253 274
Rice Bros.....259
Rice Jerome B Seed Co.....269
Riedel & Meyer.. ...261
Robinson J C Seed Co.273
Rock Wm L Flwr Co..266
Rodgers J W.....263
Rohnert Waldo .274
Rosery The Flor'l Co267
Roustan Servan & Co275
Routzahn Seed Co . 274
Rusch G & Co..... .259
Saake O C.....263
Salzer Seed Co..... 267
Sceery Edward.....265
Schiller the Florist..265
Schillo A Lum Co ...IV
Schlatter W & Son 265 284
Schmidt Chas L.....267
Schwake Chas & Co.260
Shaffer Geo C 267
Sharp Partridge & Co.....284
Sheppard H W..... 267
Sheridan Walter F..261
Siebrecht George C 261
Simon & Son I N....273
Situation & Wants...247
Skidelsky S S & Co.. I
Smith A W & Co....264
Smith & Co E D.....277
Smith & Fetters Co .266
Smith Henry 266
Stockton Floral Gardens 278
Storrs & Harrison...277
Stumpp G E. M.....265
Takeuchi Bros..... .III
Tar Hee Evergreen Co.....257
Thorburn J M & Co .272
Tonner O A & L A..252
Totty Chas H 277
Traendly & Schenck 261
Trepel Jos.....265
Turner Bros.....283
United Cut Flo Co..261
Vaughan A L & Co..254
Vaughan's Seed Store ..... I 270 271 276
Vick's Sons Jas.. .. 274
Vincent R Jr & Sons Co I
Walker F Co 263
Weber F H.....266
Weidemann H G....265
Weiland & Risch . 257
Weir James.....263
Western Seed & Irrigation Co.....269
Wie or Bros.....252
Wild Gilbert H 278
Williams Mrs E A...267
Winterson Co E F. 252
Wittbold G Co 262 263
Wolfskill Bros & Morris Goldensen 263
Woodruff S D & Sons.272
Yokohama Nurs Co.275
Young A L & Co....260
Young John & Co....261
Young & Nugent....263
Zech & Mann...255 257
Zetlitz Rolf Co.....248

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

Dreer's Peerless Glazing Points
For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

ULTIMATELY

YOU'LL DEMAND

MAGIC BRAND

When Ordering Fertilizer Of Your Supply House.

WHY NOT DO IT NOW?

CHICAGO FEED & FERTILIZER CO
U. S. YARDS, CHICAGO

Eastern Office
G. G. Green, Jr., Real Est. and Trust Bldg., Philadelphia, Pa.

Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,
440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, MARCH 1, 1919. No. 1604

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

SUGGESTIONS FOR PLANT GROWERS.

Sweet Peas from Cuttings.

New sweet pea varieties being always expensive and not always seeding freely, multiplication by cutting may be made to increase the production from a certain amount of seed four or five fold. First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints, make the cuttings with a good pair of scissors, just above the third joint. Scissors are better than a knife, on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting and cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two or three weeks, when the glass may be removed, and a week later they may be repotted and treated they will give the same results and will the same as seedlings, well cared for, bloom about the same time.

Hydrangeas.

The greatest demand for hydrangeas is in May and June, and to have them in the best condition at that time the plants should be started before March 1. While they may be started later and forced harder, yet the plants so grown are not as sturdy and do not give so good satisfaction after they are placed on the porches. Start the plants in a cool house and if the wood has become dry in their winter quarters frequent syringing will assist in softening it. When they begin to grow do not crowd them. Crowding and too much heat are the principal causes of the long, ungainly plants so often seen. If they are grown in a cool house, with plenty of room, the plants will be sturdy and short-jointed, covered with beautiful foliage and shapely, and are a great ornament, which surely cannot be said of the tall plants with small foliage and bare stems toward the base. When the plants begin to grow rapidly they will require plenty of water, and during the warm, sunny days of spring, when the houses are hot, all the ventilation possible, and at this time watch carefully for red spider, which gather in great numbers on the young growths and blooms and quickly spoil them. If they appear, syringe heavily until they are overcome. Keep the plants staked and tied as soon as required.

Easter Lilies

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes April 20, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degree as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossible to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants can be moved into a house of 50° or lower and they come on slowly and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add considerable weight to the top of the stems and

they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continued fight against aphis from this time on, and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom; the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can procure a strain which, after two or three years' selection, will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized by rubbing a camel's hair brush up and down the flowers. This should be done every bright day, so as to secure a thorough pollination. To catch and hold the seed, take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers tie the small end of the cone-shaped paper around the cotton, the paper spreading upward so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room, and as early as possible placed in a cold frame. Treated in this manner, splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Now that the first days of spring are almost here, there is an increase of assortment and quantity, both in cut flowers and blooming plants, that should be featured and displayed to the best advantage, so that the store should present, in a sense, a spring-like appearance. Bulbous stock, in pots and pans, cinerarias, Primula obconica, chorizemas, heather, genistas, yellow callas, etc., present a variety which will make a small spring exhibition in themselves. Medium-sized plant baskets, filled with variegated foliage and some of the above mentioned flowering plants are very decorative, sure to attract attention, and frequently buyers.

The trade as a rule does not realize the usefulness and profit in carrying a line of fancy foliage plants in moderate sizes, such as three and four inch pot crotons, dracænas, marantas, the near Farleyense, or Glory fern, bird's nest fern, cocos, etc. These, will with care, keep in the ordinary store for from two to three weeks and furnish a stock, useful in plant baskets, in all kinds of spray or design work, splendid for table decorations, either in pots or used in cut sprays. Many standing designs have their bases greatly improved by the addition of such stock, which takes the place of, or is used in connection with cut flowers. Good sized wreaths, plateau baskets, and even clusters, are given much needed variety with a judicious use of these plants cut off at the ground line of the pots to get as long a stem as possible.

What is being done through general or personal publicity to keep your store in the memory of flower buyers? The accounts from the various large cities of the country, where St. Valentine's day was featured by the well planned window decorations, and collective advertising of the craft, showed splendid results. The publicity had much to do with the success; it created a desire, while the beauty of the flowers, and their tasteful and appropriate arrangement, exactly suiting the sentiment of the day, brought the business.

Extra efforts every week or two, when the condition of the market in plants or flowers allows of featuring the first of this or that plant or flower, or a quantity lot of something popular, adds an impetus to business. The list of customers, regular and casual, as well as possible buyers in good neighborhoods, should be told of these events by means of the neatly printed post cards which only take a penny stamp for delivery. These should be in different colors, sufficient of a kind to cover the list. Addressed during the summer months, or at leisure moments, they are, when returned from the printer and stamped, ready at once for mailing. With the stock on hand, well displayed, and these store messengers out working, there is almost sure to be a gratifying response, and good business results.

Do not overlook the opportunity there is in the convalescent baskets of fruit and flowers, made up, just a sample of a size at a time. A little choice fruit, arranged so that all pieces shall show to advantage, and as many flowers as can be used decoratively, with their stems in hidden glass tubes, there is presented a good selling article that is almost a novelty, and is especially suited for a friend under the weather at home, or the patient in the hospital.

The little stork baskets or cradles are in season at all times and can be featured quite often with good results. Many may admire them without being especially interested, but later hearing of the good bird's visit to a friend's house, the little cradle with its Sweetheart roses or other small flowers is remembered, and a sale is made.

It is not too early to be up and doing about your Easter plant stock.

CALCEOLARIA HYBRIDA.

Plant in 8 Inch Pot, Grown by James Livingstone, Milwaukee, Wis., From Seed Sown June 30, 1917, and Carried in Cool Temperature. It Measures 40 Inches in Diameter. Good Subject For Easter.

Certain lines are pretty sure to be scarce this year, and the first responsible man on the job will be in the best position when the delivery time rolls around. One can plan better for this big event with a knowledge of what the market affords. Many good growers will meet the storeman half-way in carrying out his ideas in potting or panning up desired stock if he is given the order in time. With no Belgian azaleas, comparatively little spirea, and a great shortage of lilies, hydrangeas will be in great demand, as will rambler roses. As such stocks can only be sold once, it is surely advisable to be early on the ground.

Have you joined the ranks of the F. T. D.? If not, you are standing in your own light. This system is no experiment. It is bringing thousands of dollars worth of extra business to many individual firms. Join this industrial army; work for and with them; send orders from your store and receive theirs in return. Write to Secretary Albert Pochelon, Detroit, Mich. Do it today.

Flowers in Decorative Display.

While flowers are of themselves beautiful, they can be made more attractive, or at least more noticeable to possible buyers by displaying them in simple decorative effects that are known to all, or nearly all, in the retail trade. Flowers are bought and handled by many in the trade as if they were something to keep, to put away until wanted. They are kept in the original bunches, put in jars and into the case, often out of sight, and there left like parcels in the package room of the railroad station until called for.

If flowers are given half a chance they will sell themselves, so from the moment they are brought into the shop, if not wanted for some specific purpose, they should be given every opportunity and the best handling possible to show off their beauty in various decorative ways.

ARTISTIC ABILITY NOT NECESSARY.

A man or woman needs no especially artistic sense to arrange flowers so as to give the shop a good business-like appearance. What is first wanted is a clean bright interior. Nothing invites like cleanliness. A carelessly kept, dusty shop is very repelling to customers, particularly ladies.

Flowers should be displayed in wide-mouthed glass or terra cotta vases or bowls in shades of blue, green or brown. Pink flowers look well in light blue receptacles, yellows in green or brown. Bowls are for the short stemmed stock, such as tulips, daffodils, narcissi, sweet peas, short calendulas, mignonette, etc. Vase baskets also show this stock off with decorative effect, from which it can be sold separately or with the basket.

It takes but a few minutes, when the flowers and jars are in readiness, to present them in a way that is far more decorative and inviting than in the bunches as they come from the grower. Two bunches of daffodils loosened, the stems given a rinse off in a bucket and dropped together in a medium sized bowl, with the addition of a few short pussy willow sprays, at once take on a dressed appearance. Place a dozen sprays in a tumbler or small vase basket, with a knot of ribbon on the handle, and something salable at once awaits a customer. Tulips can be handled in the same way. A number of other flowers will require the addition of a little foliage, ferns, asparagus, short leucothoe sprays, etc., none of which is, however, wasted. A number of bunches of sweet peas, each in a short wax paper cornucopia, standing in bowls of water, while not exactly decorative, look larger and more salable than if not featured in this way.

DENDROBIUM THRYSIFLORUM.
Grown by James Livingstone, Milwaukee, Wis, in 6-inch Pot, Showing 10 Beautiful Racemes of Flowers Open at One Time

A decorated mantel, or the shelf in front of a mirror, is a good place to arrange a vase or two of flowers in connection with a few ferns.

To give variety to the store's interior, a folding screen, with a palm or two, and a cibotium at the back or at one end, together with a vase or two of cut flowers, one of tall snapdragons and another lower, and a blooming plant, will receive favorable comment. Each day's decorative effects should, as far as possible, be planned out the day before. So much more can be done and in shorter time when it is known what flowers are to be used and how.

FEATURE SEASONABLE STOCK.

Keeping in close touch with the market helps, as stock that is seasonable and can be bought in quantity to sell to advantage, should be kept to the front and made the most of in the store. The money is not in variety; it is in specialties, things that are seasonable. Just now it is bulbous stock, sweet peas and carnations. Later on roses will be plentiful. Cattleyas are good stock to carry at all times. No high class shop is ever without them, and many whose trade is almost entirely with the salaried people, find them necessary in all good work. There is no better way to display the cattleya than in a basket planted with the Gloriosa fern, the near Farleyense. Glass tubes, filled with water, stuck in among the ferns, and tied to the handle of the basket, concealed with an orchid ribbon, will, when filled with cattleyas, make a beautiful ornament, from which the flowers can be sold as well as from a shelf high up in the flower case, where they are not readily seen.

Flowers are bought to be sold not to keep, and the above described methods should be applied and used at all times to have them moving as fast as possible. If this matter of arranging the stock is given into the hands or in charge of one person, they will become in a measure expert, taking a pride in the work and always have the store looking in good business like order with the stock arranged and displayed to the best advantage. This department will have its hands full on all busy days as selections and sales very quickly disarrange the groups, particularly plants, which should always be replenished or kept in good shape so that customers shall not get the impression that the best have all been picked out.

Try some of the methods as outlined. They can be applied to the smallest stock, and will be found just as effective in the store that does $5,000 a year, as when the value reaches $100,000.

Correction.

In the report of Max Schling's lecture and demonstration before the Florists' Club of Philadelphia, we failed to correctly note some important facts. Their business of $180,000 and $42,000 spent for advertising was for 1913. Now the business for the year almost doubles these figures. The amount of F. T. D. or telegraph business for last December was as follows: 780 orders amounting to $11,000 were transferred in the different states and Canada, and $5,000 in addition, to and from Europe. The orders received in December from florists in the different states and Canada to fill in New York and vicinity amounted to $5,100, a grand total of telegraph delivery business for one month of $20,100.

Fertilizer Bill Introduced.

Congressman A. F. Lever of South Carolina on January 29 introduced in the house of representatives a bill known as "H. R. 15327" to authorize the secretary of agriculture to establish standards of classification for fertilizer; to regulate the sale and shipment thereof in interstate and foreign commerce; to prevent deception with reference thereto, and for other purposes."

The bill which was referred to the committee on agriculture is designated as "United States Fertilizer Act." Among other features, it provides that no shipments for sale in a container, other than in a loose lot in the vehicle of transportation, shall be made unless marked, tagged, branded or labeled as prescribed in the regulations so as to plainly show the net weight in pounds, the per cent in weight of available nitrogen, phosphoric acid, potash and other ingredients, together with the source, the term "available" being defined as "readily available for plant assimilation as ascertained in accordance with methods prescribed in the regulations." In shipments for sale of loose lots, the same information must be stated on the invoice or other instrument relating to such shipment sent to the purchaser or consignee. In all cases, the name and address of the manufacturer or manipulator must be given if the fertilizer be prepared in the United States, and the name of the importer, if imported. It is also provided that authority be given the secretary of agriculture to ascertain the demand for, the supply, consumption, cost and prices of, and the basic facts relating to the ownership, production, transportation, manufacture, storage and distribution of fertilizers, substances designed or intended for use as fertilizers, and raw materials entering into the composition of such fertilizers, and that every person engaged in the business of shipping, or selling for shipment in commerce, any fertilizer or substance designed or intended for use as such, shall keep such records and statements of accounts and make such reports or returns as may be required under the regulations, failing in which a fine of not more than $1,000 or imprisonment for not more than one year, or both, may be imposed. The same penalty is provided for shipments which are misbranded, if refused by the consignee. No dealer, however, is to be prosecuted when he can establish a guaranty signed by the wholesaler, jobber or manufacturer, or other party residing in the United States from whom he purchased such fertilizer or substance and such party shall be amenable to the prosecutions, fines and other penalties which would in due course attach to the dealer.

The bill asks for an appropriation of $250,000, to be used in carrying out the measure should it become a law.

Testimonial Banquet to John Westcott.

The outspoken sentiment of all those who attended the banquet given to commemorate the seventy-ninth birthday of John Westcott at Dooner's hotel, Philadelphia, Pa., on the night of February 22, was that of love and admiration of his sterling character. He is truly a man who loves his fellow men, and is loved by them in return. More than 60, all intimate friends, sat with him around the beautifully decorated tables, on which was served an excellent dinner.

A. B. Cartledge was chairman and Robert Craig, toastmaster. The former told of his association with Mr. Westcott from boyhood, when he worked under him in the store, and had early learned to esteem and love him. Robert Craig spoke of his lifelong friend in terms of great admiration and affection, told of many of his achievements from the first meeting of the Society of American Florists in Philadelphia, and held him up as a bright example for the younger generation. Dr. P. H. Lane, on behalf of those in attendance, presented Mr. Westcott with a beautiful gold watch, chain and compass charm. His words were splendidly fitting and expressive. Mr. Westcott, in acknowledgement, said they were doing too much for him, more than he deserved. He claimed that in all he did, he had a selfish motive; he liked to have his friends about him and enjoy their company, and it more than repaid him to see them happy. He thanked them for this evidence of their esteem and their beautiful gift.

Commod re John Westcott.

W. F. Gude responded to the toast "Our Country." After referring in affectionate terms to the honored guest, he pointed to the glorious victory of the sailors and soldiers just won, and expressed the hope that the president and congress would be given the wisdom to do their part as well in a conclusive peace. Daniel Donoghue, whose toast was "Our City," referred to florists as men who bring out the best traits of human nature and that it was always a great pleasure to be with them. He called on all to use the power of the ballot, and also to teach it to their children, so that there shall be a real government by the people and not misrepresentation by bosses. "Philadelphia," he said, was "the City of Brotherly Love," which was exemplified in the life of Mr. Westcott towards his fellow men." He hoped many more years of life with his friends were open for him.

Charles H. Totty spoke of the great work of the Society of American Florists in its usefulness in the coal and other problems which had so seriously menaced the craft. He asked united support of the trade for Henry A. Dreer, Inc., in their protest before the horticultural board. Referring to Mr. Westcott he said he believed that his farm work and activities at Barnegat Bay, and the pleasure of having his friends about him, prolonged his life.

Charles H. Grakelow spoke of Mr. Westcott's life as an inspiration, an example in the various stages of his career for all young men to follow. He was all he seemed to be, with character back of him. It was a most glowing tribute, delivered in his most effective manner. J. Otto Thilow called attention to the great benefits to the florists' and seedsmen's industries that came with the foundation of the Society of American Florists, which had called into being the florists' clubs of the country and had been such a factor in promoting the business. He said to Mr. Westcott, "The love and affection instilled in us by your actions is worthy of you living your life over again, if that were possible."

S. S. Pennock expressed his great pleasure in being present and his high regard for Mr. Westcott. He also read a beautiful original poem written by Mrs. Pennock entitled, "King John, of Barnegat." Charles Seibold spoke of Mr. Westcott's great interest in the convention sports, and what a factor he was in keeping up this spirit. Antoine Wintzer spoke of the wonderful strides in the business and of the crying demand for stock of all kinds. He said we must not forget the men, now gone, who had laid the solid foundations on which the business had been built up.

A number of letters and telegrams were read from friends in all parts of the country, each full of regard for Mr. Westcott and regretting the writers' inability to be present. There was good music from a quartet and solos by Robert Craig and Dr. Lane, and an original song by Robert Kift. The menu took the form of a well arranged programme. An appropriate souvenir of the event, with a speaking likeness of the guest on the front cover. It was illuminated with quotations that especially fitted the event.

KING JOHN OF BARNEGAT.

Original poem by Mrs. Samuel S. Pennock, Lansdown, Pa., in honor of Commodore John Westcott, and delivered by S. S. Pennock at Mr. Westcott's seventy-ninth anniversary celebration at Dooner's hotel, Philadelphia, Pa., February 22, 1919.

There's good King John, down Barnegat way
Whose castle stands, close by the bay,
His heart's as big as the ocean wide
And filled with love for all,—inside.

This genial monarch in his fortress bold,
Has the spirit of kindness, I've been told,
He sends his call both far and near
Oh come, come away, my subjects dear,

Come from your work, your cares,—and rest,
'Tis often good for e'en the best;
Let's sail a-far on the waters blue
And try our luck with fishing—too

So he gathers them in, these subjects true,
Under summer skies of azure hue
He shelters them, in his castle there;
They draw deep breaths of salt sea air.

And when they return to the haunts of men
Back to the city to work again,
They dream of John, their grand old king,
And ever and anon his praises sing.

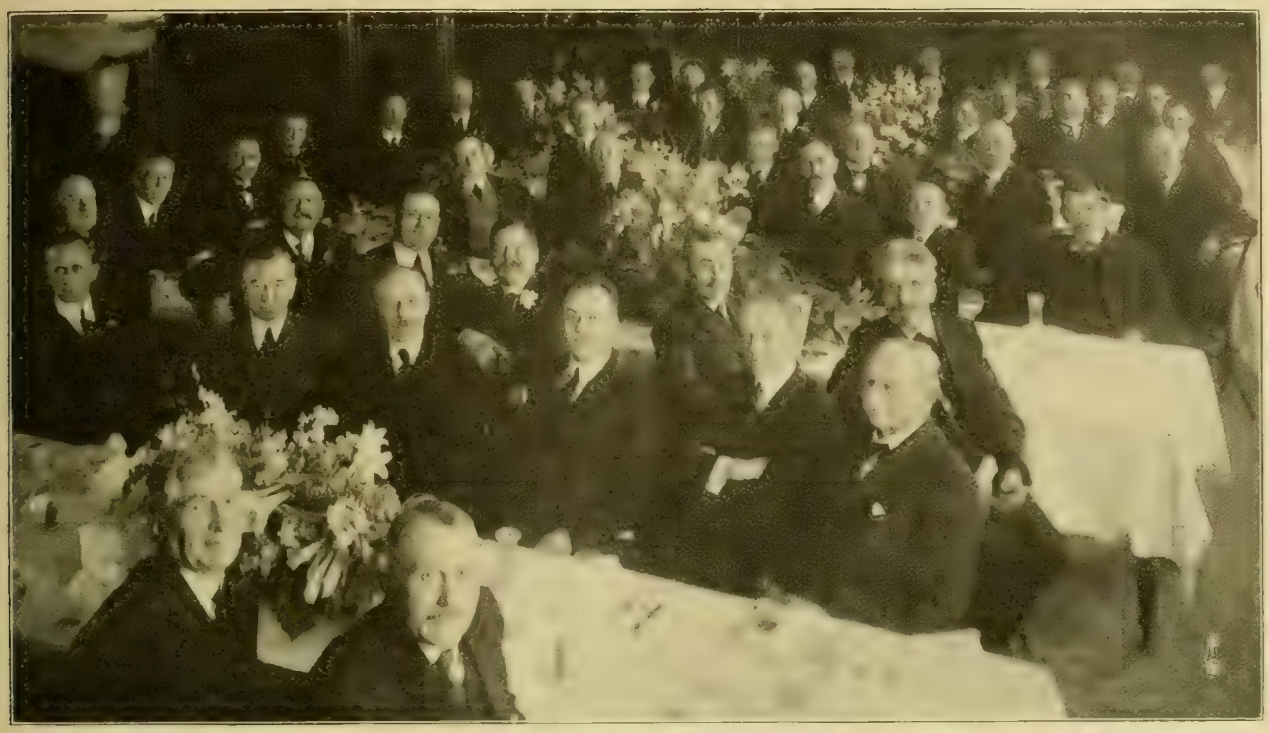
If many kings there were like him,
Many less eyes with tears would dim,
Many less broken hearts there'd be,
Many less mourning bands we'd see.

If, o'er the sea there were such kings
The world would echo joy-ous rings,
And battlefields not strewn with dead
If all thrones held a wise, crowned head!

Good luck, King John, good wishes, too—
The best of earth should be for you;
We take this time,—to let you see
Your faithful subjects,—we would be.

We wish for you a long, glad,—reign,
A life of joys that ne'er, shall wain
Where seasons shall be,—only spring,
God bless you, John, our noble king!

K.



TESTIMONIAL BANQUET TO COMMODORE JOHN WESTCOTT, PHILADELPHIA, PA.

National Publicity for Flowers.

In a letter enclosing a cheque for $250 as the yearly subscription from his retail store to the publicity fund, and another cheque for $50 from his seed department, Max Schling, the well-known New York retail florist, remarks as follows:

"I am very glad to say that the advertising of our organization begins to be felt. People are constantly talking about it, and I hope that the longer we keep up our efforts the more we shall merit the support of such florists, growers, and others engaged in associated lines who have not already joined us in our work, so that we can not only increase our advertising but also force more and more the attention of the public to the fact that flowers can be used for any and every occasion; that their minds should turn to ourselves and our flowers in every case where courtesy to others is to be extended; and that whenever they want to express sentiment, it should be with flowers, and their gifts, also, should be floral."

Mr. Schling's views are shared by hundreds of other florists throughout the country; were evidence of this needed, it could not be better presented than in the very large demand lately experienced by our promotion bureau for the various items in its list of direct service aids: signs, stickers, movie slides, and electrotypes for use in newspaper advertisements and other forms of publicity. In the last four weeks there have been despatched over 300 packages of this material.

Our slogan, "Say it with Flowers," is declared to be the best ever devised, eliminating, as it does, anything approaching a direction, and embodying pure and simple suggestion. The promotion bureau notices a general increase on the part of the trade in the use of this slogan, but there are still great numbers of florists who do not seem to realize the value it is to them in their local publicity. It should appear on all stationery, packages, shipping tags, delivery cars, and in all local advertisements. But the original slogan design should be adhered to, the one the public is accustomed to see in the magazines. Line slogans in various sizes are supplied by the promotion bureau, and cost but little, and every florist who uses printed matter of any kind should provide himself with one or more to cover his needs.

As already announced, the campaign fund this year is to be $100,000. A goodly portion of this is already subscribed and the year is yet young. The great majority of those who subscribed last year are subscribers again this year, very many of them increasing their subscriptions. The campaign was more or less experimental last year, but the success attained has enthused the supporters of our movement to such an extent that they now consider their subscriptions as most profitable investments—and so they are.

There are very many florists who have not yet contributed to the fund. The reason, no doubt, is that they wanted to see how the first efforts panned out. They need have no misgivings as to the efficacy of the work. The returns for the money expended have been remarkably profitable. By means of our publicity the florist trade was carried safely through a period dark with anxiety and unrest. The good influence exerted remains with us, and will remain as long as it is nurtured and kept vigorously at work. Times are improving and response to our public overtures should be proportionately greater. But we must have the wherewithal to make these overtures. You can help us, Mr. Non-subscriber, with your subscription; and please do not forget that in helping our project you are helping yourself most of all, as our promotion bureau is but the "clearing house" for your own effort, and which you owe it to yourself to make.

The following additional subscriptions have been received, annually for four years unless otherwise stated:

William H. Fox, Parkerford, Pa.	$25.00
M. E. Gregory, Miles City, Mont.	3.00
Ad. Donarb, Coeur d'Alene, Idaho.	5.00
Queen City Greenhouses, Rochester, Minn.	10.00
Davis & Kishler, Ypsilanti, Mich.	5.00
Richard Lietz, Milwaukee, Wis.	5.00
S. A. Baker, Rutland, Vt.	5.00
Frank Finger, Bayside, L. I.	3.00
J. T. Butterworth, Framingham, Mass.	10.00
Carl Von Hein, Northampton, Pa.	5.00
Miller Floral Co., Farmington, Utah.	25.00
Peter Pearson, Chicago, Ill.	5.00
Wm. Geenan, Kimberly, Wis.	10.00
Aug. Hartmann, Kirkwood, Mo.	5.00
Marshall Floral Co., Marshall, Mo.	5.00
W. Frank & Sons, Portland, Indiana.	10.00
J. L. Johnson, DeKalb, Ill.	5.00
John W. H. Grupe, Schenectady, N. Y.	5.00
W. D. Milford, Milford, Mass.	5.00
MacFarland's Florist, Akron, Ohio.	10.00
Nordwall Florist, Fort Dodge, Ia.	10.00
Sam Sheimuk, Baton Rouge, La.	5.00
Chicago Florists' Club, Chicago.	500.00
C. T. Guenther, Hamburg, N. Y.	10.00
Robert Scott & Son, Sharon Hill, Pa.	25.00
Herbert & Fleischauer, McMinnville, Ore.	5.00
Harvey & Sons, Brandywine Summit, Pa.	40.00
C. Warburton & Sons, Fall River, Mass.	25.00
Walter Armacost & Co., Los Angeles, Calif.	25.00
John Gipner, Niles, Mich.	5.00
Alfred Forder, Cincinnati, Ohio.	5.00
Morgan Floral Co., Fort Morgan, Colo.	5.00
Gardeners' & Florists' Club of Boston, Mass.	50.00
	50.00
	$ 876.00
Previously reported	$29,030.50
	$29,906.50

JOHN YOUNG, Sec'y.

Carpe Diem.

If this were my last day I'm almost sure
I'd spend it working in my garden. I
Would dig around my little plants and try
To make them happy, so they would endure
Long after me. Then I would hide secure
Where my green arbor shades me from the sky,
And watch how bird and bee and butterfly
Came hovering to every flowery lure.
Then, as I rested, 'haps a friend or two,
Lovers of flowers, would come, and we would walk
About my little garden-paths, and talk
Of peaceful times, when all the world seemed true.
This may be my last day for all I know:
What a temptation just to spend it so!

ANCHUSA

South as Cut Flower Market.

Paper by R. C. Kerr, Houston, Tex., read at the annual meeting of the Tennessee State Florists' Association, Nashville, January 30, 1919.

To say the least, this is a subject that is almost past the imagination of the most optimistic. When we undertake to try to predict or analyze the future this country of sunshine, fertile soil and of unbounded possibilities the south possesses, we undertake a subject that not only requires a great deal of study and thought, but also of experience and travels. While I have given the subject considerable thought, I dare say that my predictions along these lines will hardly do justice to what is in store for this southland, which is naturally a flower growing climate.

Let me say in the beginning that the increased demand for flowers, plants, shrubbery and other stock to beautify the home and lend to the home environments, has been increased beyond the expectations of the most optimistic. I believe I am conservative when I say, we have had an increase on an average, covering the entire south, about 40 per cent in the past 12 months. Yet with this tremendous increase, the shipping in of flowers to the south has only been decreased about 15 per cent. With the increase of 40 per cent in demand, and the decrease of shipping in of stock, we still have an increase in demand and over the supply of 25 per cent. Then, to summarize this, it is easy to conceive that our production is losing ground in proportion to our increase in business. In other words, the growing end of our business is not keeping up with the progress made in the increased demand for stock. Why is this, with all of the advantages in our favor? The good Lord has blessed us with sunshine, has made this land of ours most fertile, has given us everything that we need, and still we are neglecting our wonderful opportunities.

The war has brought about many changes, has taught us many lessons; more particularly along the lines of home-made and home-grown products. We have been cut off from Europe in supply of many bulbs, plants, trees and shrubbery in the past four years. Now comes the quarantine law which will permanently eliminate many of our valuable crops that have hitherto been imported from Europe. This is the one great opportunity for the south to wake up and produce a great deal of this stock. The field is unlimited; it is up to us. The day will soon pass when you will see greenhouses that are poorly built and of the poorest material. No heating system to speak of, stock grown on benches that are unprofitable, labor employed that is inefficient and unexperienced, the manager a man who is the chief designer, book-keeper, delivery boy, grower and jack of all trades, and as the saying goes, "good at none." He did all of these jobs half way, forgetting his financial obligations, knew nothing of the actual cost or profit of a single crop he is growing. If you should walk into his place, he would have a very good excuse for this or that cause of failure, when as a matter of fact, the trouble lies with him. Now, I am taking a rather extreme case; but there are a hundred of florists where this extreme condition exists that are operating at a loss to themselves and a discredit to the business. This particular florist ought to make money, where he is losing. Tear down the old greenhouses that are a waste of labor and time, erect modern houses, employ an experienced grower, put a bookkeeper on the job that can tell him where leaks exist and what department is making money, a delivery boy on the car of neat appearance who can render services to the customers, and let the manager give careful consideration to the development of his business, and there will be a radical change in the production, and a wonderful increase in business that is far beyond expectations.

I see signs in every community of better growing conditions; old greenhouses coming down, new ones going up, more up-to-date implements are being employed, better growers are being secured. Closer and more scientific study of growing conditions in the south is being made by every progressive florist. It is only a matter of a short time until the tables will be turned, and instead of shipping enormous amounts of cut flowers and stock from the northern markets; we will not only be supplying our own demands, but be making shipments into the larger markets of the country, and why shouldn't we? As stated before, conditions are all favorable to the grower of stock, our coal bills range from 10 to 40 per cent less than those of growers in the colder climates. We need not take all the precautions of having our houses caved in by heavy banks of snow, and excessive low temperature; our deliveries can be operated on a smaller cost, due to the mild climate, the packing of stock is at a minimum cost, more particularly interstate southern shipments, due to our favorable climatic conditions, and when it is all said, the south should, and will be, the flower market of the United States. What we need reminds me of the story of the young man in swimming with the young lady: Mary said, "John, why don't you kiss me?" John says, "I can't, my mouth is full of sand." She says, "Swallow it. You need it."

There is another greatly undeveloped field, and that is the introducing of our native flowers into the commercial market. About four years ago an old gentleman walked into my office and placed on my desk a bundle of wild flowers he had gathered from his pasture. A beautiful blue cup-shaped flower, striking in appearance and of unusual keeping qualities. On first sight I realized this flower had a commercial value, and from that day until this the Texas blue bell is playing an important part in the commercial summer cut flowers. There are numerous native flowers that are of great value; it is up to us to create the demand and find the market. Are we going to do it?

Now, just another important subject that we are all interested in, and that is our enormous express bills paid every month. I can employ two good growers and two helpers at a nice salary for the amount of money paid to the express company every month. The express, which runs about 20 per cent of the invoice adding 10 per cent for loss, we have an increase cost of 30 per cent over and above the man who buys his flowers on the market. This alone is enough to make you sit up and take notice. How long are we going to allow this condition to exist? I say to you, the time has come when this condition is changing. We are waking up to the situation. There is a fortune in store for us, if we will only take advantage of it.

There is another important factor of our business that is being revolutionized in a hurry, and that is the matter of credit. The only genuine power which an individual or group of individuals can gain, is that arising from the confidence reposed in him or them. A power whose circuit is too often broken by negligence and carelessness on the part of the florist in meeting his obligations promptly. Credit, as a matter of fact, is one of the harassing elements in business today. It can either fortify or weaken business. Credit to the retailer of flowers and allied merchandise, is for one purpose only; a temporary convenience granted by the wholesaler because of his confidence in the buyer—and is tendered to the buyer just so long as the wholesaler's trust in him and in his record for reliability and prompt payment, remains unblemished. Conditions, today, demand the prompt exchange of currency for merchandise purchased more than ever before. It applies as much to the man engaged in the floral business and allied businesses as any other.

During the past you have received through the credit tendered you, flowers and supplies on the basis of the wholesaler's confidence in your ability, and integrity to pay for this merchandise—and pay promptly. Are you going to fortify and maintain this credit confidence? You would not permit your credit to become impaired at your bank by "slow pay." For the same reason, you should meet your floral and supply bills as promptly as you meet your obligations at your bank. Upon this principle rests the very foundations of the commercial world today. Take credit or credit confidence from the transaction of the floral business, and it would disrupt it instanter.

You buy flowers and supplies on credit. You get those flowers and supplies without delay, and at a time when you want the stock and need them most. It is only fair to assume that you will meet your obligations when they become due, and with the same promptness that the wholesaler delivers the goods to you. Why should you keep the wholesaler waiting when you get what you need and when you want it? Reverse the transaction and then figure how long you could remain in business under the same conditions. In all fairness to the wholesaler and his service, we must pay our bills promptly. From our standpoint, we cannot afford to allow our credit to lapse into a state of careless delinquency by putting off the payment of our bills. This is overdrawing on credit confidence, and this confidence once shattered, is hard to regain.

Under certain conditions, it can be understood how a florist might be slow in meeting his current obligations. A lot of exigencies may arise which very often thwart his pre-arranged plans, but if the florist has the same confidence in the wholesaler that the wholesaler has expressed in him by granting credit, the explanation of these conditions to the wholesaler would ofttimes maintain credit rather than impair it.

Credit is for the florist who pays promptly. If the florist has been negligent, or slow, his promises to pay promptly are but mere "scraps of paper." The wholesalers in general are always glad to extend credit accommodations to the florists for their convenience, but delinquent and careless florists who "pay as you please," have created a condition which must be rectified for the benefit of the trade at large. Carelessness is very often the cause of bad credit. Carelessness is

the great crime against good credit. The great trouble is there are too many pigeon holes in our "roll top," which closes unceremoniously on a number of past due accounts which "I will pay tomorrow." Good intentions, filed thoughtlessly in pigeon holes, become a bad habit. The florist must change the habit.

National Association of Gardeners.

MINNEAPOLIS CONFERENCE.

The members of the National Association of Gardeners, of Minneapolis and vicinity, held a very interesting conference at the residence office of Theodore Wirth, which was well attended. Mr. Wirth was elected chairman, and George H. Instone, of Lake Minnetonka, secretary. The programme for the day was outlined by the chairman, who briefly referred to the several subjects to come up for discussion.

The first matter was the impending embargo on importation of trees, shrubs, bulbs, etc., from foreign countries. The opinion prevailed that this action was unwarranted, especially at this time, and that the federal horticultural board was exceeding its power conferred by congress. All present pledged themselves to send a personal letter of protest to their respective senators and representatives in Washington, D. C. Mr. Wirth read a letter of protest which he sent to the Minnesota members of congress in the name of the board of park commissioners. The secretary was instructed to write a letter to the secretary of the national association, suggesting that he write a letter to every member of the association to interest himself in a similar way in this matter. The chairman was instructed to present this question before the Minnesota Horticultural Society at their annual meeting to be held in Minneapolis.

The work of the war garden, as conducted in this part of the country, was brought to the attention of the conference. The Minneapolis Garden Club, it was found, had a most successful year.

After luncheon at Mr. Wirth's residence, the conference took up the question of forming a gardeners' club of Lake Minnetonka. It was the opinion of all present that there were enough gardeners in the locality to warrant the forming of such an organization, and that the interests of the gardeners and their employes would be served through such a club. Mr Klapotz was appointed chairman to take the matter in hand, with the privilege to select his own fellow members. He agreed to get busy, and intimated that he would make arrangements for the organization of such a club in the near future.

The fact that many estate owners do not give year-around employment to their gardeners in this section of the country, and that they do not know what the real qualifications of a good gardener are, were made the subject of a long discussion. It was the opinion of all present that the gardener, himself, is greatly to blame for such conditions and underestimation and lack of recognition of his profession and its value. One of the first topics to be taken up by the club to be formed will be the question of how to educate the estate owners along those lines, and how to establish better and closer relationship between the employers and employes in this field of work.

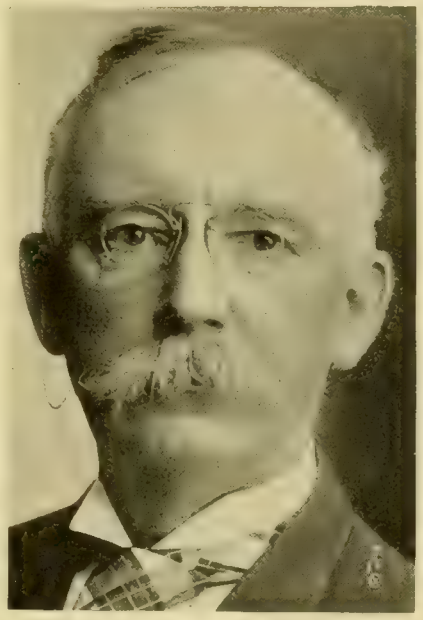
The matter of exhibitions and field meetings was also given consideration and it was predicted that such shows and gatherings would be of great help toward the solution of this and many other questions of general progress and mutual benefits.

GEORGE H. INSTONE, Sec'y.

OBITUARY.

William J. Steward.

In the death of William J. Stewart, which occurred at his home in Winchester, Mass., February 23, horticulture has lost one of its most faithful, earnest and indefatigable workers, who throughout his lifelong connection with the craft, was at all times in the front rank in all matters concerning the uplift of the trade. As secretary of the Society of American Florists which office he administered with great fidelity for 19 years, resigning in 1907, to accept the presidency of the society which he so dearly loved, he was a prominent factor in uniting and welding together the various interests of the business, which resulted in many



The Late Wm. J. Stewart.

great achievements wrought through the agency of the society with the horticultural press while eastern representative of THE AMERICAN FLORIST for many years, and later as editor and manager of Horticulture. He was a voluminous and foreful writer, always exalting the worthy accomplishments of the trade, and free with criticism when he felt it necessary. He loved the flowers of the field alike with the cultivated beauties of the greenhouse and having a wonderful knowledge of everything pertaining to horticulture, his writings on these subjects were always full of valuable information. As a man among men, Mr. Stewart was a brother to all, truly a man who loved his fellow men. He made friends everywhere, and never lost them.

William J. Stewart was born in Cambridge, Mass., March 17, 1838. His parents were from the North of Ireland. In his early manhood, he was employed in the botanical garden of Harvard University and his first connection with the trade was with Strong, Spooner & Goodwin in North Beacon, Boston, in 1870. Two years later he formed a partnership with Strong and Spooner and a store was opened at 98 Vermont street. In 1877, the firm of Stewart & Spooner was formed as wholesale florists, N. F. McCarthy being their assistant. Later Mr. Stewart bought out the Spooner interests and moved to 13 Beacon street. Some time afterward he disposed of the business and engaged with the Waban Rose Conservatories, selling their flowers. Two years later he resumed business on his own account at No. 4 Park street and in 1882 opened a branch store in Philadelphia, Pa., with N. F. McCarthy in charge, which establishment he continued for about five years. A widow and three daughters survive.

APPRECIATION.

The following eulogy is from his friend, Robert Craig, Philadelphia, Pa.: "We shall all miss William J. Stewart. He was a man of vast horticultural knowledge and one of the most generous and unselfish of men. Much of his life was freely given to the service of others."

S. S. Pennock, of Philadelphia, said: "To me, William J. Stewart had an attractive personality, and once your friend, he was always your friend. He was most hospitable, and there was always a welcome in Boston for any visiting member of the craft. As a young man, I always received from him the attention generally accorded to older persons, as it seemed to be his desire to assist the rising generation and give a feeling of confidence."

Samuel Murray, Kansas City, Mo., writes: "I loved the late William J. Stewart, and am truly grieved I cannot not attend his funeral as a last mark of devotion and respect."

Abram H. Cushman.

Abram H. Cushman, a well known seedsman of Rochester, N. Y., died at his home in that city February 17, age 82 years. He was born near Troy, N. Y., but began his residence in Rochester at the age of 14, at which time he entered school there, later becoming identified with the seed business in the capacity of manager of the Cleveland Seed Co. of New York. At the end of eight years he returned to Rochester and became engaged in the seed industry there, continuing until the time of his death. One son, William G. Cushman, survives.

Gustav Poehlmann.

Gustav Poehlmann, brother of August, Adolph, George and the late John Poehlmann, died just as we are going to press, Wednesday afternoon, February 26, at the Grant hospital, Chicago, following a general breakdown. He was about 60 years of age and was associataed with Poehlmann Bros. Co., being employed in the Morton Grove office for many years.

BELOIT, WIS.—N. S. Wilson will erect one house in the near future.

DUNKIRK, N. Y.—The range of Gilray Bros. was damaged by fire February 13 to the extent of $1,200.

ROCK ISLAND, ILL.—William Gaethje, son of Henry Gaethje, the well known florist of this place, died here February 26.

POUGHKEEPSIE, N. Y.—Chas. R. Riedinger and William E. Bock, both well known to the trade, will open a flower shop in the new Market Street Arcade.

MT CLEMENS, MICH.—Robert Klagge, who has operated a range on Floral avenue for several years, has sold his establishment to Doemling & Schumell of Detroit.

EVERETT, WASH. — The Western Washington Horticultural Society has elected officers as follows for the ensuing year: Robert T. Reed, Bellevue, president; M. L. Dean, Olympia, first vice-president; G. P. Stuart, Monroe, secretary; Mrs. R. A. Small, Everett, treasurer.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers 285
—Sweet peas from cuttings 285
—Hydrangeas 285
—Easter lilies 285
—Mignonette 286
The retail trade (illus.) 286
—Next week in the flower shop 296
—Flowers in decorative display 287
Fertilizer bill introduced 288
Testimonial banquet to John Wescott (illus.) 288
National publicity for flowers 289
South as a cut flower market 290
National Association of Gardeners 291
Obituary 291
—William J. Stewart (portrait) 291
—Abram H. Cushman 291
—Gustav Poehlmann 291
Co-operative advertising at Houston 292
Garden plant quarantine 292
Income tax due 292
Club meeting next week 292
Lancaster County Florists' Association 294
Washington, D. C. 294
Louisville 294
Boston 294
Providence 294
Chicago 298
Milwaukee 302
Cincinnati 303
Terre Haute 303
Cleveland 303
St. Louis 304
Fort Wayne 304
Albany 304
Philadelphia 306
New York 308
Rochester 310
The seed trade 316
—French bulbs 316
—Seed testing by government 316
—Nitrate of soda 316
—Passports 316
—Wartime seed prices in Europe 317
Catalogues received 318
Market gardeners 324
—Prices of indoor fruits and vegetables 324
—Vegetable markets 324
—Head lettuce 324
The nursery trade 326
—Tree planting urged 326
—Plant quarantine protest 326
Nassau County Horticultural Society 331
Fredericton, N. B. 331

IN both Indiana and Illinois, coal is reported a drug on the market with many mines idle or working only half time.

CARNATION BLOOMS are reported selling at $1.20 each, in Stockholm, Sweden, due to the demand caused by the influenza epidemic.

PLANT EMBARGO.—A writer in the New York Times recently stated that the placing of an embargo against the importation of plants, bulbs, etc., was like the killing of one's dog to destroy the fleas.

OKLAHOMA RAIN.—Thomas D. Long, representing Vaughan's Seed Store, Chicago, reports that for the first time in years there has been a free rainfall throughout the state and the ground has received a thorough soaking.

Personal.

Park Superintendent Theodore Wirth, of Minneapolis, Minn., is in Philadelphia, Pa., this week on a business trip.

Co-Operative Advertising at Houston.

Co-operative advertising by the trade of Houston, Tex., for St. Valentine's day, increased sales for that occasion about 50 per cent. This took the form of space 16 inches deep and five columns wide in the daily press, calling attention to the appropriateness of floral valentines and the service available through the Florists' Telegraph Delivery, the slogan "Say it with Flowers" being a predominant feature in the well written and attractively illustrated "copy." The following firms were represented in the advertising: Kerr, The Florist, Brazos Greenhouses, Boyle & Pendarvis, Carroll, the Florist, Q. & C. Florists and the Kuhlmann Floral Co., Inc.

Garden Plant Quarantine.

If a proposed quarantine of the Federal Horticultural Board, a hearing on which has been set for February 26 at Washington, D. C., becomes a reality, growers of dahlias, gladioli and chrysanthemums in certain portions of Massachusetts and New York will be seriously affected as to interstate sales. The purpose of the proposed measure is to control the European corn borer, which it is claimed has made its appearance in the sections mentioned and attacks cultivated garden and flowering plants, including, among others, those above mentioned. Its ravages are said by the department of agriculture to be more severe in some sections than those of the gypsy or brown tail moths. This quarantine also affects herbaceous perennials.

Income Tax Due.

Work on the collection of $6,000,000,000 has been begun by the bureau of internal revenue. This is the estimated yield of the new revenue bill. The income tax provisions of the act reach the pocket-book of every single person in the United States whose net income for 1918 was $1,000 or more, and of every married person whose net income was $2,000 or more. Persons whose net income equalled or exceeded these amounts, according to their marital status, must file a return of income with the collector of internal revenue for the district in which they live on or before March 15.

Here is what will happen to them if they do not; for failure to file a return on time, a fine of not more than $1,000 and an additional assessment of 25 per cent of the amount of tax due.

For "willfully refusing" to make a return on time, a fine not exceeding $10,000, or not exceeding one year's imprisonment, or both.

For making a false or fradulent return, a fine of not more than $10,000, or imprisonment for not more than one year, or both, together with an additional assessment of 50 per cent of the amount of tax evaded.

For failure to pay the tax on time, a fine of not more than $1,000 and an additional assessment of five per cent of the amount of tax unpaid, plus one per cent interest for each full month during which it remains unpaid.

In addition to the $1,000 and $2,000 personal exemptions, taxpayers are allowed an exemption of $200 for each person dependent upon them for chief support if such person is under 18 years of age and incapable of self-support. Under the 1917 act, this exemption was allowed only for each dependent "child." The head of a family—one who supports one or more persons closely connected with him by blood relationship, relationship by marriage, or by adoption—is entitled to all exemptions allowed a married person.

The normal rate of tax under the new act is six per cent of the first $4,000 of net income above the exemptions, and 12 per cent of the net income in excess of $4,000. Incomes in excess of $5,000 are subject also to a surtax ranging from one per cent of the amount of the net income between $5,000 and $6,000 to 65 per cent of the net income above $1,000,000.

Payment of the tax may be made in full at the time of filing return or in four installments, on or before March 15, on or before June 15, or on or before September 15, and on or before December 15.

Revenue officers will visit every county in the United States to aid taxpayers in making out their returns. The date of their arrival and the location of their offices may be ascertained by inquiring at offices of collectors of internal revenue, postoffices and banks. Failure to see these officers, however, does not relieve the taxpayer of his obligation to file his return and pay his tax within the time specified by law. In this case, taxpayers must seek the government, not the government the taxpayer.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

Lake Geneva, Wis., March 1.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. Fred W. Sparks, secretary, Lake Geneva.

San Francisco, Calif., March 1, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. Walter Hofinghoff, secretary, 14 Powell street, San Francisco.

Cleveland, O., March 3, 8 p. m.—Cleveland Florists' Club, Hollenden hotel. Al. B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Grand Rapids, Mich., March 3.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Montreal, Que., March 3, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Buffalo, N. Y., March 4, 8:30 p. m.—Buffalo Florists' Club, General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Dayton, O., March 4, 8 p. m.—Dayton Florists' Club, Y. M. C. A. building. Geo. W. Frisch, secretary, 3205 East Fifth street, Dayton.

Holyoke, Mass., March 4, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club, meets at member's place of business. Jas. Whiting, secretary, French hall, M. A. C., Amherst.

Indianapolis, Ind., March 4.—State Florists' Association of Indiana. Meetings held in different parts of the state. O. E. Steinkamp, 3800 Rockwood avenue, secretary.

Los Angeles, Calif., March 4, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. Hal S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., March 4, 8 p. m.—Minneapolis Florists' Club usually at 218 North Fifth street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Philadelphia, Pa., March 4, 8 p. m.—Florists' Club of Philadelphia, Adelphia hotel. Robert Kift, secretary, 4044 Haverford, Philadelphia, Pa.

Washington, D. C., March 4, 8 p. m.—Florists' Club of Washington, D. C., at 1214 F street, N. W. Clarence L. Linz, secretary, 622 Riggs building, Washington.

Louisville, Ky., March 5, 8 p. m.—Kentucky Society of Florists, Masonic Temple. Joseph Abele, secretary, Louisville.

Albany, N. Y., March 6, 8 p. m.—Albany Florists' Club, 611 Broadway. Robert Davidson, secretary, 139 Second street, Albany.

Chicago, March 6, 8 p. m.—Chicago Florists' Club, Hotel Randolph, Wells and Randolph streets. A. T. Pyfer, secretary, 164 No. Wabash avenue, Chicago.

Milwaukee, Wis., March 6, 8 p. m.—Milwaukee Florists' Club, Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Omaha, Neb., March 6, 8 p. m.—Omaha Florists' Club at Court House. Lewis Henderson, secretary, 18th and Douglas street, Omaha.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As head gardener on private place or institution; life-long experience; age 35; married; best of references. Address
Key 364, care American Florist.

Situation Wanted—By first-class designer and salesman; has honorable discharge from United States Army. Can furnish best of references. Desires a permanent position at good salary. Address
Frank, care American Florist, 57 W. 27th Street, New York.

Help Wanted—A grower for our retail store, experienced in commercial growing.
Marshfield Florist Co., Marshfield, Ore.

Help Wanted—Florist; man for greenhouse; also man for commercial garden. Address.
Montgomery Gardens, Sac City, Iowa.

Help Wanted—Good working foreman; married man preferred; one who can grow roses, chrysanthemums, carnations, Christmas and Easter stock. State experience and salary desired in first letter. Address
J. Fuller, 31 Orchard St., Leominster, Mass.

For Sale—15,000 flower pots; different sizes. Telephone,
Dalton 455.

For Sale—2⅔ acres, greenhouse, (14,000 ft. glass), 7 room cottage, located near Hammond. Apply,
A. S. Dickman, Dalton, Ill.

For Sale—Flower and fruit farm, 12 acres, eight-room house, 6,000 peonies, 1,000 fruit trees, 150,000 rhubarb, asparagus and strawberry plants. River, Lincoln Highway.
Alva Cathcart, Bristol, Ind.

FOR SALE

Six Greenhouses to take down, 15x75 feet; every span is in good condition. A. D. Glass, 18 inches wide. Address
Key 363, care American Florist.

WANTED.

Grower for bedding plants, vegetable plants and miscellaneous stock. An excellent opening for a live wire to take hold of this department. Good salesmanship a valuable asset in connection with this position. Permanent position and a desirable connection for the right party. State age, experience and salary expected in first letter.
ROLF ZETLITZ CO., Lima, O.

SITUATION WANTED

By a young man, 25 years old, eight years' experience in the wholesale and retail trade of New York city; capable of caring for a retail store; understands buying in the wholesale market; would like to connect with a wholesale house; all-around references. Address
A. F. F., care American Florist, 57 West 27th St., New York City.

Rose Grower Wanted.

Experienced in growing roses; and who will be able to run place in the absence of owner. If you are looking for steady work, and appreciate good treatment, let me know. Will consider only sober and willing workers. Married or single. Address
Key 361 care American Florist.

WANTED.

Rose growers with ability to produce high class stock. Permanent position and a desirable connection for the right parties. State age, experience and salary expected in first letter.
ROLF ZETLITZ CO.,
Successors to Miami Floral Co., DAYTON, O.

Help Wanted
GARDENER.

Male, about 35, technically trained, for extensive old English gardens, shrubbery, trees and parks, vicinity of Philadelphia. Man of executive force, agreeable personality and ability to work with owner along modern business lines. A few junior men also wanted. Give full particulars and reference.
Box 956, Narberth, Pa.

HELP WANTED
Good First-Class
ROSE GROWER

Capable of taking full charge. Will pay good wages. Must have good reference.
The Wm. Blackman Floral Co.
EVANSVILLE, IND.

Gardener Wanted

Immediately, good all around gardener, must be a worker, temperate and obliging. Good position to the right party. Apply in person or write giving references.
DARDS
Madison Ave. and 44th St.
New York City.

OFFICIAL S. A. F.
Shipping Labels

Actual size of leaf 2¾x5¾ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Lancaster County Florists' Association.

Thursday, February 20, a party of 14 took the Strasburg car for a visiting trip to that borough. The first stop was made at Amos Rohrer's, where in addition to a very fine lot of carnations, we found the stock for next season in better shape than any of us ever saw before the middle of February. White Wonder has always done so well here that he sticks to this variety for his main crop of white and sees no reason to change.

A cut across fields brought us to the range of J. Wade Galey, who has by far the finest lot of plants and cut blooms that this section of the universe ever produced. Mr. Galey sticks to Beacon for a red and his benches are proof that he uses good judgment in doing so. He also swears by Alice, which most of our growers have discarded. The only one over which he is not so enthusiastic is Albert Roper, of which he has a section of bench now in good shape. He likes it for late spring and summer, but does not consider that it pays to grow a carnation all winter for blooming then.

Getting back to Strasburg the establishment of our genial friend Chas. B. Herr was the Mecca for a bunch of weary pilgrims and although he has one large house cut out in order to comply with the fuel regulations of the early season, we found enough to occupy us for a little over an hour. His carnations are always good and this season's crop is no exception to the rule, but he is up against a proposition to get enough stock for another season as they are making so few cuttings and the varieties he would like to buy are unattainable. The 42-year-old callas, still in the best health and blooming every season, is one of the curiosities of this place. Not that Chas. B. is 42 but it is an heirloom handed down to him from a former generation. His place is a model one from an artistic point of view and shows what can be done to make a greenhouse attractive and a permanent advertisement for beautiful grounds and buildings.

At 7:30 in the Chamber of Commerce rooms, the first order of business was the staging of a wonderful lot of sweet peas that Messrs. H. K. Rohrer, Chas. M. Weaver and Elmer J. Weaver brought with them. They were all good with the following as specials: Zephyr, a true lavender; Daybreak, a salmon pink; Snowstorm and Sankey, whites, and Gypsy Maid, a fine pink. Other varieties shown were Glorious, Lavender King, Luster, Illuminator, Enchantress, Mauve Beauty, Blue Bird, Albatross, Fordhook Rose, Rosy Morn, True Blue, Fairy, Fantasy, Pink Beauty, Empress, Dazzler, Orange Beauty, Cherry Ripe, Loveliness and Splendor.

Harry K. Rohrer, who made a few remarks on a trip to Burpee's establishment, said that the sweet peas were the result of crosses between summer blooming varieties and Yarrawa, a winter variety from Austria. The ones from which these blooms were cut were sown October 8, and in early January started to bloom. If planted out doors in the fall, as many of our Lancaster growers do, they would bloom the latter part of April, at least four weeks earlier than the ordinary varieties.

The paper of the evening was written and delivered by Harry B. Haverstick, who had charge of the laying out of the parks and grounds at Hershey, now with the B. F. Barr Co. as landscape man. The title of the paper, "Beautifying Home Grounds," was well received, and Mr. Haverstick was under a fire of questions for some time afterward.

Mr. Dyer, who was instrumental in getting J. Wade Galey to go into carnation growing, made a few remarks on the butchering of city trees by wire men and also stated that this country would wake up some day and find itself a forestless nation. He thought that for every tree cut down there should be one planted, and being one of the largest lumber men of the east, he knew whereof he was talking.

Communications were read from Secretary John Young, one on publicity, and this club is going to make a pretty good showing along this line. The other, an appeal from Chas. H. Totty to help on the cost problem, and on this committee the president appointed Harry K. Rohrer, John Shoenberger and Albert M. Herr.

In order that a real picnic could be held some time this summer, the president appointed a committee to arrange for an outing to which the Reading florists will be invited, and the committee was instructed that they had plenty of time to prepare but should get busy at once Albert M. Herr, Harry K. Rohrer and B. F. Barr comprise the committee.

Dennis Connor was the only visitor, and always a welcome one. Arrangements were made for a party to take in the Philadelphia meeting in March with a visit to Strafford in the afternoon. Our meeting in March will be as the guests of the ladies' auxiliary, at the home of B. F. Barr.

ALBERT M. HERR.

Washington, D. C.

FEBRUARY MARKED BY HIGH PRICES.

February closed with prices higher than ever before seen in the history of the local trade during the same month. If even one year ago someone had predicted that tulips would bring as high as $12 per hundred, he would have been looked upon as somewhat queer, yet that price was obtained by one local grower for Couronne d'Or, and the ordinary varieties are scarce at $7, $8 and $10. Daffodils are bringing $7 and $8. There is a quantity of Paper Whites to be had, but even these have been selling at $6. In previous years $2 and $3 per 100 would be about the right price, and at the end of the season they have been known to go on the street at $7.50 per 1,000 and even less. The retailers are having difficulty in filling the orders they receive for roses. Reds in particular, are very scarce, and Hadley brings up to $40 and Richmonds run from $12 to $25 per 100. American Beauty is so scarce that orders are turned down. There is no standard quotation at this time. Ophelia is a very good seller at from $12 to $25. White Killarney at the present time is in over supply, although bringing from $10 to $20. Large quantities of sweet peas have been arriving, but they have cleaned up daily and the stores have sold more of these, probably because of the rose and carnation shortage, then ever before during February. Carnations are not overly plentiful and clean up daily at about $6. Orchids are also among the week's shortages, and they were in good demand. There is quite a little call for snapdragon and good stock brings from $20 to $30 per hundred. It sells as fast as it comes in. Mignonette is good and brings $6 and $8.

NOTES.

Jesse C. Powell, of 723 Florida avenue, had the large display window of his store broken when an unruly automobile ran up on the sidewalk in the wee sma' hours and tried to make its way into the store. Window insured; Twenty-six dollars worth of lettering Jesse's loss.

Visitors: Thomas Harold Coffman, of Parkersburg, W. Va., who has been with Battery B, of the Seventh Field Artillery; Leonard J. Seiger, of the Robert Craig Company, Philadelphia; James F. Smith, Philadelphia, and P. M. Kester, of Boskoop, Holland.

B. F. L.

Providence, R. I.

AMPLE SUPPLY MOVES FREELY.

Business during the past week has been very good with stock in ample supply. Carnations are of satisfactory quality and sell at $5 and $6 per 100. Roses are arriving in good shape and move well at moderate prices. Freesias, callas, Easter lilies, violets, sweet peas and pansies with numerous other offerings in small flowers are now being received and find ready buyers. The supply of pot hyacinths, tulips and daffodils is increasing daily and with foliage plants sell well. Ferns are scarce and many more could be disposed of if they were available.

NOTES.

A protest against the proposed plant quarantine was circulated among the local florists last week.

T. J. Johnston & Co. are altering their show windows.

H. A. T.

Boston.

BUSINESS OF FAIR VOLUME.

Market conditions have been fair during the past week. Although there have been a number of social functions, the life of former years seems to be lacking. Sweet peas have glutted the market and are offered at almost any price. Carnations hold their own at from $4 to $6 per 100. Roses continue high and bulbous stock does not vary to any extent. Violets have dropped to $1 and $1.25 per 100.

NOTES.

The residence of Frank Reynolds, manager of Welch Bros. Co., was destroyed by fire last week, his three children, who were ill in bed at the time being rescued through the heroic work of the firemen.

The flower show in Horticultural hall, while a small affair was quite a success. S. J. Goddard and William Sim were among the principal exhibitors and carried off their share of the honors.

Albert Strunk is now managing the new store of the Boston Artificial Flower Co. on Otis street.

B. A. Snyder & Co. report good business and are well pleased with the outlook.

Visitor: Thomas Pegler, Brunswick, Me.

S. K. G.

Louisville, Ky.

NOTES.

Anders Rasmussen of New Albany made a contract last fall to supply the Idlewild Greenhouses with their weekly requirements of carnations at $40 per 1,000. When the demand became so great and growing conditions so unsatisfactory, the Idlewild Greenhouses voluntarily raised the price to $60. When such spirit is shown the term "Brother Florist" becomes a reality not an imagination.

Sergeant Herbert Raynor, formerly with the F. Walker Co., has returned from France and is now at Camp Taylor awaiting his discharge from the army.

E. L. Kunzman, proprietor of the Indiana Dahlia Farms, says the demand is better than in previous years.

J. G. Bettman & Sons of New Albany, Ind., have about completed one new house 30x144 feet.

Visitor: Philip C. Schupp, of the J. A. Budlong Co., Chicago.

H. G. W.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is 17 6 per 100 lbs , free on board Liverpool. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; 100-lb.cases, $22.00

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS. Always handy when natural flowers and greens are scarce. **Price, $3.50 per 10-lb.carton.**

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

San Francisco.

DEMAND LIGHTER AND PRICES DECLINE.

Business has fallen off a little of late, and with a larger supply of most seasonable stocks, prices in nearly all lines have taken a small drop. The large supply of out-door stock, such as freesias and daffodils, has weakened the prices of these items very materially. There is an unusually heavy cut of daffodils coming into this market, and only the best grade stock goes to the stores, the balance going to the street peddlers. Good roses are among the few items holding their own as regards price. American Beauties are very fine, but not in sufficient supply to satisfy the demand. Good Russell roses are also firm. Ophelia Hadley and Columbia are in large cut at present and of excellent quality. The deep pink, Cecile Brunner, is seen in limited quantities and bids fair to become very popular. Mrs. Aaron Ward is the best in any other color. Carnations are very plentiful and cheap. Large quantities are being handled on the street. Good Matchless is not plentiful and is about the best white. Violets are in great over-supply, owing to the mild weather. Large quantities are being shipped away daily, but still there remains a large surplus. Sweet peas are on the short side this week and good stock is selling well. Lavender freesias are also in good demand. Cattleyas are not in such large supply as they have been. This has caused prices to stiffen considerably. Very few phalaenopsis are left in the market. Quite a few oncidiums and cypripediums are to be seen. Gardenias are coming in slowly. Lily of the valley may also be had in limited quantities. Cut cyclamens are in ample supply and meet with much favor. Fruit blossoms are coming in quite freely this week and sell rapidly. Cut ericas are plentiful and reasonable in price. They have been used largely in the better class of funeral work this season. Acacia blooms are in over supply, and the variety now being offered has poor keeping qualities. Ferns are still rather scarce and asparagus is also. Large quantities of finely colored Oregon grape is being handled by the stores and is much more attractive than galax leaves for funeral work. The supply of azaleas in pots is limited. Good stock finds a ready market. Some fine cyclamens are now arriving and move quickly. Pink rhododendrons are excellent value and are soon disposed of. Boston ferns in the medium sizes are quite scarce.

NOTES.

The new improvements at the store of the Art Floral Co., P. Matraio, manager, are almost completed. The new space is being devoted to show rooms for cut flowers and supplies. The windows that are being put in by this firm attract crowds daily and reflect great credit on the designer, Alfred Cuneo.

Manager J. A. Axell of the E. W. McLellan Co. reports that shipping trade is continuing to be steady with them. A large part of the cut of roses from the company's greenhouses at Burlingame is shipped away to the north daily.

Chas. C. Navlet, of San Jose, was a visitor during the week at his new store on Market street. He is greatly pleased with trade since opening up here. He is using large space in the daily papers.

F. C. Jaeger & Son, on Powell street, have no complaint to make about business and are looking forward to a heavy trade this Easter.

Mrs. R. E. Darbee is shipping quite heavily to distant points.

Wanted--Roses

For Immediate Shipment.

One or two year bench plants.
4,500 Mrs. Chas. Russell; 2,500 Hoosier Beauty. Must be A-1 stock.

ROLF ZETLITZ CO.,
Successors to Miami Floral Co., DAYTON, O.

Henry Goertzhain, of Redwood City, who is a frequent visitor, says trade has been keeping up well with his firm.

Fred Clark, on Haight street, says trade is steady in his district. Funeral work is about the chief item at present.

JAMES T. LYNCH.

Wichita, Kan.

GOOD ST. VALENTINE'S DAY TRADE.

Business for St. Valentine's day exceeded that of last year by a comfortable margin despite very unpleasant weather, a 50-mile gale, snow and freezing temperature keeping many buyers at home. The Saturday following rolled up good sales so that the week as a whole looked good from the cashier's desk. No one flower seemed to lead in favor, but there was a noticeable call for corsage clusters. Made up plant baskets went well and there was a good call for flowering plants properly trimmed. A moderate supply of bulbous stock cleaned up well.

NOTE.

A few representatives of the Dutch bulb houses have been recent visitors. Judging from appearances, the quotations on stock f.o.b. dock in Holland does not meet with much favor on the part of the moderate consumer.

C.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

ORCHIDS $35.00 per 100. 4.50 per doz.

Phalænopsis Come in pink and white, with 8 to 20 flowers on a spray. They are very graceful and beautiful. **Per 100 flowers $10**

Plenty of Everything. Do not hesitate to order what you want.

Ophelia, Wards, Brilliants, Milady, Richmonds, Callas, Easter Lilies, Carnations, Spring Flowers, Bulb Stock, Sweet Peas, Plumosus, Sprengeri, Ferns, Leucothoe, Galax, Adiantum, Woodwardia.

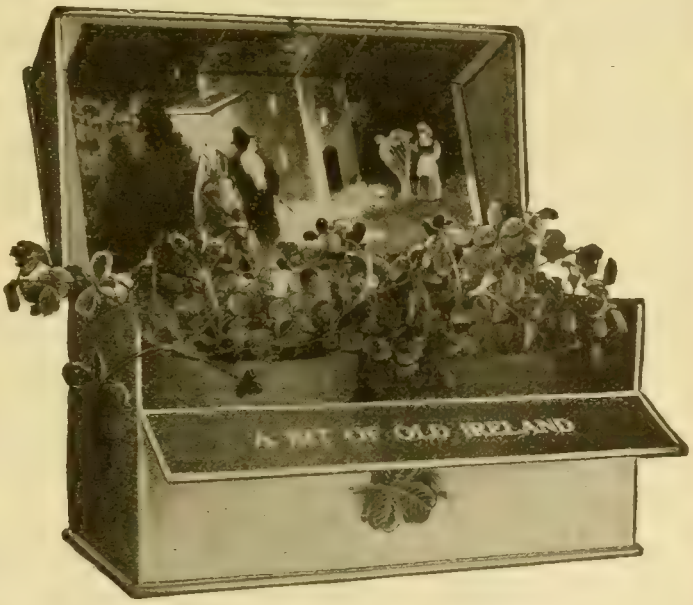
NEW NOVELTY

Hand-painted butterfly bows. Ready for use. **Per doz., $2.00.** 2 dozen assorted in box.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. **Each, 30c to 50c.**



Order now for St. Patrick's Day

Hughes' Shamrock Box

Two Plants to each box.

$3.50 per dozen; $25.00 per 100.

Green Carnation Dye

Per package (enough for four qts. of fluid), **$1.00.**

Plants We Are Now Offering

SHAMROCKS, 2-inch Pots, $4.00 per 100.

Illustration shows these plants as used with the Hughes' Shamrock Box.

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Heavier Supply-Lower Prices.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST In Effect February 17.

RUSSELL

$1.00 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 per 100
Medium	$10.00 to 12.00 per 100
Good short	6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

ROSES—OUR SELECTION.

Per 100 $6.00

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

STOCK CONTINUES TO BE SCARCE.

Business was good the past week and stock in all lines cleaned up completely at high prices. Roses continue to be very scarce and command high figures in all varieties with never a surplus. Carnations are in brisk demand and clean up early right along at the advertised quotations. Orchids are plentiful, but are moving exceptionally well considering the large quantity offered. Cattleyas and phalænopsis are in heaviest supply. The latter are being used more extensively than ever, and are to be seen featured in all the leading stores where they are playing an important part in the daily offerings. Gardenias are holding their own at all times and no trouble is experienced in disposing of the cuts as fast as they arrive. Sweet peas continue to clean up each day at high returns to the growers, but so far this season the supply has not been equal to the demand. Lilies are somewhat scarce and are good property. Callas are seen in fair sized quantities at a few of the houses, but are in such brisk demand that there is never a surplus. Lily of the valley is arriving in larger quantities, but the call is heavy and it moves fast. Snapdragons are in strong demand and the same holds true for Iris Tingitana, which is a big factor in the market at present. Violets are moving well and there is a brisk call for stevia, calendulas, pansies, mignonette, forget-me-nots, daisies, freesias, tulips, jonquils, narcissi and other miscellaneous stock not already mentioned here. Greens are in brisk demand. No one is complaining of poor business, and while considerable talk is heard from some of the retailers in regard to the high prices, the majority concede that the grower is entitled to all that he is receiving, considering the high cost of production. One of the leading retailers says that it is merely a question of supply and demand, and that he was agreeably surprised when he closed his books for the season that he made more money during the period of scarcity than he did for the same length of time for the many years of plenty in the history of his business. Many of the ranges and houses that were closed down for the winter are resuming operations, but one of the large growers who keeps pretty close tab on conditions, remarks that he does not look for any great overproduction until along in the early part of May unless the demand falls off almost entirely which is not likely to happen considering the great shortage in plants throughout the entire country.

GREEN DYE

St. Patrick's Day — **Monday March 17**

GREEN DYE—Enough for coloring 100 to 200 Carnations, per package, 50c; 300 to 400 Carnations, large package, $1.00.

We have the most successful Green Dye, which is cheaper and more economical than any other on the market.

A. T. Pyfer & Company

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

NOTES.

Hoerber Bros. sold their range of greenhouses at Des Plaines consisting of 20 houses, 300 feet long, residence, land and their local wholesale house to E. C. Amling and Paul Amling, sons of A. F. Amling, well-known grower at Maywood, this week, who took possession February 25. The Amlings will consign the stock to two of the

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

IN GOOD SUPPLY

ALL CUT FLOWERS and GREENS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$35.00
Specials	30.00
Select	25.00
Medium	$15.00 to 20.00
Short	12.00
RICHMOND	Per 100
Select	$15.00 to $20.00
Medium	10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$20.00
Medium	$15.00 to 18.00
Short	8.00 to 12.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Specials	$18.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00 to 8.00

	Per 100
ROSES, OUR SELECTION	$ 6.00
Carnations	$ 4.00 to 8.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch $1.00	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Our assortment at present is most complete in both Cut Flowers and Greens. Try our service.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

local commission houses and the store will be disposed of as soon as possible. Paul Amling will be in charge of the greenhouses which are at present devoted to roses. Everyone wishes the young men success in their new undertaking. The entire trade regrets to hear that Hoerber Bros., who have been engaged in the wholesale business here for the past 10 years, will retire from the florist business for they made many friends during that time and had a reputation that anyone might well be proud of. Their many friends while sorry to lose them extend their best wishes to them in whatever enterprise they may engage in some time in the future. The transaction was a cash proposition and involved considerable money the sum of which both parties do not care to disclose for publication.

Henry Arnold was granted an honorable discharge from the navy at the Great Lakes naval training station this week and will be back on the job at O. A. & L. A. Tonner's March 3.

Phil Weinberg, who has been with the colors for nearly a year, was honorably discharged recently, and is again employed in Poehlmann Bros. Co's. cut flower department.

Miss Olga Tonner, who has been confined to her home for several weeks with inflammatory rheumatism, expects to soon be able to resume her duties at O. A. & L. A. Tonner's.

Eddie Schultz, formerly with the Weiland-Risch Co., who was overseas with the American troops, was mustered out recently.

Frank Jarel, who was at the Great Lakes naval training station for sometime, is back on the job at Zech & Mann's store.

E. F. Winterson has signed a two-year lease on the store at 4010 West Harrison street. Particulars later.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00
RICHMOND	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00
KILLARNEY BRILLIANT	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00
ROSES, OUR SELECTION	7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS	**Per 100**
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

CARNATIONS W. N. Rudd's famous seedlings in all shades. We are exclusive agents for his stocks. Try us on your regular orders.

A large number of the young men in the trade who have been serving with the colors, are returning home right along, and in almost all instances find their jobs awaiting them. One hears from many quarters that the boys who are being discharged are not particularly anxious to return to work, but this does not appear to be true of those called to the colors from the trade for they are back on the job almost as soon as they are mustered out. Practically all of them are better employes than when they left, due to training that they received while in the army. A few that are still overseas are expected back soon, and will find their jobs open when they return.

The Florists' Club will meet at the Hotel Randolph, next Thursday evening, March 6, when there will be an exhibit of novelties for St. Patrick's day and Easter. Peter Pearson will read a paper on "Home Grown Bulbs" and the good-of-the-club committee under the leadership of T. E. Waters promises to make things so interesting that everyone will have a good time. President Zech extends a special invitation to all the local retail florists to be present and the secretary, A. T. Pyfer, will have a new list of applications to read.

Math. Schiltz, one of the A. L. Randall Co's. popular young traveling representatives, who has been with the colors for quite a period, was honorably discharged last week and is back on the job.

N. J. Wietor says that the labor situation at present is in such condition that Wietor Bros. are experiencing no trouble in securing more than sufficient competent help at the greenhouses.

Peter Reinberg has purchased a new Mack delivery truck to haul his stock from the greenhouses to the store. Mrs. Reinberg is recovering from an attack of the Spanish influenza.

EVERYTHING IN

Cut Flowers and Greens

Sweet Peas, Spring Flowers, Roses, Carnations, Pussy Willows, Etc.

A. T. Pyfer & Company

164 N. Wabash Ave., Formerly at 30 E. Randolph St. L. D. Phone Central 3373. **CHICAGO**

Mention the American Florist when writing

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, **30 E. Randolph St., CHICAGO**

Herbert Hansen, formerly with Peter Reinberg, who has been with the colors for some time, is at Camp Grant, Rockford, awaiting his discharge. He will find his job open when he gets back.

Art Weiss was honorably discharged last week after serving with the colors for nearly a year and is back in the employ of J. Michals, 6416 South Halsted street.

E. C. Amling arrived here from Orange, Calif., February 19, leaving the following Saturday to join his family, which is visiting there.

Percy Jones, Inc., unpacked quite a shipment of supplies this week among which was noted a large stock of wired toothpicks and florists' wire.

Gale Fanning, formerly with Kennicott Bros. Co., was mustered out of service last week and is visiting friends here.

Roswell Schupp, of the J. A. Budlong Co., is taking the bath treatments at Hot Springs, Ark.

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites, Tulips, Iris, Daisies, Callas, Mignonette, Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$2, 3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

LEUCOTHOE SPRAYS
BEST IN COUNTRY
$6.00 per 1000

FLORIST WIRE
Nos. 18 to 22
12 and 18 cut $2.00 a box

ASPARAGUS SPRAYS
NONE BETTER ANYWHERE
$2.00 to $4.00 per 100

PERCY JONES INC.
56 E. Randolph St., CHICAGO

L. E. Burleigh, general manager of the Savo Manufacturing Co., will leave shortly on a combined business and pleasure trip. He reports that the demand for his self-watering flower boxes has shown a steady increase since they were placed on the market several years ago.

C. L. Washburn, of Bassett & Washburn, and wife, who are at Pasadena, Calif., write that they are having a fine time and that an inspection of their ranch near there shows everything to be in splendid condition, especially their young palms.

A. Henderson & Co. are gradually getting things in shape at their new store on North Wabash avenue. John Degnan is busy arranging for the distribution of their new catalogue.

A. L. Vaughan & Co. are very well pleased with business, especially in the shipping line, which holds up steadily. The local call for stock is improving here.

C. D. Mills, Jacksonville, Fla., Sovereign Battle Axe Wielder of the Woodmen of the World, was a visitor last week.

Archie Spencer has leased the store occupied by Hoerber Bros. and will take possession March 1. His old place is for rent.

Chas. W. McKellar is back from Greenfield, O., where he attended the funeral of a relative.

WE believe in the spirit and practical application of co-operation between the grower, wholesaler and retailer, with an adjustment of profit for all three.

The grower is the source of supply.

The commission wholesaler is the best and most economical means of distribution.

The retailer is the most direct means of reaching the consumer.

A service between these three factors, that is most profitable to all these interests, requires a spirit of efficiency, loyalty and co-operation.

Whether a grower or retailer, when you ship or buy, Kennicott Bros. Co. offers you all the advantages.

We do as we say.

Our policy is based on the principles of the "Golden Rule."

YOUR

PROTECTION

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Good Supply of Everything You Need in Cut Flowers and Greens

Stock in general is scarce, but we are managing to take mighty good care of all of our customers.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

August Poehlmann is more than pleased with business and reports one of the best periods that Poehlmann Bros. Co. ever enjoyed. He takes great pride in showing visitors through the palm houses where an exceptionally fine stock of these now fill a large range by itself. Adolph Poehlmann has everything in the pink of condition at Plant B where 10 of the rose houses that were closed for the winter are again being placed in operation.

The Consumers' Company has stored less than 10 per cent of its requirements for natural ice as a result of the mild weather, the warmest in 39 years. The greatest possible output of artificial ice will no more than satisfy household requirements, leaving the great wholesale and catering supplies very short indeed. It is said that nothing but severe cold weather for several weeks can prevent a grave shortage of this important commodity.

A. T. Pyfer & Co. received a letter from Jack Byers this week in which he stated that his regiment had received the British medal of honor and last but not least he was the possessor of the much coveted Croix de Guerre. He is still in Germany with the American troops but is very anxious to get back to his friends here. There is one young lady in the wholesale district anxiously awaiting his return.

The Chicago Flower Growers' Association and the A. L. Randall Co. will each receive one-half of the output of the Hoerber range at DesPlaines, which changed hands this week.

The Foley Greenhouse Mfg. Co. expects to occupy the new down town office in the State and Lake building about May 1.

A. F. Amling and wife of Maywood left this week for a month's visit at Orange, Calif.

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.
Mention the American Florist when writing

Mrs. Walter Amling has returned from a pleasant visit with relatives in Ohio.

We may cut some ice yet.

Visitors: Harvey Kidder, of the Ionia Pottery Co., Ionia, Mich.; Chas. M. Balluff, Indianapolis, Ind.; Warren E. Schaefer, with J. O. Click, Springfield, O.; Chas. M. Vandervoort, Battle Creek, Mich.; George MacArthur, Minneapolis, Minn.; J. E. Steinhauser, Pittsburg, Kan.

Milwaukee, Wis.

SUPPLY CLEANS UP WELL.

Market conditions are becoming more favorable of late, instead of weakening, which, no doubt, is of benefit to all concerned. The last half of the past week, the weather became cloudy and wet, and with a steady demand for funeral work, all stock was quite well cleaned up each day. Roses must be ordered ahead of time in order to get them, while good stiff stemmed carnations are the exception. Due to the mild winter thus far, most of the carnation specialists claim it was next to impossible to keep them at the regular temperature, hence the weak stems at this time. With the dark days, the sweet peas suffered the most as the buds drop in a short time. Lilies arrive in small quantities and keep right on moving. The demand for bulbous and other spring stock is greater than the supply.

NOTES.

Arthur Leidiger, president of the Edlefsen-Leidiger Co., has the sympathy of the trade in the loss of his father, who passed away February 20 at the age of 67 years. The funeral was from the residence, 779 Hackett avenue, February 22, with interment at Forest Home cemetery.

Otto Sylvester, Sr., of Oconomowoc, Wis., says that his eldest son is still with the enlisted boys at Washington, D. C., and with the advent of spring, the work is beginning to crowd him.

Wm. Zimmermann reports business to date for the month of February better than any yet experienced since he is in business. For St. Valentine's day it was exceptionally fine.

On and after March 1, the assessment rate for the florists' advertising club will be doubled, the retailers paying two per cent, while the growers contribute one per cent.

The monthly meeting of the florists' club will be held at the regular quarters, March 6. Important subjects are on the programme for discussion.

Wm. A. Kennedy, of the C. C. Pollworth Co., made a brief business trip to Indianapolis February 20.

Miss Martha Gunterburg, of Chicago, called on the local trade the middle of last week.

We regret to report that Mrs. Walter Holton has been very ill for the past week.

E. O.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady — Sunburst
Ward — Ophelia
Killarney Brilliant

MINIATURE ROSES
Cecile Brunner

LILIES
A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.
Callas

CARNATIONS
Valley — Cattleyas
Calendulas
Single and Double Violets
White and Yellow Daisies
Forget-Me-Nots — Pansies

SNAPDRAGONS
Paper White Narcissus
Freesia — Jonquils
TULIPS — SWEET PEAS

GREENS.
Plumosus — Sprengeri
Galaz, bronze — Galax, green
Ferns
Adiantium — Smilax
Mexican Ivy
Boxwood — Leucothoe

RAEDLEIN'S SPECIALS

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Cincinnati.

SUPPLY MOVES AT GOOD FIGURES.

Stock continues scarce and everything that comes into the wholesale houses cleans up at prevailing prices, which are stiff for the time of the year. The demand for shipping is very heavy. The supply of roses is picking up and is much better than it was at the last writing. All carnations that come into the market clean up quickly. Sweet peas are in a good supply and sell well. Snapdragons are in a fair supply and move readily each day. Easter lilies, rubrums, and callas find a good market. The supply of bulbous stock is fair and meets with a good call. Southern daffodils were added to this line last week. Other offerings are calendulas, orchids, violets, forget-me-nots, baby primroses and wallflowers.

NOTES.

E. G. Gillett has been unable to get enough of asparagus from Florida to satisfy all the demands he has for it.

Visitors: Simon J. Hider, Hillsboro, O.; V. H. Thomas, Augusta, Ky.; J. A. King, Parkersburg, W. Va.; W. J. Cox, Chicago, and P. B. Nye, Richmond, Ind. H.

Terre Haute, Ind.

HIGH PRICES HURT VALENTINE SALES.

St. Valentine's day was ushered in with rain and snow which made deliveries very difficult in some localities. The volume of business, both cash and credit, was much larger than in previous years with prices considerably higher. The stock was of fine quality but in many instances customers who had intented to buy liberally, cut the order in half when told the prices and this made necessary the delivery of many small packages. Violets and sweet peas took the lead in popularity, the former being sold in bunches of 50 for $1.50 while 25 sweet peas brought the same figure. Roses ranged from $3 to $6 per dozen and carnations were $2, which price was also received for narcissi, daffodils and tulips. Plants were in demand although the variety was limited to cyclamens and primroses.

NOTE.

C. V. Abeele has sold the establishment known as the Terre Haute Rose & Carnation Co., to Howard E. Henley, a practical grower of Hartford City, Ind., who will cater exclusively to the wholesale trade. The consideration is said to have been $25,000. Mr. Abeele will devote his entire time for the present to the management of the Rosery and will later go to Belgium, his native country, to look after the interests of his father's estate. The father and two sons were killed in the war, the affairs being looked after at present by the widow and one daughter. S.

Cleveland.

SUPPLY IS SHORT.

This market is, and has been for some time, far short of the demand in both cut flowers and plants, and retailers are hard pressed to get enough stock to take care of their orders, of which funeral work is perhaps the largest item. Local wholesalers are usually cleaned out of everything early in the day, advance orders taking all stock which arrives. The carnation supply has not improved to any noticeable extent, neither have roses. Sweet peas are arriving in good supply, some stock being of exceptionally long stem and large blooms. Bulbous stock consists of tulips, narcissi and daffodils, also a few freesias, mignonette, pansies, wallflowers, etc., arrive in limited supply only. Asparagus and adiantum are scarce. Violets, both single and double, are finding a good sale. Callas and Easter lilies are good stock.

The Chicago Flower Growers Association
WHOLESALE GROWERS of CUT FLOWERS and PLANTS
182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL

St. Louis.

TRADE CONDITIONS VERY SATISFACTORY.

Business during the past week has been good with a few orders for social functions. Stock of all kinds has been quite plentiful with the exception of carnations. Good lily of the valley is not available and the same is true of Harrisii. Callas are to be had in quantity and command high prices. Sweet peas are plentiful, and considering the quantity, hold up quite well. The supply of roses has increased somewhat and quotations are more reasonable. Violets move slowly and the same can be said of bulbous stock. The market is well supplied with greens.

NOTES.

Miss Elsie Marty, with Windlers' Flowers, has been confined to her home for 10 days with the influenza, but expects to be out in a few days to welcome home her fiancee, Herman Knoll, who has been in an eastern army camp for the past year. He was in the florist business before he left and expects to open a new store on his return.

It is hoped that all carnation growers in this vicinity will send a vase of stock for display at the next meeting of the florists' club, March 13. Any flowers for this purpose, may be sent to any of the wholesalers who will see that they are properly staged.

Mrs. W. C. Smith, who has been at the Deaconess hospital, is steadily improving and expects to be able to be moved to her home in a few days. Her many friends will be very glad to hear that she is well on the road to complete recovery.

The ladies' florist club will hold its next meeting March 4 at 2:30 p. m. at the Y. W. C. A. building, 14th and Locust streets. All ladies interested are invited to attend.

A number of the leading downtown florists have conducted special sales on sweet peas which has relieved the congested condition of the market on this item.

J. J. W.

Fort Wayne, Ind.

DARK DAYS SHORTEN SUPPLY.

The local market has had a serious shortage of cut stock during the past week, the weather being dark and unproductive. The demand has been excellent, with funeral work heaviest, on account of the outbreak of the influenza epidemic, which has claimed a large number of persons. Counter trade, and flowers for the sick room, have also had a good call. Carnations are in very limited supply. Sweet peas have fallen off considerably, with the absence of sunshine. Roses have been in very short supply for some weeks.

NOTES.

At the store of the Flick Floral Co. wedding work and funerals kept all hands busy during the week. This firm also sent out a number of baskets and bouquets for dancing recitals.

A good general demand, with out-of-town funeral orders in the ascendency, is reported at Ed. Wenninghoff's store.

Plants were featured last week by the Doswell Floral Co. Their window decoration was especially good.

A. J. Lanternier & Co. report a very good counter trade, and heavy demand for funeral pieces.

H. K.

GALAX! GALAX! GALAX!

If you want a good grade of stock, fresh from the woods, at a reesonable price, send us your orders. We have it.
Quality guaranteed. Terms: Cash with order. Prices below.

Bronze Galax	per 1000, $0.95;	per case of 10,000, $7.50
Ferns	per 1000. 1.75;	per case of 5,000, 7.50
Sphagnum and Sheet Moss		per bag, 2.00
Mountain Laurel, Hemlock and Rhododendron Branches		per box, 3.00

The Grandfather Evergreen Co., Newland, N. C.

Albany, N. Y.

RETAIL FLORISTS' CLUB MEETS.

At a meeting of the local retail florists held in the rooms of the Chamber of Commerce, February 19, the members decided to form a permanent organization to be known as the Albany Retail Florists' Association. The results from advertising the use of flowers for St. Valentine's day were declared by the retailers to be excellent. It was then decided to use space in all the local newspapers for display advertising of the use of flowers for St. Patrick's day. William C. Gloeckner, president of the association, named a committee of three to devise means of preventing duplication in deliveries of orders to the outskirts of the city and to suburban towns. The committee is made up of B. C. Holmes, James Lascaris and P. A. Yauch. The committee will endeavor to have the florists co-operate in sending all their orders to the same locality in one delivery to be arranged for once or twice daily as conditions may demand.

ALBANIAN HONORED AT STATE MEETING.

Frederick A. Danker returned from the midwinter meeting of the New York State Federation of Horticultural Societies and Floral Clubs, held at Ithaca, as a member of two important committees. He was named with F. R. Pierson, of Tarrytown, on an augmented committee, Earl A. Bates, chairman, to seek the co-operation of every agency in the state allied with horticulture to induce the legislature to appropriate $350,000 for the construction of a building on the state fair grounds, Syracuse, for the use of the fruit, flower, vegetable, seed, bee, and nursery interests of the state. The building would be the largest on the grounds and adapted for the use of conventions during the 11 months of the year in which the state fair is not held. F. R. Pierson was authorized by Chairman Bates to select a committee to call upon Governor Smith at Albany to lay before him the merits of the proposition. The subject of a floricultural and horticultural building on the fair grounds has been before the New York federation at its meetings since 1916 when Mr. Bates was appointed chairman of the original committee which included also Charles H. Vick and George B. Hart, of Rochester. Mr. Danker was named also with Prof. David Lumsden of Cornell University, a committee to prepare prize lists for flowers to be exhibited at the state fair in September. The flowers must be from American or New York state grown stock or seed.

R. D.

BROOKLYN, N. Y.—The Gloria Products Corporation, dealers in florists' supplies, has been formed by R. Beck, D. E. Horwitz and M. M. Voit with a capital stock of $20,000.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000,	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays	per 1000,		4.50
Good Medium Bronze or Green Leucothoe Sprays	"		4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches	"		2.00
Hemlock Branches, 30 inches	"		5.00
Mountain Laurel Branches, 18 to 24 inches	"		4.00
Rhododendron Leaves, like Magnolia	"		1.00

If you want the best and prompt shipment, send to us. Cash with order.

TAR-HEEL EVERGREEN CO., - Elk Park, N. C.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$ 2.00@	$ 7.50
" Mrs. Chas. Russell	1.50@	5.00
		100
" Hoosier Beauty	8.00@	30.00
" Killarney Brilliant	6.00@	20.00
" Killarney	6.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	8.00@	25.00
" Prince de Bulgarie	8.00@	25.00
" My Maryland	8.00@	25.00
" Mrs. Geo. Shawyer	8.00@	25.00
" Milady	8.00@	30.00
" Sunburst	8.00@	25.00
" Mrs. Aaron Ward	8.00@	15.00
" Hadley	8.00@	25.00
" Ophelia	8.00@	20.00
" Double W. Killarney	8.00@	25.00
" Mrs. Moorfield Storey	8.00@	25.00
" Champ Weiland	8.00@	25.00
" Stanley	8.00@	25.00
" Francis Scott Key	8.00@	25.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		8.00
Violets, per 100		1.00
Carnations	4.00@	8.00
Cattleyas, per doz.	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Stevia	2.00@	4.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Paper Whites	4.00@	5.00
Yellow Narcissus	6.00@	8.00
Snapdragon, per doz.	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Ferns ..... per 1,000 $5.00		
Galax ..... " $1.50@ 2.00		
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax ..... per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY PLENTIFUL AND DEMAND GOOD.

The past week's business appears to have been very satisfactory to all branches of the trade. There was a plentiful supply in all lines. Even roses, which are now on the increase, promise from this time forward to be sufficient in their spring crops for all demands. Sweet peas are now at their best, some wonderfully fine stock being offered in quite a variety of colors. Carnations are also a quantity stock, but there is no backing up, there seeming to be a demand for all at prices that would have raised great protests a year ago. Snapdragon is good stock. It is coming fine and is seen in all the stores. Callas are at their best, while Easter lilies appear to be losing in quality, the declining vitality of the cold storage giganteums being very apparent in some stocks, while in others results are still very good, some stocks carrying three and four flowers. Iris Tingitana sells well at 25 cents per spray. It is one of the best of the blue flowers. Bulbous stock, which tells of the approach of spring, is popular with flower lovers. Good calendulas are also in demand. Single violets are at their best, but for some reason are not eagerly sought. Cattleyas are popular with more buyers than ever before, no elaborate floral arrangement seeming to be considered finished without more or less of these beautiful flowers.

February 24.—The various shipments arriving at the morning market were full and in good variety with the exception of roses, which are still short in quantity. Sweet peas and carnations were particularly fine. There was a good local demand, which, together with the regular Monday shipping orders, kept an even balance.

THE ROAD TO SUCCESS.

The road that leads to success in the retail cut flower business is paved with receipted bills. This is the opinion of one of the largest wholesale florists whose long experience has convinced him that the man who pays his bills promptly, has all the other necessary qualifications that are essential to success. He is careful in his buying because he does not order more than he can pay for. He is also certain that there is good value for his money. You cannot call such a man on the phone and load him up with a lot of stock which he takes just to oblige you. He must see a possible return for every dollar he puts out. My advice to every young man entering into business for himself, is to pay as you go. Make your business earn the money that it takes to run it. A man is much more careful of the earned than of the borrowed dollar. Credit is a most precious possession, but to the man who has not earned, or does not protect it by the prompt payment of his bills, it soon becomes a millstone round his neck, dragging him down to destruction.

NOTES.

The meeting of the florists' club, March 4, will be one of the most attractive of the season and should bring out the largest attendance. It is to be held in the roof garden of the Adelphia hotel opening with a dinner at 6 p. m. at a cost of $2 per plate. The January banquet was most enjoyable, and this should prove even more so. There will be an exhibition of

Air Plants

Per dozen bunches.....$1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls.....$4.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Feb. 26.	Per 100
Roses, Beauty, Special	75.00@100.00
" Fancy	60.00@ 75.00
" Extra	40.00@ 50.00
" 1st	15.00@ 35.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 15.00
" Ward	6.00@ 10.00
" Ophelia	6.00@ 20.00
" Russell	8.00@ 20.00
" Shawyer	6.00@ 15.00
Lillies	15.00@ 20.00
Cattleyas	60.00@ 75.00
Carnations	3.00@ 5.00
Sweet Peas	1.00@ 3.00
Asparagus Sprengeri .35@ .50	
Violets	1.00@ 1.50
Mignonette	6.00@ 8.00
Ferns .....per 1,000	3.00
Calendulas	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00
Golden Spur	6.00

BOSTON, Feb. 26.	Per 100
Roses, Beauty	20.00@80.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@20.00
" Mock	6.00@10.00
" Mrs. Chas. Russell	8.00@12.00
" Taft	6.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Feb. 26.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@15.00
" Richmond	4.00@15.00
" Sunburst	4.00@15.00
" Shawyer	4.00@15.00
" Columbia	6.00@15.00
Lilium Giganteum	12.50@15.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Sweet Peas	1.00@ 2.00
Narcissus	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

nearly all the new varieties of carnations that were prize takers at the recent Cleveland carnation show. The Burpee collection of new varieties of orchid sweet peas will also be a feature which should be especially interesting to commercial growers. M. J. Brinton, Christiana, Pa., will read a paper on "Carnation Ideals and Successes." Mr. Brinton is a very practical and successful grower whose treatise will contain much valuable information. Charles H. Grakelow will also address the club on the "A. B. C. of the Florists Telegraph Delivery Association," showing its benefits to all retail florists irrespective of their volume of trade.

The February meeting of the Pennsylvania Horticultural Society had the largest audience of these gatherings up to date. J. Otto Thilow's illustrated lecture on "The Flora of the Hawaiian Islands," was the feature. His beautiful slides and graphic and interesting description was a delight to his hearers, who roundly applauded him at the close. There was an attractive exhibition of arranged cut flowers in vases and also blooming plants of which Cinerarias hybrids and stellata were exceptionally fine.

The testimonial anniversary dinner given to John Westcott at Dooner's hotel, February 22, was a fitting recognition of a man who did much for the business in his busy life, and has since added to the pleasure and enjoyment of his friends during their leisure hours at his bungalo in Waretown on Barnegat Bay. A full account of this event will be found on another page.

In referring to southern grown asparagus, and its effect on the locally grown, a prominent wholesaler held that it helped the local grower, as he could time his crop for summer when he had the market to himself, and got a good price for his stock at a time when he did not have to burn coal to produce it.

Robert Lockerby, a former Philadelphian, but now located in Charlotte, S. C., has been in this city the past week, making arrangements for stock for his new greenhouses which are soon to be opened up. He reports trade in the south very good, there seeming to be plenty of money in circulation.

That flowers are becoming more plentiful is seen in the increased offerings on the street stands and also in the stocks of the curbstone dealers, who generally handle passe or left-over flowers for week end sales.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 26. Per 100

Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	6.00@ 15.00
" Hadley	10.00@ 25.00
" Sunburst	10.00@ 20.00
" Wards	8.00@ 20.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ ...
Carnations	4.00@ 6.00
Cattleyas each $0.35@$0.50	
Lilium Rubrum	8.00@ 12.00
Easter Lilies	25.00
Callas	25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus String	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Mignonette	6.00@ 8.00
Daffodils	5.00@ 6.00
Freesias	4.00@ 6.00

ST. LOUIS, Feb. 26. Per 100

Roses, Hadley	3.00@10.00
" Killarney	6.00@12.50
" White Killarney	6.00@12.50
" Hoosier Beauty	6.00@20.00
" Russell	8.00@35.00
" Sunburst	6.00@15.00
" Ward	5.00@ 8.00
" Mrs. Shawyer	5.00@10.00
" Ophelia	6.00@15.00
Ferns	4.50
Carnations	4.00@10.00

MILWAUKEE, Feb. 26. Per 100

Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz	6.00@ 7.50
Sweet Peas	1.50@ 3.00
Violets	1.00@ 2.00
Paper Whites	5.00@ 6.00
Narcissus	6.00@ 8.00
Freesia	5.00@ 6.00
Callas, per doz	2.00@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Feb. 26. Per 100

Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	10.00@30.00
" Sunburst	10.00@30.00
" Mrs. Aaron Ward	10.00@25.00
" Russell	10.00@50.00
" Columbia	10.00@50.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 3.00
Freesias	6.00
Calendulas	4.00
Daffodils	6.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

A prominent retailer, who, after considerable deliberation, connected up last week with the F. T. D., cleaned up a profit in the first three days' business that paid his entrance fee and annual dues, and now wishes it had not taken him so long to make up his mind.

Washington's birthday gave a little impetus to the business, there being a number of holiday dinners, at which the decorations were more or less elaborate. Cherry trees and hatchets were in evidence in some of the florists' windows.

M. Baylis, West Grove, Pa., Stanley Giles, Reading, Pa.; Lewis Radcliffe, and Mrs. Schiltz, Charlotte, N. C., were recent visitors reported by Edward Reid.

One of the leading wholesale houses reports that Iris Tingitana is one of the best of the choice offerings, being in demand in all of the best stores.

The Philadelphia Record gave a nice account of the life and activities of John Westcott, illustrated with his portrait, in last Sunday's edition.

James Higgins, of Pittsburgh, was in town the past week representing the A. L. Randall Co., Chicago. He is much pleased with his new occupation.

Samuel Sproul, in addition to his 60th street shop, has opened a branch at 5617 Chester avenue, at which the business is very encouraging.

The Jos. Heacock Co. says there is room for a new rose of the Killarney type, a trifle better, but with good midwinter blooming qualities.

The Roxborough florists are satisfied with their winter's business and are looking forward to a good Easter.

Visitors: J. C. Bloxom, Hampton, Va.; W. F. Gude and Adolph Gude, Washington, D. C.; C. B. Weaver and Elmer Weaver, Ronx, Pa.; H. Rohrer, Lancaster, Pa.; Charles H. Totty, Madison, N. J.; Charles Seibold, Wilkesbarre, Pa., and Antoine Wintzer, West Grove, Pa.

K.

New York.

MODERATE WHOLESALE DEMAND.

Business had a quiet tone throughout the past week. There was a moderate demand in the wholesale district with an occasional ripple when some stocks carried in a little lighter supply, but such is the rule rather than the exception. The increase of business on Washington's birthday was scarcely perceptible. As on St. Valentine's day, a few retail stores reported increased sales; others experienced a falling off as the holiday took away some of their best customers. American Beauty roses and gardenias continue scarce and the few that arrive bring high figures. While tea roses are cheaper than they were a month ago, there are fluctuations in prices. Quotations stiffened on carnations and jonquils, February 22, due to a somewhat lighter supply, but both are likely to be back at old figures in a few days. Lily of the valley has so far fallen from its high estate of last summer that the hucksters are displaying the shorter grades on their trays, along with quantities of double violets. There is some uneasiness among retailers over the prospect of a light supply of pot lilies for Easter.

From New York Cold Storage
LILY OF THE VALLEY
BEST QUALITY HOLLAND GROWN
In cases of 500 pips.....$15.00 per case
In cases of 900 pips..... 22.50 per case
CHAS. SCHWAKE & CO., Inc.
90 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

February 24.—There is considerable activity in the wholesale district this morning; the weather is clear and bracing, and the market has a cheerful tone. Prices on staple stocks are fairly firm, with American Beauties and gardenias still scarce and high. Remarkably fine stock of the giant narcissus, Emperor, is attracting much

NOTES.

The writer has sometimes been reprimanded for wandering away from the discussion of cut flowers, plants, greenhouse building, the price of coal, etc.; but in truth there are other subjects with which the florists are intimately concerned. One of these—a very important one—is how a man may live to a great age in the enjoyment of all his faculties. The following is an editorial note from the "Sun" of February 20: "To have been born 10 months before the Monroe Doctrine was declared, to have rescued New York in civil war time from the filth that had disgraced her, and to be practicing medicine today—what a span has been covered by Dr. Stephens Smith, now entering his ninety-seventh year! 'Keep alert, keep in touch with active men and women,' says this marvel, uttering the prescription for eternal youth."

At a dinner given by Philip Berolzheimer in the Waldorf-Astoria hotel on the night of February 19, plans were discussed for, as one reporter put it, civilizing the city's 6,000,000 people to the point of using the public parks without wrecking them." Francis Gallatin, who succeeded Berolzheimer as president of the park board, was present with others. It is not to be supposed that all the people of this city are vandals, but it has its share. There are two classes of thieves and vandals. One class will steal or destroy anyone's property; the other seems to think that the property of the United States or any other government is common loot.

The next meeting of the florists' club will be held in its rooms in the Grand Opera House building on the night of March 10. In these days of reconstruction, and the impending prohibition of plants—and rum—it is

HENTZ & NASH INC. WHOLESALE COMMISION FLORISTS GROWER AGENT 55 and 57 West 26th St. N.Y.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Feb. 26. Per 100

Roses, Beauty, special	75.00@125.00
" " extra and fancy	50.00@ 75.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	12.00@ 40.00
" Hoosier Beauty	6.00@ 15.00
" Francis Scott Key	12.00@ 50.00
" Columbia	8.00@ 25.00
" Prima Donna	8.00@ 25.00
" Alice Stanley	6.00@ 25.00
" Mrs. Geo. Shawyer	6.00@ 15.00
" Double White Killarney	8.00@ 25.00
" Killarney	6.00@ 15.00
" " Queen	6.00@ 15.00
" " Brilliant	6.00@ 15.00
" Aaron Ward	8.00@ 15.00
" Sunburst	8.00@ 25.00
" J. L. Mock	8.00@ 30.00
" Ophelia	6.00@ 20.00
" Mrs. Chas. Russell	12.00@ 40.00
Cattleya orchids, special	50.00@ 75.00
Rubrums	6.00@ 8.00
Lilies, Longiflorum and Formosum	12.00@ 15.00
Lily of the Valley	3.00@ 8.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Bouvardia	4.00@ 5.00
Carnations	4.00@ 8.00
Gardenias, per doz.	3.00@ 9.00
Violets	.40@ .75
Paper White Narcissus, per doz.	.50@ .60
Snapdragons, per doz.	1.50@ 3.00
Callas, per doz.	1.50@ 3.00
Sweet Peas	1.00@ 3.00
Mignonette, per doz.	1.00@ 1.25
Golden Spur narcissus, per doz.	.60@ .75
Fresias	1.50@ 3.00
Narcissi, Emperor, per doz.	1.50@ 2.00
Tulips, per doz.	.50@ .75
Tulips, Darwin, per doz.	1.50@ 2.00
Iris, per doz.	1.50@ 3.00
Daisies, yellow	4.00@ 5.00
Asparagus Plumosus, doz. bchs.	3.00@ 4.00
Smilax doz. strings	1.50@ 2.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

For Immediate Delivery

PANDANUS VEITCHII.
7-inch, 24-inches high, each....$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... 1.50

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

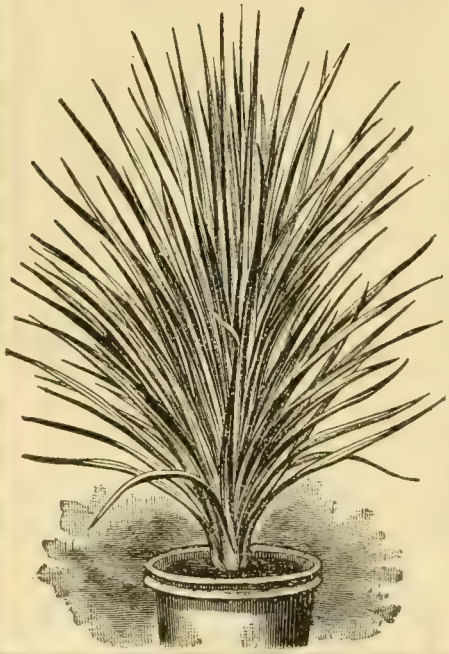
DRACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

For Delivery March 15



This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for March 15 delivery.

BOSTON FERNS.

6-inch.....each, $0.60
8-inch.....each, 1.00
9-inch.....each, $2.00
10-inch.....each, 2.50

DRACAENA INDIVISA.

5-inch.....each, 35c $300.00 per 1000 lots. 500 at 1000 rate.

The George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

easy to find something to talk about, so there is sure to be entertainment of some kind. A number of new members will be installed. Chairman Schenck of the dinner committee is likely to report on the arrangements. The dinner will be held in the Hotel Biltmore on the night of March 15, and we learn that tickets are going fast. Several business houses connected with the trade have taken a table each.

Frank Golsner, son of George Golsner, of College Point, has been honorably discharged from the United States army and has taken his former position as a salesman with Hentz & Nash, Inc., 55-57 West 26th street.

Frederick Marquardt, who has a range and store at Middle Village, and another store at 2413 Myrtle avenue, Brooklyn, has been in poor health for some time, is now in the south and is said to be improving.

The optimistic and smiling Henry Penn, of Boston, was a visitor February 24. Henry believes that Boston is all right, which has been a big factor in his success there. A. F. F.

Rochester, N. Y.

SUPPLY INCREASING IN QUANTITY.

Due to sunshine and mild weather the supply of flowers now coming into this market is on the increase with roses, carnations, sweet peas, narcissi and all bulbous stock quite plentiful. The sale of violets seems to be improving and orchid sweet peas are also used in considerable numbers. Pot plants find a ready sale. Asparagus is in short supply and receipts of galax are only fair.

NOTES.

George T. Boucher arranged a very attractive St. Valentine's day window.

Salter Bros. recently had a window of forsythias which attracted much attention.

E. C. Armburst has been elected president of the Western New York Herman club.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'

Members of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway, Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.
A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL
The Long Island Floral Co.
Wholesale Commission Florists
Consignments Solicited
48 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Young & Nugent
Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's

Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—A. Meyer, 1062 Madison Ave.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. R. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK —561— Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY

Passaic, N. J. **F. T. D.** **Paterson, N. J.**

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to

Schiller The FLORIST
2221-2223 W. Madison St.
CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET
BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession

Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY.

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY **McKENNEY**

503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.'s
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES
ORCHIDS
VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Bievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St.. CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

A. MEYER,

NEW YORK
1062 Madison Ave., near 80th St
Phones, Lenox 2352—7019
Satisfaction Guaranteed.

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

MAIL orders in Chicago and vicinity are better than expected. Market garden trade is dull.

THE American Bulb Co., Chicago, says some importations of hardy Japanese lily bulbs arrived at Seattle this week.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade February 26 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

GILROY, CALIF.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., returned from the east February 26 with contract order books well filled.

HOWARD M. EARL, of the Jerome B. Rice Seed Co., Cambridge, N. Y., reached England safely February 3 after a very pleasant voyage.

AN obituary notice of the death of Abram H. Cushman, a well-known seedsman of Rochester, N. Y., will be found elsewhere in this issue.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. have been using considerable space in the local papers and report an excellent call for plants and garden seed.

LAWRENCE, KAN.—A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich., stopped off here February 23 to spend the Sunday with his old-time friend, Fred Barteldes.

LAWRENCE S. PAYN, the well known representative of Simon Louis Freres & Co., Bruyeres-Le-Chatel (Seine et Oise) France, is among those to be discharged from the French army this month, and expects to see his numerous friends in the American trade the coming summer.

TOLEDO, O.—The clover market closed steady February 24, at $24.90, registering a gain of 40 cents during the preceding seven days. February was quoted at $24.90 and March at $24.40. Timothy was a trifle lower, cash being offered at $4.65, February $4.65, March $4.65, April $4.65, May $4.72½ and September $5.45.

ONION SET prices in the Chicago district are unsettled, variations being caused by quotations lacking uniform definiteness regarding grading, condition and delivery dates. Coarse or sprouted sets, run over a 1⅛-inch screen, are offered in carlots as low as $1.50 for colors. Other dealers are asking $1.75-$1.90 for choice 1-inch stock; whites about $2.50 for merchantable sets.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; Edwin B. Northrup, of Northrup, King & Co., Minneapolis, Minn.; J. C. Bodger, of J. C. Bodger & Sons Co., Los Angeles, Calif., returning from the east; J. W. Edmundson, of the California Seed Growers' Association, San Jose, Calif., and Fred H. Hunter, of the Hunter Seed Co., San Francisco, and Mrs. Hunter, also returning from the east.

French Bulbs.

A grower of French bulbs writes from Toulon as follows: "Bulbs, generally sold at moderate prices, such as Narcissus grandiflora, will be scarce because the present high cost of labor does not allow a profit in the handling of this stock. Laborers working eight hours a day are paid 12 to 15 francs and are scarce at that. To this must be added the cost of a horse for seven hours' actual work, which brings the total up to 40 francs. It is impossible for the grower to produce stocks under such expense and sell them at the average prices of the past two or three years and the result will be reduced plantings."

A French cable message just received is to the effect that the bulb supply should be sufficient, but that no prices can be made yet.

Seed Testing by Government.

Nearly 17,000 samples of seed were received for test last year at the seed-testing laboratory of the department of agriculture, according to an announcement made by Secretary Houston, and 11,349 samples at the five branch laboratories maintained in co-operation with state institutions. All of these samples were examined to determine the quality of the seed and the presence of adulterants. The enforcement of the seed importation act has served to prevent many shipments of imported seed, unfit for seeding purposes, from being distributed in their original condition. Among these shipments over 675,000 pounds of red clover were prohibited entry on account of the presence of weed seeds and dead seed. Approximately one-half of this was recleaned in bond, the weed seeds and other refuse removed being destroyed, while the seed of good quality was allowed to go into the seed trade. The other half of the prohibited red clover was rejected because it contained so much dead seed as to be of practically no value for seeding purposes. Three shipments, aggregating enough seed to sow 16,000 acres at a normal rate of seeding, contained no seed which could be expected to grow in the field.

Because of the difficulties of trans-Atlantic shipments, imports of almost all kinds of seed have fallen off, bluegrass from Canada and winter rape from Japan being the only two items of imports which have exceeded those of the previous year.

Nitrate of Soda.

A meeting was held at Washington, D. C., February 18, for the purpose of devising means to handle the surplus stocks of nitrate of soda held by the United States government, consisting of approximately 226,000 tons in the United States and 120,000 tons in Chile, and it was decided that importers should dispose of the former in this country, and that the government should endeavor to sell the latter in Chile to foreign interests. In respect to the stock here, a plan has been evolved on the lines of the recent arrangements through the War Industries Board by which the government will fix the price probably in the neighborhood of $4.25 per 100 pounds, maybe lower, to cover the cost of selling and during this liquidation, which may take until June 1 next, importations will not be permitted. On the other hand, pending contracts bought under governmental control, now in force, will probably be automatically cancelled March 1, after which date buyers will be able to purchase as needed through the same channels as heretofore at prices which will be published later in a circular issued by the importers, as soon as necessary details are completed, which will probably be early next week.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Passports.

Importers of horticultural goods and supplies seeking to go abroad at this time are being informed, that at the request of the British and French governments, the state department has adopted a policy under which passports for travel will hereafter be refused to all persons other than those having business in the countries named. Both Great Britain and France recently made formal requests that passports to travelers be limited as rigidly as possible because of transportation difficulties and abnormal conditions.

B. F. L.

Wartime Seed Prices in Europe.

In a recent communication, a representative of a prominent firm of French seedsmen gives much interesting information regarding the seed trade in Northern France and Belgium during the German occupation. He said in part:

"During the first year, seeds could be procured through the leading German firms, who must have had fairly good stocks, but during the second year the situation became more difficult, and when the Germans prevented export or granted it only on license in rare cases, prices advanced to incredible figures. In consequence, many German soldiers returning from furloughs in that country, smuggled into France and Belgium seeds of very poor quality and low germination."

Following are some of the prices which prevailed in the territory mentioned, last year, the figures given being per kilo, equivalent to a trifle over two pounds:

	Francs
Carrot, Nantaise and Carentan	300
" St. Valery	220
Beet, Egyptian	45
" Cheltenham	47
Celery, Paris Golden Yellow	1,000
" Large ribbed, white, solid	500
Cabbage, Dutch and Brunswick	600
" Red	300
Brussels sprouts	140
Kale	60
Cauliflower, Early London	400
Corn salad	20
Radish	20
Leek, Very Large, Winter and Carentan	560
Tomato, King Humbert	130
Thyme	180
Celeriac, Prague	500
Lettuce	250
Turnip	40
Parsley, Curled	27
Cucumber	120
Parsnip	25
Onion	380

The following on a basis of 100 kilos (about 220 pounds):

	Francs
Mangel, half-sugar, white or rose	4,000
Chicory large rooted	2,400
Spinach, Viroflay	1,600
Beans, Broad	1,900
" Pole	1,150
" Dwarf Princess	1,700

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

"GOOD STUFF"

We Got It.
Get Some.

WRITE TODAY

ALL VARIETIES of GARDEN SEED

BEETS

	Lb.
Crimson Globe	$0.60
Crosby's Egyptian	.40
Detroit Dark Red	.40
Early Blood Turnip	.40
Edmand's Blood Turnip	.40
Dewing's Blood Turnip	.40
Arlington	.40
Swiss Chard	.60

All Cabbage Seed as listed is of 1917 Crop of reliable growth and high germination and has been proven in our trials this past season—suitable for the most critical trade.

CABBAGE

	Lb.
Jersey Wakefield	$5.00
Glory of Enkhuizen	8.00
Fottler's Brunswick	4.00
Premium Flat Dutch	3.75
All Seasons	5.00
All Head Early	6.00
Charleston Wakefield	5.00
Copenhagen Market	11.00
Lupton	4.00
Vandergaw	4.00
Autumn King	4.00
Early Dwarf Flat Dutch	4.00
Early Winnigstadt	5.00
Drumhead	4.00
Surehead	4.00

CARROT

	Lb.
Danver Half Long	$0.45
Ox Heart or Geurande	.50
Chantenay	.50

SPINACH

	Lb.
Long Standing	$0.40
Victoria	.40
Bloomsdale Savoy	.40
Round Thick Leaf	.40
Viroflay	.40

ONION SEED

	Lb.
Peacock's New Yellow Globe	$2.00
Southport Yellow Globe	1.40
Southport Red Globe	1.50
Southport White Globe	1.75
Michigan Yellow Globe	1.50
Yellow Globe Danvers	1.35
Yellow Flat Danvers	1.60
Ohio Yellow Globe	1.50
Prizetaker	2.00
Yellow Cracker	1.60
Austrialian Brown	1.15
Large Red Wethersfield	1.50
Yellow Strassburg	1.60
White Portugal	1.75
Crystal White Wax	1.50
Red Bermuda	1.10
White or Straw Col. Bermuda	1.10

WATERMELON

	Lb.
Tom Watson	$0.33
Kleckley Sweet	.33
Kolb's Gem	.33

WRITE FOR OUR 1919 CATALOG TO-DAY

EVERETTE R. PEACOCK CO.

SEEDSMEN

4013 Milwaukee Ave., CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Onion Sets White Yellow Red

Brown (Late keepers)

Write or Wire for Prices

Vaughan's Seed Store

CHICAGO NEW YORK

MAULE'S

SEEDS and BULBS

Write for our 1919 Special Price List for Market Gardeners and Florists.

Wm. Henry Maule, Inc., 21st & Arch Sts., Philadelphia, Pa.

Catalogues Received.

The E. G. Hill Co., Richmond, Ind., roses and chrysanthemums; C. Young & Sons Co., St. Louis, Mo., plants, seeds and cut flowers; the I. W. Scott Co., Pittsburgh, Pa., market garden seeds and implements; Thornton Bros., Lawrence, Kan., seeds; John Connon Co., Ltd., Hamilton, Ont., plants, bulbs, etc.; The Elm City Nursery Co., New Haven, Conn., nursery stock; Bobbink & Atkins, Rutherford, N. J., roses; Williams Seed Co., Norfolk, Va., seed; William Tricker, Arlington, N. J., aquatics; J. M. Thorburn & Co., New York, trade list of seeds; H. J. Weber & Sons Nursery Co., Nursery, Mo., trees, shrubs and plants; George L. Stillman, Westerly, R. I., dahlias; Peacock Dahlia Farms, Berlin, N. J., dahlias; Evergreen Nursery Co., Sturgeon Bay, Wis., nursery stock: Everette R. Peacock, & Co., Chicago, market garden seeds; Northrup, King & Co., Minneapolis, Minn., seeds; Peter Henderson & Co., New York, farm seeds.

Charles Sharpe & Co., Sleaford, Eng., seeds.

ACCORDING to reports, the S. S. Nieuw Amsterdam will leave Rotterdam, February 23, to be followed by the Noordam, March 8.

IT is said some government agents are in trouble about bean prices, buying late at 6½-7 cents and turning over the beans at 9 cents per pound, the earlier price.

SEEDS FOR GERMANY.—An office has been opened in Copenhagen, Denmark, with a German in charge, for the purpose of buying seeds for Germany, especially cabbage and cauliflower.

ASIDE from surplus lists, this year the seed trade generally is bombarded with a lot of contract price lists from many new growers, trying out the business for the first time, on a contract basis. This applies especially to peas and beans.

ONE of the peculiar features of the season is the sudden development of extreme shortages. An item will appear in good supply one week and the next week it is impossible to obtain it. Good recent examples of this are Black Mexican sweet corn, Ponderosa tomato and Fordhook bush lima beans.

Burpee's Seeds Grow

BURPEE'S AMERICAN ASTERS

We have all that are best in this popular Annual, and our American-grown strains are unsurpassed. **Sow now for early blooming under glass.**

QUEEN OF THE MARKET.

The earliest and most popular for greenhouse culture. We offer this superb variety in the following separate colors:

	Pkt.	¼-Oz.	Oz.		Pkt.	¼-Oz.	Oz.
Crimson	$0.05	$0.30	$1.00	Light Pink	$0.05	$0.30	$1.00
Pink	.05	.30	1.00	Dark Blue	.05	.30	1.00
Lavender	.05	.30	1.00	White	.05	.30	1.00
Purple	.05	.30	1.00	Light Blue	.05	.30	1.00

NEW EARLY-FLOWERING ROYAL ASTERS.

An Early Branching Type to Follow Queen of the Market.

The flowers of great size are borne on long stiff stems.

	Pkt.	¼-Oz.	Oz.		Pkt.	¼-Oz.	Oz.
Lavender	$0.10	$0.40	$1.50	White	$0.10	$0.40	$1.50
Pink	.10	.40	1.50	Rose	.10	.40	1.50
Purple	.10	.40	1.50				

LATE BRANCHING ASTERS.

This truly American type is known as **Semple's, Carlson's, Vick's and Invincible Late Branching.** We offer it in the following distinct colors:

	Pkt.	¼-Oz.	Oz.		Pkt.	¼-Oz.	Oz.
Azure Blue	$0.10	$0.30	$1.00	Invincible Pink	$0.10	$0.35	$1.25
Light Pink	.10	.35	1.20	Mary Semple, or Shell-Pink	.10	.30	1.00
Crimson	.10	.30	1.00	Purple	.10	.30	1.00
Dark Blue	.10	.35	1.25	Rose-Pink	.10	.30	1.00
Lavender	.10	.30	1.00	White	.10	.35	1.20

BURPEE'S AMERICAN BEAUTY ASTER.

First offered by us two years ago, and named on account of its similarity in color to the famous American Beauty Rose. A distinct type, having larger and heavier flowers than the Late Branching Asters, while the flowers are borne on much longer and heavier stems.

It is also the latest of all Asters to bloom and, therefore, prolongs the season by several weeks. Indispensable to cut flower growers.

Burpee's American Beauty. Bright carmine-rose. Pkt., 10 cts.; ¼-oz., 50 cts.; Oz., $1.75.

Burpee's Purple Beauty Rich Purple. Pkt., 15 cts.; ⅛-oz., 60 cts.

CREGO'S GIANT ASTERS.

Resembling choice Chrysanthemums. This is at once the most beautiful and graceful of all American Branching Asters.

	Pkt.	⅛-Oz.	Oz.		Pkt.	¼-Oz.	Oz.
Giant Shell-Pink	$0.10	$0.45	$1.50	Giant Rose-Pink	$0.10	$0.45	$1.50
Giant Lavender	.10	.45	1.50	Giant Purple	.10	.45	1.50
Giant White	.10	.45	1.50	Giant Crimson	.10	.45	1.50
Giant Azure Blue	.10	.45	1.50				

KING ASTERS.

A tall branching type, with long, narrow, quilled-like petals. Very lasting when cut. Our stocks embrace the following separate colors:

Crimson, Pkt., 10 cts.; ⅛-oz. 50 cts.; Oz., $3.00
Lavender Pkt., 10 cts.; ⅛-oz., 50 cts.; Oz., $3.00
Pink Pkt., 10 cts.; ¼-oz., 65 cts.; Oz., $2.25
Rose Pkt., 10 cts.; ¼-oz., 65 cts.; Oz., $2.25
White Pkt., 10 cts.; ⅛-oz., 50 cts.; Oz., $3.00
Violet Pkt., 10 cts.; ⅛-oz., 35 cts.; Oz., $2.50

OTHER IMPROVED AMERICAN ASTERS.

Crimson Giant. Upright branching. Pkt., 10 cts.; ¼-oz., 50 cts.; oz., $1.75.
Rochester. Light lavender-pink. Giant Comet type. Pkt., 10 cts.; ¼-oz., 50 cts.; oz., $1.75.
White Mikado. A pure white Giant Comet. Pkt., 10 cts.; ¼-oz., 45 cts.; oz., $1.75.
Pink Beauty. Excellent for pots. Pkt., 10 cts.; ⅛-oz., 30 cts.; oz., $2.25.
Peerless Pink. Beautiful shell-pink. Pkt., 10 cts.; ⅛-oz., 30 cts.; oz., $2.25.
Sensation. Distinct bright cardinal. Pkt., 10 cts.; ⅛-oz., 30 cts.; oz., $2.25.
Lavender Gem. Silvery-lavender. Comet type. Pkt., 10 cts.; ⅛-oz., 40 cts.; oz., $2.75.

DAYBREAK ASTERS.

This is perhaps the most useful type for growing in pots, while they are unsurpassed for bedding. May be had in the following separate colors:

	Pkt.	⅛-Oz.	Oz.		Pkt.	⅛-Oz.	Oz.
Bluebird (Azure Blue)	$0.10	$0.35	$2.50	Daybreak (Silvery-Pink)	$0.10	$0.35	$2.50
Purity (White)	.10	.35	2.50	Rose	.10	.35	2.50
Lavender	.10	.35	2.50	Salmon	.10	.60	
America (Pink)	.10	.30	2.25				

For All That Is Best in Vegetable and Flower Seeds

Write for Burpee's Annual. The Leading American Seed Catalog.

Also ask for our Special Blue List of Wholesale Prices.

W. Atlee Burpee Co.,

Seed Growers Philadelphia.

Vaughan's ASTER SEED for Florists

ASTER—Giant Branching.

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White.

		Trade pkt.	Oz.
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers.

Crimson, Light Blue, Lavender, Pink, Light Pink, Silvery Lilac, Dark Blue, Rose, White.

		Trade pkt.	Oz.
Any of above	¼ oz., 40c	$0.25	$1.40
Mixed, all colors	¼ oz., 35c	.25	1.20

QUEEN OF THE MARKET
The Standard Early Flowering Type

White, Crimson, Pink, Dark Blue, Flesh, Scarlet.

Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., 10.00; ¼ oz., 20c	.10	.60

GIANT BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak, (Mary Semple) Purple, Deep Violet.

Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., .8.00; ¼ oz., 20c	.10	..60

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties, and are twisted and curled.

White, Crimson, Shell Pink, Azure Blue, Dark Pink, Purple, Lavender.

Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 35c	.25	1.20

THE ROYAL
(Early Flowering Branching)

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters.

White, Shell Pink, Rose Pink, Lavender, Purple.

Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 40c	.25	1.40

THE KING

The habit is similar to the Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader.

Rose, Pink, Violet, White, Crimson, Lavender.

Any of above	¼ oz., 45c	.25	1.60
Mixed all colors	¼ oz., 45c	.25	1.50

OTHER AMERICAN ASTERS

Lavender Gem. The flowers are of a true lavender shade and the petals are gracefully curled and twisted..		.25	2.00
Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in sunshine like a live coal; free branching		.25	1.80
Mammoth Non-Lateral Branching White, 2 ft. This is the largest Aster on the market. The plants grow about two feet high, with a low branching habit, and the flowers, which are borne on non-lateral stems, are full, with petal curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching	⅛ oz., 60c	.50	4.00
Mammoth Non-Lateral Branching Blue, 2 ft. Very like the preceding except the flowers are a medium shade of blue	⅛ oz., 50c	.35	3.20
American Beauty. Rose Pink, 2½ ft.	¼ oz., 65c	.35	2.50
American Beauty. Purple	⅛ oz., 60c	.50	4.00

ASTERS IN MIXTURES

Vaughan's Florists' Mixture	.25	1.40
White Tall Varieties.. Mixed	.25	1.40

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Dracaena Canes

Last chance to import Canes before "Plant Exclusion Act" becomes effective June 1st.

All the best commercial varieties including

Lindeni	**Massangeana**	**Terminalis**
Fragrans	**Imperialis**	**Sanderiana**
Amabilis	**Lord Wolseley**	**Etc., Etc.**

Write for prices. Spring shipment.

McHUTCHISON & CO.

95 Chambers Street, NEW YORK

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors, Tr. pkt., 30c; $1.25 per oz.

SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.

EARLY ROYAL BRANCHING, in separate co ors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown. EXTRA QUALITY.

Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

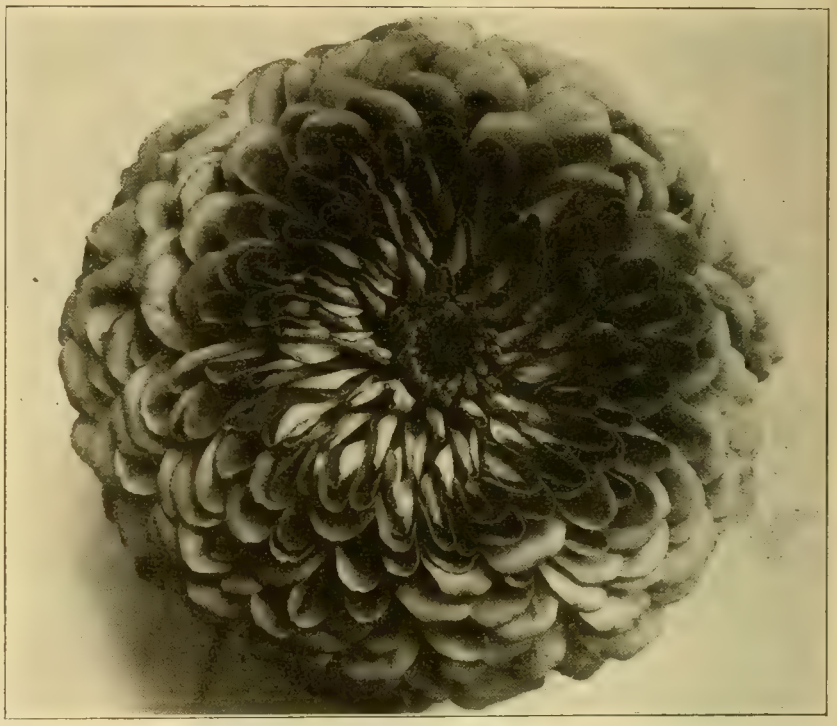
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Dreer's Reliable Hardy Perennial
FLOWER SEEDS

Hardy Perennials are becoming more popular each season; there is a big demand for the plants and many sorts are splendid for cutting. For best results seed should be sown in spring as soon as the ground is in good condition. We offer below a short list of the best kinds that can readily be grown from seed. For complete list see our Wholesale Price List. Copies free to Florists on request.

	Tr. Pkt.	Oz.
Achillea Ptarmica Fl. Pl. "The Pearl." Double White	$0.50	$2.50
" **Millefolium Roseum.** Rosy Milfoil	.15	.50
Agrostemma Coronaria. Bright crimson	.10	.25
Ampelopsis Veitchi. Boston Ivy	75c per ¼ lb.	.10 .25
Anchusa Italica Dropmore Variety. Rich deep blue	.25	1.00
Aquilegia Chrysantha. Yellow	.30	1.50
" **Dreer's Long Spurred Hybrids.** Extra fine mixture	.30	1.50
" **Single Mixed.** Good quality	.10	.25
" **Double Mixed.** " "	.10	.30
Boltonia Asteroides. White	.25	1.00
" **Latisquama.** Pink	.25	1.00
Campanula Carpatica. Blue	.25	1.00
" " **Alba.** White	.25	1.00
" **Medium Calycanthema Mixed.** Cup and saucer Canterbury Bells	.30	1.25
" " **Single Mixed.** Canterbury Bells	.10	.25
Shasta Daisy "Alaska." The finest of all	.40	2.00
Coreopsis Lanceolata Grandiflora. Golden yellow, extra fine strain	.10	.25
Delphinium Belladonna. Turquoise blue	.50	3.00
" **Gold Medal Hybrids.** An extra fine strain of large-flowering hybrids	$2 50 per ¼ lb.	.20 .75
Dianthus Latifolius Atrococcineus Fl. Pl. Double rich scarlet	.25	1.00
Digitalis Gloxinaeflora Mixed. Spotted Foxglove	.20	.60
" **Maculata Superba.** An extra fine spotted strain	.20	.60
" **Monstrosa.** Mammoth Foxglove	.20	.75
Gaillardia Grandiflora Superb Mixed. One of the popular perennials	.10	.40
Geum Atrosanguineum Fl. Pl. Double scarlet	.25	.75
Gypsophila Paniculata. Baby's Breath	.15	.40
Hibiscus New Giant. A grand strain of mixed colors	.15	.50
Hollyhock Double Bright Rose	.20	.75
" " **Maroon**	.20	.75
" " **Red**	.20	.75
" " **Salmon Rose**	.20	.75
" " **White**	.20	.75
" " **Yellow**	.20	.75
" " **Mixed**	.20	.60
" " **Newport Pink.** A beautiful pure pink	.25	1.00
" **Allegheny.** Fringed Hollyhock, mixed colors	.20	.75
Lathyrus Latifolius Mixed. Everlasting Hardy Pea	.15	.40
Lavandula Vera. The true sweet lavender	.20	.75
Lupinus Polyphyllus Roseus	.20	.75
" " **Blue**	.10	.20

TRITOMA HYBRIDA.

	Tr. Pkt.	Oz.
" " **White**	$0.10	$0.20
" " **Moerheimi.** Light and deep rose	.25	1.00
" " **Mixed**	50c per ¼ lb.	.10 .15
Lychnis Chalcedonica. Bright scarlet	.10	.30
Physostegia Virginica. Pink. Very popular	.15	.50
Platycodon Grandiflora. Blue	.25	1.00
" " **Alba.** White	.25	1.00
Poppy Nudicaule Mixed. Iceland Poppy	.20	.75
" **Orientale.** Scarlet-crimson Oriental Poppy	.15	.40
Pyrethrum Hybridum Single Mixed. All colors	.30	1.25
Sidalcea Candida. Pure white	.10	.30
Sidalcea Rose Queen. A fine new clear rose	$0.30	$1.50
" **Rosy Gem.** Bright rose	.15	.50
Statice Latifolia. Sea Lavender	.25	1.00
Stokesia Cyanea, Blue. Cornflower Aster	.20	.75
" " **Alba.** White	.25	1.00
Sweet William, Single Mixed	75c per ¼ lb.	.10 .25
" " " **Newport Pink**	.30	1.50
" " " **Scarlet Beauty**	.30	1.50
" " **Double Mixed**	$1.50 per ¼ lb.	.15 .50
Tritoma Hybrida. A splendid mixture of early-flowering varieties of the Red-hot-Poker	.25	1.00

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

BRITISH SEEDS
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale See GROWERS LANGPORT, Eng.
Cable Address: "KELWAY, LANGPORT."

ROOTED CARNATION CUTTINGS.

Ready for immediate delivery. ORDER EARLY.

	1,000	100
Good Cheer	$30.00	$3.50
Aviator	30.00	3.50
Nancy	30.00	3.50
Mrs. C. W. Ward	30.00	3.50
White Wonder	35.00	4.00
White Enchantress	35.00	4.00
Enchantress	30.00	3.50
Rose-pink Enchantress	$25.00	3.00
Rosette	30.00	3.50
Albert Roper	25.00	3.00
Herald	25.00	3.00
Alice	20.00	2.50
Thenanthos	20.00	2.50

Peter Reinberg 30 E. Randolph Street, CHICAGO, ILL.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

WOOD'S FAMOUS
Southern Ensilage Corns

SILAGE and good concentrates have proved the most economical for producing beef and butter-fat. In these days of high priced feed a full silo is all-important, and good ensilage corns are in great demand.

Wood's Famous Southern-grown Ensilage Corns enable farmers to grow more silage on every acre. For years these corns have enjoyed a splendid reputation for ensilage purposes, particularly in the North and West—making larger crops and better crops than corns grown in other parts of the country.

The past year was very favorable for curing and maturing our ensilage corns. We offer corns cured under natural conditions—unsurpassed in vigorous germination. All seed corns are tested for germination before being shipped.

"As a Silo Filler it Has NO Equal"

—that's what one farmer says about it. An Ohio farmer says, "It's the best silage corn I ever raised." A New Jersey farmer says, "It is leafy, sturdy, and ears well in this section — better than other varieties." Another farmer writes, "Some of the strongest land made 100 bushels to the acre."

Write for catalog and prices of these corns that produce the most silage from the least land and labor.

T. W. WOOD & SONS

Seedsmen

RICHMOND VIRGINIA

104

PANSIES

Cool greenhouse grown seedlings. $4.00 per 1000.

Alyssum Double Giant, 2-inch, $2.00 per 100.

Geraniums, booked ahead at this time.

Elmer Rawlings, Allegany, N. Y.

Trade Directory

PRICE: $3.00 POSTPAID

American Florist Co.

440 S. Dearborn St., Chicago

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.
Mention the American Florist when writing

TOMATO SEED
Grown for the Wholesale Seed Trade
HAVEN SEED CO.
SANTA ANA, CALIFORNIA
Mention the American Florist when writing

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
Mention the American Florist when writing

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City
Mention the American Florist when writing

Yokohama Nursery Co., Ltd.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds
Mention the American Florist when writing

SEEDS
Flower and Vegetable
WHOLESALE ONLY
ROUSTAN SERVAN & CO.
Established 1843
— SEED GROWERS —
Saint-Remy-de-Provence, FRANCE

Worth While Quality SEEDS

Florists' Flower Seeds

Now ready—send your orders today—many items are in short supply this season—you may not be able to get the varieties you want a little later.

	Tr. pkt.	Oz.
ASTER—		
Queen of Market, white, shell pink, rose, crimson, lavender, light blue, dark blue, purple	$0.25	$1.75
Vick's Late Branching, white, shell pink, rose, carmine, crimson, lavender, light blue, dark blue, purple	.25	1.50
Crego, white, shell pink, lavender, purple	.25	.....
American Beauty	.50	1.75
ASPARAGUS—		
Plumosus Nanus, northern greenhouse grown, 250 seeds, $1.00; 1000 seeds, $3.50.		
Sprengeri, 1000 seeds, $1.00.		
ANTIRRHINUM—		
Silver Pink	1.25	.....
Nelrose	.75	.....
White	.75	.....
Yellow	.75	.....
ALYSSUM—		
Little Gem	.20	1.00
AGERATUM—		
Little Blue Star	.35	.....
BEGONIA—		
Vernon	.25	.....
Erfordii	.35	.....
Gracilis Luminosa	.35	.....
CALCEOLARIA—		
Winterson's Combination Mixture	.75	.....
CALENDULA—		
Orange King	.15	.75
CANDYTUFT—		
Empress	.25	1.00
CENTAUREA—		
Candidissima	.35	.....
Gymnocarpa	.20	1.00
CINERARIA—		
Winterson's Combination Mixture	.75	.....
COBAEA SCANDENS—		
Purple	.20	1.00
White	.25	1.50
DRACAENA—		
Indivisa	.20	.75
GYPSOPHILA—		
Elegans	.20	.75
HELICHRYSUM—		
Monstrosum fl. pl., mixed	.25	1.25
HELIOTROPE—		
Lemoine's Hybrids	.50	.....
IPOMOEA (Moon Flower)—		
Grandiflora Alba	.20	.75
LOBELIA—		
Crystal Palace Compacta Dwarf	.25	.....
Speciosa Trailing	.20	.....
MIGNONETTE—		
Machet, True	.25	1.00
MYOSOTIS (Forget-Me-Not)		
Dissitiflora Blue	.30	.....
NICOTIANA—		
Affinis (white)	.15	.....
PANSY—		
Winterson's Combination Mixture	.75	5.00
PENNISETUM—		
Ruppelianum	.20	.....

	Tr. pkt.	Oz.
PETUNIA—		
Snowball White	$0.25	.....
Rosy Morn	.25	.....
Howard's Star	.25	.....
Giants of California	.50	.....
Giants of California, Ruffled	.75	.....
Double, mixed, finest	1.00	.....
PHLOX—		
Drummondii, Grandifl., mixed	.25	.....
PRIMULA—		
Obconica Grandifl., mixed	.75	.....
RICINUS—		
Zanzibarensis, mixed	.10	$0.50
SALVIA—		
Globe of Fire	.35	.....
Zurich	.50	5.00
Bonfire	.35	2.50
Splendens	.25	2.00
Drooping Spikes	.35	2.50
THUNBERGIA—		
Alata, mixed	.25	1.00
VERBENA—		
Mammoth, White	.25	.....
Mammoth, Pink	.25	.....
Mammoth, Blue	.25	.....
Mammoth, Defiance (Scarlet)	.25	.....
Mammoth, mixed	.25	1.50
VINCA—		
Alba Pura	.20	1.50
Alba Rosea	.20	1.50
Rosea	.20	1.50

Grow Vegetable Plants for Spring Sales

	Oz.	¼ lb.
CABBAGE—		
Early Jersey Wakefield	$1.50	$3.50
Early Summer	1.50	3.50
Allhead Early	1.50	3.50
Hollander or Danish Ballhead	1.50	3.00
CAULIFLOWER—		
Early Snowball	4.50	.....
Early Erfurt	4.50	.....
Dry Weather	4.50	.....
CELERY—		
White Plume	.50	.....
Golden Yel. Self-Blanching (Fr. Grown)	1.50	.....
CELERIAC—		
Giant Prague	.35	.....
EGG PLANT—		
Black Beauty	.75	.....
LETTUCE—		
Grand Rapids Forcing	.20	.60
Early May King	.20	.60
PARSLEY—		
Winterson's Extra Green Curled	.15	.50
PEPPER—		
Ruby King	.60	2.25
Large Bell or Bull Nose	.60	2.25
Chinese Giant (True)	.75	2.75
RADISH—		
Scarlet Globe (Reselected)	.30	.90
TOMATO—		
Improved Acme	.45	1.50
Livingston's Beauty	.50	1.60
Early Dwarf Champion	.50	1 60
Dwarf Stone	.50	1.60
Golden Queen	.50	1.60
Ponderosa	.75	2.50
True Stone	.40	1.25
True Earliana	.60	2.00
Livingston's Globe	.50	1.60
June Pink	.50	1.60
John Baer (True)	.75	2.50

A. HENDERSON & CO.
Owners of Winterson's Seed Store
166 North Wabash Avenue, CHICAGO

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, February 25.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate, $5.00 to $6.00; leaf lettuce, per box, 30 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $5.00.

New York, February 24.—Celery (Florida), per case, $2.00 to $5.00; cucumbers, $2.50 to $3.00 per dozen; mushrooms, $1.00 to $2.25 per basket; tomatoes, per pound, 20 to 50 cents; lettuce, per package, $1.50 to $4.50; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets.

During the period, February 18-25, reports to the bureau of markets of the United States department of agriculture, indicated a steady active movement of vegetables with an upward price trend, shipments being about 20 per cent heavier than during the corresponding period last year. The potato distributing markets strengthened somewhat. At Chicago, No. 1 northern sacked white stock in carlots gained 15 cents and sold at $1.65-$1.70 per 100 pounds. Wisconsin shipping points declined five cents to $1.35-$1.40 f. o. b. Michigan shipments held at $1.45 and Moorhead, Minn., weakened to $1.15-$1.20. Colorado No. 1 white sacked declined to $1.05-$1.20. Old cabbage was quoted higher. New York Danish seed strengthened to $23-$30 f. o. b. per ton in bulk for fair to choice in shipping sections and advanced fully $5 in consuming markets with a range of $30-$35 and reached $40 in Cincinnati. Wisconsin Holland seed advanced $5-$10 and was quoted $30-$40 in leading northwestern consuming markets. Values for new cabbage reigned fairly steady. Sharp advances occurred in the New York state onion shipping section and stock is reported moving out of the growers' hands rapidly. A few fancy lots reached $3.10 per 100 pounds f. o. b. The general range for good yellow stock was $2.75-$3. Celery prices held firm and lettuce showed a tendency to advance.

Head Lettuce.

Head lettuce is gaining in importance from year to year. When we stop for a moment and consider the amount of head lettuce handled 10 years ago, and compare with today, the strides taken are wonderful. This crop promises to rival celery in importance. One of the chief reasons for this popularity is found in the fact that solid heads are easily shipped long distances; this ready transportation makes it possible to supply the demand almost every day in the year, as almost some section of the country is sure to be on with a crop. There are some lulls, however, and he who can bring in a good crop during an off spell is lucky.

In our location, Ohio, we have for many years been able to hit such an open market during the month of May. At this time, the southern shipments are either poor in quality or absent entirely and the home grown crop is not in. To get this result, we bend every effort to produce the right kind of plants, use the right kind of land and fertilizers, and also varieties. We have had many imitators in our locality, but so far no one has been able to carry away the honors. Some day, of course, we expect to lose our championship, but if we do, the new comer has earned his position. In other words, it is no easy road to success.

One of the chief stumbling blocks is constant ventilation of the young plants. They are so impatient in this respect that the least neglect is liable to ruin them. What is wanted is a low temperature and plenty of air at all times. At night 40° is right and in the day time 50° is ample. We prick the young seedlings out 2x2 inches and in a month these should be strong plants, with as much or more root system as top. They are exposed to full air as soon as possible, it being absolutely necessary to be able to remove the glass entirely at this time. When properly hardened, these plants will stand hard freezing with no injury. We have had them come through storms when the temperature dropped to 20° and the ground froze hard enough to carry a wagon. In order to get on this early market no time or pains must be spared. We would rather risk a freeze up in March than a hot wave in June. We transplant these plants into the field any time after March 20, when moisture conditions are right; 12x12 is our favorite spacing, and planting boards are used in the field the same as indoors to prevent packing the soil. As regards variety, we use May King, Unrivalled and Big Boston. May King is the earliest, but too small. Unrivalled is a green type of Big Boston, and many strains exist, some of them being very good. Big Boston is the standard sort. We have so far had no luck with Iceberg, but hope to bring this kind to terms some day. Iceberg will be the leader if it can be produced in good shape.

MARKETMAN.

SOUTHAMPTON, MASS.—The Southampton Horticultural Society has announced that it will hold a summer show, July 30-31.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

Vaughan's Gladiolus

AMERICAN GROWN, ESPECIALLY SELECTED For Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000
America, First	$22.00
America, Second size	17.00
Augusta, First	20.00
Augusta, Second size	16.00
Panama, First	32.50
Mrs. Frank Pendleton, First	45.00
Europa, First	60.00
Mrs. Francis King, First	$20.00
Mrs. Francis King, Second size	16.00
Chicago White, First	27.50
Chicago White, Second size	22.00
Schwaben, First	40.00
Vaughan's Florist Mixed, First size	16.00

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, 1⅛-1⅜ inch.

VALLEY PIPS.

In storage for quick forcing.

500 Pips for $13.00. 1000 Pips for $25.00.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

CHRYSANTHEMUM CUTTINGS

All the best tested and tried commercial varieties; also **POMPONS**, guaranteed absolutely free from disease. Will start shipping March 1st.

C. U. LIGGIT
Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company
WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and **Marguerite Daisies,** 2½-inch and rooted cuttings.
Rose and **Ivy Geraniums,** 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**
Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

FLORIST'S FLOWER SEEDS

NEW CROP AND SUPERIOR STRAINS.

Ageratum—
Dwarf Blue, ¼ oz. 15c.
Alyssum—
Little Gem, ¼ oz., 15c; oz., 50c.
Sweet, oz. 20c; ¼ lb., 60c.
Antirrhinum, (Snapdragon)—
Pink, Scarlet, each, ¼ oz., 20c.
White, Yellow, each, ¼ oz., 20c.
Mixed, ¼ oz., 15c; oz., 40c.
Asparagus Sprengeri—
100 seeds for 10c; 1,000 for 75c.
Asparagus Plumosus Nanus—
100 seeds for 50c; 1,000 for $3.50.

ASTERS.

Lady Roosevelt—
A splendid variety. Trade Pkt., 20c; ⅛ oz., 30c.
Crego Asters—
Magnificent for cutting:
Rose, Lavender and White, each, Trade Pkt., 20c; ¼ oz., 50c.
Rose King—
Enormous quilled flowers, fine for cutting.
Trade Pkt., 25c; ¼ oz., 50c.
Vick's Mikado—
A large, graceful flower for cutting.
Pink, White and Rose, each.
Trade Pkt., 20c; ¼ oz., 40c.
Lavender Gem—
An early Lavender.
Trade Pkt., 25c; ¼ oz., 50c.
Queen of the Market—
Dark Blue, Crimson, each, ⅛ oz., 15c; ½ oz., 50c.
Light Blue, Pink, each, ⅛ oz., 15c; ½ oz., 50c
Snowdrift, Pure White, ⅛ oz., 15c; ½ oz., 50c.
Mixed, ⅛ oz., 15c; ½ oz., 40c.
Branching, Late, Extra Select Stock—
Flowers large, double on long stiff stems, excellent for cutting.
White, Pink, each, ⅛ oz., 20c; ½ oz., 60c.
Lavender, Purple, each, ⅛ oz., 20c; ½ oz., 60c.
Dark Red, ⅛ oz., 20c; ½ oz., 60c.
Mixed, ¼ oz., 20c; 1 oz., 75c.
Admiration—
Finest pink for florists' use.
Trade Pkt., 25c; ⅛ oz., 50c.
Balsam—
Camellia flowered, double mixed, oz., 40c.
Bachelor's Button—
Double Blue, ¼ oz., 20c.
Begonia—
Gracilis Luminosa, Prima Donna, Triumph, Each, Trade Pkt., 50c.
Calendula—
Orange King., oz., 15c.
Centaurea—
Gymnocarpa, ½ oz., 25c.
Imperialis, mixed, ¼ oz., 20c.
Cobea Scandens, Purple, oz., 30c.
Coleus—
Finest Hybrids, mixed, Trade Pkt., 50c.
Dracena Indivisa—
Trade Pkt., 10c; oz., 45c.
Ipomea Grandiflora (Moon-flower)—
oz., 30c.
Ipomea—
Heavenly Blue, oz., 50c.
Lobelia—
Erinus Speciosa, Trailing Blue, ⅛ oz., 15c.
Crystal Palace Compacta, ⅛ oz., 25c.
Mignonette—
Machet, Large Flowered Strain, oz., 25c.
Allen's Defiance, (Extra Select), oz., 35c.
Grandiflora, oz., 10c; ¼ lb., 35c.
Marigold—
Double African, Lemon, oz., 50c.
Double African, Orange, oz., 50c.
Double African, Mixed, oz., 25c.
Petunia—
Double Grandiflora Fringed Mixed. 1,000 seeds, $1.50.
Giant Ruffled, Trade Pkt., 75c.
Single Large Fringed, Trade Pkt., 50c.
Giants of California, mixed, Trade Pkt., 75c.
Rosy Morn, ⅛ oz., 30c.
Striped and Blotched, Single, ¼ oz., 35c.
Single, Mixed, ¼ oz., 20c.
Howard's Star, ¼ oz., 40c.
Ricinus—
Sanguineus, oz., 10c; ¼ lb., 40c.
Zanzibarensis, oz., 15c; ¼ lb., 50c.
Salvia—
Clara Bedman, Trade Pkt., 35c; ¼ oz., 60c.
Splendens, Trade Pkt., 25c; oz., $1.75.
Zurich, Trade Pkt., 50c; ¼ oz., $1.00.
Salpiglossis—
Emperor, Mixed, Trade Pkt., 25c.
Schizanthus—
Wisetonensis. Trade Pkt., 30c.
Smilax—
oz., 30c; ¼ lb., $1.00.
Stocks—
Dwarf, Large Flowering, Double Ten Weeks, Mixed, ⅛ oz., 35c.
Ten Weeks, separate colors, each, ⅛ oz., 40c.
Verbena (Mammoth Flowered)—
Blue and Purple Shades, ¼ oz., 40c; oz., $1.25.
Pink, Scarlet, each, ¼ oz., 40c; oz., $1.25.
White, ¼ oz., 40c; oz., $1.25.
Mixed, ¼ oz., 40c; oz., $1.25.
Candytuft—
Empress, very large, white, oz. $0.30
White, Rocket, oz. .... .20
Little Prince, dwarf white, oz. .... .20
Celosia—
Ostrich Feather, Tall, mixed, ⅛ oz. .... .20
Thompsoni Magnifica, mixed, ⅛ oz. .... .20
Childsii (Wool Flower), Trade Pkt. .... .25

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing

CANNAS

King Humbert, extra heavy home-grown roots, $4.00 per 100. Also a few thousand **Mixed Cannas,** such varieties as **Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan** and **Wintzer's Colossal,** at $20.00 per 1000. Cash.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

FRESNO, CALIF.—The State Nursery Co., of this city has received its charter authorizing a capital stock of $10,000.

CALIFORNIA nurserymen anticipate a heavy demand for fruit stocks to replace grape vines following national prohibition.

SPRINGFIELD, N. J.—William Flemmer, Jr., of the F. & J. Nurseries, who has been serving in France with the American forces, has been awarded the Croix de Guerre for bravery under intense bombardment.

THE agricultural experiment station, Berkeley, Calif., has issued Bulletin 304 on the effects of freezes on citrus in that state, showing changes that take places in frozen oranges and lemons, and a test of the efficiency of orchard heating.

PROVIDENCE, R. I.—The Rhode Island Nurserymen's Association has been organized with the following officers: C. H. Greaton, Providence, president; C. W. Morey, Woonsocket, vice-president; D. A. Clarke, Fiskeville, secretary; V. A. Vanicek, Newport, treasurer.

YUCCA, found in large quantity in Arizona, the plants having an average weight of 50 pounds, requiring from 25 to 40 years to attain that size, is being used to advantage in reducing the mortality among range cattle during periods of drought in the semi-arid regions.

"ROSES for the Home" is the title of Farmers' Bulletin 750, issued by the United States department of agriculture, with information as to soil, fertilizer, planting, pruning, etc., required by varieties for lawn and border, arbor and trellis, for cutting, and for other ornamental purposes.

Tree Planting Urged.

The project of a widespread and concerted planting of trees has been sympathetically discussed by the press of the country in connection with memorializing our sacrifices in the war, and the suggestion has been greatly stimulated for the moment in the public mind by the lamented death of Theodore Roosevelt. But there has resulted no plan for recognition and concert of action in a much to be desired general undertaking of a work so easily to be put under way and so engaging and responsive in its results. Let us plant trees, and in the public service the best use of trees is to put them on our public roads, where in so many parts of our own state they are conspicuous by their absence, and in our parks and other public places, where feasible, to renew and replant defunct and depleted plantations, and our public school grounds in the rural districts, where opportunity should be found and which have been sadly neglected by our state educational department.—New York Sun.

Plant Quarantine Protest.

At a spirited meeting of the Massachusetts Horticultural Society in Horticultural hall, Boston, February 15, the matter of plant exclusion as embodied in the proposed ruling of the Federal Horticultural Board, was the subject of a lively discussion entered into by W. N. Craig, W. H. Wyman and others of the society, and Dr. B. T. Galloway, of the foreign seed and plant introduction division of the department of agriculture. A number of questions had been prepared by Mr. Craig calling attention to numerous inconsistencies in the proposed embargo, but the answers of the government's expert failed in the main to change the opinion of those present that the regulations were unfair to horticultural interests. As a result, the following resolutions were passed:

Resolved, That this public meeting in Horticultural hall, Boston, February 15, 1919, comprising many members of the Massachusetts Horticultural Society and others keenly interested in horticulture, believes that the horticultural interests of the United States will be very seriously affected if Quarantine No. 37 is put in force.

Since the opening of the great world war, imports of European nursery stock have been very much restricted, and growers here have not stocks on hand of the excluded plants from which to propagate. A very long period would be necessary to produce much of the stock we have been importing, and our climate and labor conditions are such that few men would have the temerity to undertake work which a new Federal Horticultural Board would probably unsettle if not destroy.

The opinion of the Federal Horticultural Board that debarred plants can all promptly be produced at home is one which no one possessing practical horticultural knowledge would for one moment consider. Orchids, bay trees, boxwood, rhododendrons and other debarred plants require from 7 to 25 years from seeds, cuttings or grafts to be of suitable size for the American trade. We have no growers here willing to wait for these long years for financial returns.

Proof is entirely lacking that our most serious pests and diseases have come on foreign nursery stock. If inspectors had, in the past, performed their duties more carefully, many of them would have been excluded. With a total prohibition of all plant imports, there remain ample opportunities for both pests and diseases to be introduced and, as long as we have foreign commerce, there are probabilities of additional trouble from such sources.

There seems no valid reason why careful inspection by properly trained men before shipment and after arrival should not amply safeguard our growers at home.

We consider this quarantine unjust, unfair and very discriminating. In it Germany is distinctly favored, while friendly nations have practically all their products debarred.

We do not believe that congress endowed the Federal Horticultural Board with any fiscal powers, and the efforts of a few nurserymen and florists in supporting this measure are more with an idea of excluding plants from abroad that they may charge higher prices for inferior articles produced at home.

It is our earnest belief that, under any circumstances, this quarantine should not go into effect on June 1 next, and that no action be taken which does not properly safeguard the increasingly important horticultural interests of America.

Resolved, That these copies be forwarded to Dr. C. L. Marlatt, Chairman of the Federal Horticultural Board, Hon. D. F. Houston, secretary of agriculture, Senators Lodge and Weeks, Senator-elect Walsh and the 16 Massachusetts congressmen.

Peonies, 30 acres; Iris, 1 acre.
No advanced prices. Write for catalogue.
Gilbert H. Wild, Sarcoxie, Mo.

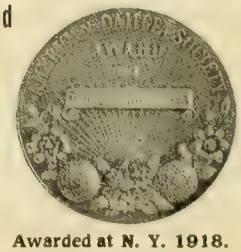
VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, Illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

DAHLIAS
of QUALITY and DISTINCTION
Write for Wholesale Price List of latest cut flower varieties

Awarded at N. Y. 1918.
DAHLIADEL NURSERIES
VINELAND, N. J.

All in Field-grown Clumps.

	Each	Dozen	100
Ayesha	$0.30	$3.00	$20.00
Breeze Lawn	.60	6.00	45.00
Crystal	.35	3.50	25.00
Dreer's Yellow	.25	2.50	18.00
Duchess of Marlboro	.35	3.50	25.00
Etendard de Lyon	.50	5.00	35.00
Frances White	.35	3.50	25.00
Gen. Pershing	.50	5.00	40.00
Irine Satis	.50	5.00	35.00
Kalif	.50	5.00	35.00
Mina Burgle	.20	2.00	15.00
Mme. Eschenauer	.35	3.50	25.00
Mrs. C. H. Breck	.35	3.50	25.00
Oregon Beauty	.25	2.50	18.00
Pierrot	.50	5.00	35.00
Sherlock	.20	2.00	15.00
Sweetbrier	.35	3.50	25.00
Wodan	.25	2.50	20.00

Ready Reference Section.

10 CENTS PER LINE, NET.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus plumosus, 3-inch, 7c; Sprengeri, 4-inch, 10c. WOLFE, THE FLORIST, Waco, Tex.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

CANNAS CHOICE STOCK.

Two to three eye, plump, dormant roots. Order early so as to protect your supply.

King Humbert.....$4.50 per 100; $40.00 per 1000
Chas. Henderson ... 2.50 per 100; 22.00 per 1000

PETER PEARSON
5734 Gunnison St. Chicago
Phone Kildare 6418

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1,000. W. W. Coles, Kokomo, Ind.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Victory	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.
Now ready for shipment.....$8.00 per 100

BASSETT & WASHBURN
Greenhouses, Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO

Rooted carnation cuttings. Ready for immediate delivery. Order early. For varieties and prices see display advertisement elsewhere in this issue. Peter Reinberg, 30 E. Randolph St., Chicago.

CARNATIONS.

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself.

CHOICE ROOTED CUTTINGS.
Per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Store & Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

Chrysanthemums. Rooted cuttings and 2-in. stock, ready March 15. For varieties and prices see display advertisement on front cover page of this issue. W. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemums. 2½-inch, Mensa, Silver Wedding, Turisty Mathewson, Mrs. Weeds, Pres. Taft, Com. Mathew, Chapolora, $4.00 per 100; $35.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemum cuttings. All the best tested and tried commercial varieties. Guaranteed absolutely free from disease. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY

The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias of quality and distinction. All field-grown clumps. Write for wholesale price list of late cut flower varieties. Dahliadel Nurseries, Vineland, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Paris, Queen Alexander, 3-inch, 7c each. WOLFE, THE FLORIST, Waco, Tex.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

DRACAENAS.

Dracaena Canes. All the best commercial varieties. Write for prices. Spring shipment. McHutchison & Co., 95 Chambers St., New York.

Dracaena Rotheana, 7-in., each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston, 6-in., 60c; 8-in., $1.00; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Well cured and graded bulbs. Ready for shipment now or later. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. Tar-Heel Evergreen Co., Elk Park, N. C.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size. $1.75 per carton; in 100-lb. cases, $22.00 per case. The Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies and Iris. Write for catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

Pansies. Cool greenhouse grown seedlings, $4.00 per 1,000. Elmer Rawlings, Allegany, N. Y.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

BENCH PLANTS—ROSE PLANTS.

3,500 Shawyer, which have been dried off and healed in the past two weeks, $9.00 per 100; $80.00 per 1,000.

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

RICHMOND BENCH PLANTS.

$8.00 per 100; $75.00 per 1,000.

WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 Takes the Lot.
WEISS-MEYER CO.,
Maywood Ill.

ROSES.

OPHELIA ROSE PLANTS.

2½-inch pots.

We offer 5,000 very choice plants ready between April 1st and 15th, at the rate of $9.00 per 100, or $80.00 per 1,000. No order shipped for less than 50 plants.

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

Rose Premier. Own roots. March delivery, 2½ in., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown, 1918 crop. Per lb.
Copenhagen Market, selected stock.....$11.50
Dutch Winter or Hollander, selected stock 10.50
Danish Ballhead, selected stock..... 10.00
Danish Roundhead, selected stock..... 9.50

Cauliflower seeds, Danish grown. Per oz.
Extra Early Dwarf Erfurt, selected stock.$2.00
New Earliest Snowball, selected stock... 2.50
Dry Weather, selected stock 2.50
Danish Perfection, selected stock 2.75

STANDARD SEED COMPANY.
Racine Wis.

THE FAVORITE BLUE
DELPHINIUM BELLADONNA SEED.

Blooms first year from seed. It will soon be time to make first sowing; make several sowings to have a succession coming on. Order now. $35.00 per lb., $17.50 per ½ lb., $8.75 per ¼ lb., $2.25 per oz.

MARTIN KOHANKIE.
Painesville. Ohio.

Seeds. Burpee's American Asters. Our American grown strains are unsurpassed. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Dreer's reliable, hardy perennial flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Florists' flower. New crop and superior strains. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Florists' Flower. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS.

Seeds. Flower and vegetable. Wholesale only. Roustan Servan & Co. (established 1843), seed growers, Saint-Remy-de-Provence, France.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

•Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Write for our 1919 special price list for market gardeners and florists. Wm. Henry Maule, Inc., 21st and Arch Sts., Philadelphia, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Wood's famous Southern ensilage corns. Write for catalogue and prices. T. W. Wood & Sons, Richmond, Va.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

TEN WEEKS.

Ten weeks' stocks, good plants; pink, white, yellow and blue, 2¼-inch pots, $3.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100; $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Strong, bushy 3-inch pot Vincas, variegated, $7.00 per 100, $65.00 per 1,000. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

ZEBRINA.

Wandering Jew any color, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Rito, the energizer for soil bacteria, 17/6 per 100 lbs., free on board Liverpool. The Molassine Co., Ltd., East Greenwich, London, Eng.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

MISCELLANEOUS.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Decky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.

Cambridge, Mass.

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., February 12. There was a large attendance with President Joseph Adler in the chair. Philip Lucking of Oyster Bay and Peter Stroyer of Brookville, were elected to active membership and R. C. Hallock was admitted as an associate member. The judges for the monthly exhibits, Wm. Milstead, Chas. Young and Geo. Gilder, made the following awards: To Robt. Jones, first for pot of cyclamen and 50 single violets.

It was unanimously agreed that the society go on record as being against the proposed horticultural import prohibition and a letter of protest was ordered sent to Senator Calder and Congressman Hicks, representing this county.

It was decided to hold the annual dinner at the Glen Head hotel, February 26, the arrangements to be in the hands of Ernest J. Brown, Ernest Westlake and John W. Everitt.

An interesting essay, entitled, "The Value of a Scientific Education" was ably read by John F. Johnston and a vote of thanks was ordered sent to the author, Arthur Smith, a member of the society. Among the visitors present were: R. H. Lickman, president, W. C. McCollum, secretary, and A. Knight, a member of the Islip Horticultural Society, each of whom spoke briefly on horticultural subjects. Competition at the next monthly meeting, March 12, will center in one pot or pan of tulips, six heads of celery and 12 stalks of rhubarb.

HARRY GOODBAND, Sec'y.

Fredericton, N. B.

The winter just passing has been very favorable to the growers in the matter of fuel saving. Coal dealers say that they have difficulty in making sales and wood has also dropped in price. The influenza epidemic seems to have abated and funeral work is now about normal. Stock is also more plentiful and prices are more reasonable. Some carnations may be had at $1.50 per dozen and roses bring from $2 to $3. Pot cyclamens bring from 75 cents to $1 and hyacinths in 4-inch pots vary from 25 to 50 cents. Cinerarias in the same size go at 50 cents to $1. Callas are quoted at 25 cents each. The opening of the local house of assembly which occurs in March generally creates more or less demand for flowers. J. B.

TEAGUE, TEX.—Owing to a shortage of water, Mr. and Mrs. Arthur N. Hibbert have been compelled to discontinue their establishment.

DAYTON, O.—At a meeting of stockholders and creditors of the Miami Floral Co. at the court house, February 27, announced by the receiver, R. G. Corwin, an order will be asked authorizing the sale of real estate belonging to the defendant company.

Patented Jan. 23, 1917.

SAVO

THE ALL-YEAR-ROUND
Flower and Plant Box

Made of Heavy Galvanized Steel

SELF-WATERING—SUB-IRRIGATING
waters the growing plants from the bottom, making longer roots and better plants, leaving top soil mealy and loose. No surface watering.

FOR WINDOWS—PORCHES—SUN PARLORS
A SALES BOOSTER—A TRADE WINNER—AN EASY SELLER

Leak-proof and Rust-proof. Best made, most effective, durable and artistic Flower box on the market. GOOD MARGIN of PROFIT to Dealers. Write Dept. V for catalogue and prices.

SAVO MANUFACTURING CO., 39 S. La Salle Street, Chicago

Mechanical Sash Operating Device and Greenhouse Fittings that are the best, can be secured only from the

ADVANCE CO., Richmond, Ind.

Get our catalogue.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

DREER'S
Florists' Specialties

New Brand "RIVERTON HOSE" New Style

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST

¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
¼-inch, per ft.....16c
Reel of 500 ft.....15½c

Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St., CHICAGO.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,

200 Fifth Avenue New York

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

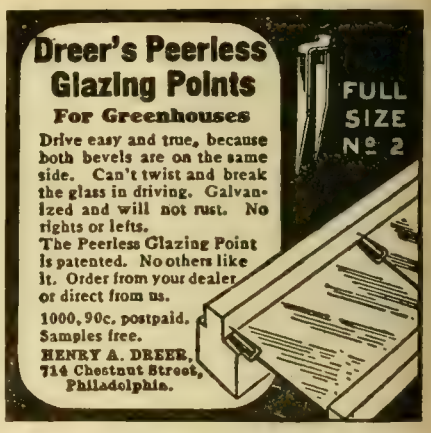
Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Index to Advertisers.

Advance Co.....331
Alfred Lozier Rosery..314
Allen J K.....309
Alpha Floral Co.....313
Amer Bulb Co..... I
Amling E C Co.....305
Anderson S A.....314
Angermueller G H Co.....306
Aphine Mfg Co.....330
Astoria Florist.....312
Avenue Floral Co...314
Baer Julius.....313
Barnard W W Co...323
Bassett & Washburn.298
Baumer Aug R.....515
Baur Window Glass Co..... IV
Bayersdorfer H & Co.307
Begerow's.....312
Berger Bros.....306
Berning H G.....306
Bodger J & Sons Co..320
Boland J B.....315
Bolgiano J & Son....322
Bramley & Son..... 315
Braslan Seed Growers Co..... 316
Breitmeyer's J Sons. 312
Briggs Floral Co....314
Broadway Florist. .313
Brown A J Seed Co..316
Brown Bag Filling Machine Co.....320
Bryan Alonzo J.....325
Buchbinder Bros....III
Buckbee H W.....314
Budlong Co J A.....301
Burpee W A Co.....318
California Florists...313
Central Floral Co...315
Chicago Feed & Fertilizer Co.....332
Chicago Flower Growers Assn.....304
Clark E B Seed Co..322
Clarke's Sons D.....314
Clay & Son.....III
Coan J J.....309
Coles W W.....325
Conard & Jones Co..326
Cooke Geo H.....315
Cottage Gardens Nurs Inc.....326
Cowee W J.....III
Coy H C Seed Co....323
Craig Robt Co.....325
Dahliadel Nurseries.326
Danker Fred A 314
Dards Chas.....312
Dietsch A & Co.....IV
Dominion Floral Co 312
Dorner F & Sons Co.325
Drakos Co.....311
Dreer H A...321 331 332
Duluth Floral Co....314
Dunlop John H.....312
Eble Charles. 311
Edwards Fold Box..III
Erne & Co.....304
Excell Laboratories. II
Eyres H G.....311
Fallon Florist.....311
Fish Henry Seed Co..322
Foerster Co Joseph..299
Foley Greenhouse Mfg Co.....III
Ford M C.....309
Ford William P.....309
Fox J M & Son Inc..313
Frauenfelder C 314
Freeman Mrs J B....313
Frey C H.....314
Frey & Frey 314
Friedman.....315
Froment H E.... 309
Futterman Bros.....308
Galvin Thos F.....313
Gasser J M Co.....312
Giblin & Co.....III
Gnatt The Ove Co...296
Godineau R & M....320
Goldstein I.....309
Gorham Printery Inc.III
Grakelow Chas H...312
Grandfather Evergreen Co.....304
Grand Rpids Flo Co.'314
Grimm & Gorly.....315
Grossberg-Tyler-Finnermann Co....302
Gude Bros.....311
Habermehls Sons J J.311
Hardesty & Co.....313
Hart George B.....309
Hart Henry.....311
Haven Seed Co The.323
Heacock Jos Co.....325
Heinl John G & Son.314
Henderson A & Co. I 323
Henderson Lewis...312
Henry Co The John.305
Henshaw Floral Co .309
Hentz & Nash.....308
Herr Albert M.....325
Hess & Swoboda....312
Hession.....313
Hews & Co A H.....331
Hill D Nurs Co.....326
Hollywood G'rdens 312
Holm & Olson.....312
Holton & Hunkel Co.307
Hort Advertiser.....332
Hort Trade Journal..III
House of Flowers...311
Hurff Edgar F.....319
Hurst & Son 321
Huscroft G. L.....315
Ickes-Braun Mill Co.IV
Idlewild Greenhs 315
Jahn Hugo.....312
Jones Percy. 301
Joy Floral Co.....311
Kahler Pottery Co..331
Kasting W F Co..... I
Keller Pottery Co Geo.....331
Keller Sons J B.....313
Kelway & Son 321
Kennicott Bros Co..301
Kervan Co The.....309
Kessler Wm.....309
Kottmiller A.....311
Kroeschell Bros Co...III
Kruchten John.....305
Kuehn C A.....307
Kuhl Geo A.....325
Landreth Seed Co...325
Lang Flo & Nur Co.314
Lange A.....311
Leborius J J.....313
Leonard Seed Co....319
Levy Jos J.....308
Liggit C U.....325
Littlefield Florist ...314
Lockland Lum Co...IV
London Flow'r Shp .315
Long Island Flo Co.311
Louis Simon Freres & Co.....324
Louise Flower Shop..313
McCallum Co.....307
McGill R C & Co....320
McHutchison & Co. .319
McKenney ..... .314
Mackie William ... 309
Malandre Bros.....314
Matthews the Flo'st..313
Matthewson J F. ..311
Maule Wm H Inc....318
May & Co L L.....315
Meconi Paul.....309
Metairie Ridge Nursery.....314
Meyer A.....315
Michell Henry F Co.....319
Millang Joseph A...300
Miller Floral Co.....314
Miller & Musser.....305
Molassine Co The...295
Moninger J C Co .. .IV
Murray Samuel.....315
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...306
Newell A.....314
N Y Cut Flower Ex..309
N Y Floral Co.....315
Nicotine Mfg Co.....III
Niessen Leo Co 306
Okmulgee Window Glass Co.....IV
Orchid Florists 314
Palmer W J & Son...313
Pappas D J. 313
Park Floral Co 313
Peacock Dahlia Fr..326
Peacock E R Co.....317
Pearson E W.....314
Pedrick G R & Son..321
Penn The Florist....315
Peters & Reed Poty..331
Philadelphia Wholesale Floral Ex.....307
Philips Bros.....314
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....316
Pikes Peak Flo Co...314
Pillsbury I L.....III
Pittsburg Cut Flo Co 306
Podesta & Baldocchi.315
Poehlmann Bros Co.297
Pollworth C C Co ...307
Polykranas Geo J....309
Potter Floral Co....311
Pressing Seed Co W C.. 316
Pulverized Manure Co The..... .330
Pyfer A T & Co.298 300
Raedlein Basket Co..303
Randall A L Co.....305
Randall's Flow Shop.315
Randolph & McClements.....314
Rawlings Elmer.....322
Ready Reference.....327
Reed & Keller.....III
Regan Ptg House....III
Reid Edw.....306
Reinberg Geo.....305
Reinberg Peter.299 322
Rice Bros.....307
Rice Jerome B Seed Co..... 317
Riedel & Meyer.....309
Robinson J C Seed Co.321
Rock Wm L Flwr Co .314
Rodgers J W.....311
Rohnert Waldo ...322
Rosery The Flor'l Co315
Roustan Servan & Co323
Routzahn Seed Co . 323
Rusch G & Co.....307
Saake O C.....311
Salzer Seed Co.....315
Savo Mfg Co 331
Sceery Edward.....313
Schiller the Florist..313
Schillo A Lum Co ...IV
Schlatter W & Son 313 332
Schmidt Chas L.....315
Schwake Chas & Co.308
Shaffer Geo C 315
Sharp Partridge & Co..... 332
Sheppard H W..... 315
Sheridan Walter F..309
Siebrecht George C.309
Simon & Son I N....321
Situation & Wants...293
Skidelsky S S & Co.. I
Smith A W & Co....312
Smith & Co E D.....325
Smith & Fetters Co..314
Smith Henry.....314
Storrs & Harrison...325
Stumpp G. E. M....313
Tar Heel Evergreen Co.....305
Thorburn J M & Co .320
Tonner O A & L A..300
Totty Chas H 325
Traendly & Schenck 309
Traveling Wholesale Florist 308
Trepel Jos.....313
Turner Bros.....331
United Cut Flo Co..309
Vaughan A L & Co..302
Vaughan's Seed Store .....I 318 319 324
Vick's Sons Jas..... 323
Vincent R Jr & Sons Co... I
Walker F Co 311
Weber F H.....314
Weidemann H G....313
Weiland & Risch ..305
Weir James 311
Western Seed & Irrigation Co.....317
Wiegor Bros.....301
Wild Gilbert H. 326
Williams Mrs E A...315
Winterson Co E F..300
Wittbold G Co 310 311
Wolfskill Bros & Morris Goldenson.311
Wood T W & Sons..322
Woodruff S D & Sons.321
Yokohama Nurs Co.323
Young A L & Co....308
Young John & Co...309
Young & Nugent....311
Zech & Mann...303 3 5
Zetlitz Rolf Co.....296

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.



Mention the American Florist when writing

SPECIFY
Magic Brand Fertilizers

Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
Precipitate Bone Phosphate
Magic Blood and Bone

Pure Pulverized Sheep Manure
Natures Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

After

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,
440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MARCH 8, 1919.** **No. 1605**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.00 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes half yearly from August 3, 1901.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

PLANT EMBARGO HEARING.

Florists and Nurserymen Present Their Case to Secretary Houston, of the Department of Agriculture, Washington, D. C.

Spirit of Fairness Manifest.

The legality of quarantine order No. 37 was attacked, and the action of the federal horticultural board criticised, March 2, when representatives of the florists and nurserymen of the United States, 10 in number, led by Curtis Nye Smith, of Boston, Mass., appeared before Secretary of Agriculture David F. Houston. This opportunity had been sought for some time, without results, until this appointment was made by Senator William M. Calder, of Brooklyn, N. Y.

Senator Calder, at the last minute, found that he would be unable to accompany these men to the department and they were taken in charge by Representative Isaac Bachrach, of Atlantic City, N. J., who has been very active with Senator Calder in this matter.

At the department, practically the entire argument was made by Curtis Nye Smith. He denied that the nurserymen were in favor of the quarantine regulations, as had been stated by the board, but had not been given an opportunity to express their views at a fair meeting. He stated that he had been informed, at first, that the intention was to quarantine only earth balled plants and horticultural stocks coming from the Orient. When the provisions were extended to cover everything he had asked for a hearing, but aside from a semi-official meeting in October, during the influenza epidemic, when attendance in Washington was discouraged, nothing had been done.

He claimed he had been prevented from discussing the legality of the regulations with the board. He accused it of having exceeded its authority, the evidence obtained by the board failing to prove the case. Briefs setting forth these contentions were filed with Secretary Houston by both the florists and nurserymen. Secretary Houston stated that he would put the matter before the solicitor of the department of agriculture for legal decision. He also said that if it were as the nurserymen felt, that they had not been given a full hearing, that it was greatly to be regretted and should not be permitted. He declared that he did not favor quarantine regulations as a general thing, and was not disposed to agree to their adoption in cases other than where there is a danger that pests or diseases may come to the United States. He was told that the pests came over in ways other than upon horticultural stock, as in the case of the European corn borer, which made the trip to the United States on bagging consigned to the navy yard at Charlestown, Mass. This has since spread to a considerable extent and is causing alarm in that state.

The Washington correspondent of THE AMERICAN FLORIST was assured by the committee members, following their conference with Secretary Houston, that they were truly well pleased with their trip. "It was well worth time and expense to come here on this occasion, and we are leaving with the thought that we will receive fair play at the hands of the secretary of agriculture. The conference was a delightful one, and we have every reason to hope that the regulations will be withdrawn. We think we have made a good case before Secretary Houston, particularly since the record of the hearing held by the board will not show up very well in favor of the board's action. Then also, pressure is being brought to bear by the European governments, who are not going to permit the exportation to the United States of fruit stocks, as favored by the board, while shut off from the business involving other horticultural products. In fact, they have adopted resolutions to this effect."

Extracts From Brief.

We reproduce herewith some important extracts from the brief presented by the tariff and legislative committee of the Society of American Florists:

"While this committee has not seen the numerous letters which we are told are on file in possession of the federal horticultural board from various nurseries, urging that this quarantine be established, we are in possession of the following facts: On the same day on which the Holland Nurserymen's Association received a cablegram notifying them that Quarantine No. 37 had received your signature, four different firms in Boskoop, Holland, each received a cablegram from one of the very few nurserymen who, in open session, endorsed this prohibition act of the federal horticultural board in which said firm asked for a quotation on 100,000 evergreens and conifers, which is conclusive proof that this concern was not giving its support for the purpose of guarding the country from insect pests. It was ready to let the country take the chance by importing evergreens by the hundred thousand before the doors were closed—simply petty profiteering at the expense of the public. This committee does not wish to even insinuate that all of these endorsements received by letter were prompted by selfish motives, but this committee, and the public, should be permitted to see and pass on these endorsements, the same as on evidence given in open session, in order that it might point out to the board where selfish or profiteering interests prompted such endorsement.

EXCEPTIONS TAKEN TO BOARD'S RULING.

"That the board is unjust to the horticultural trade as well as to the public in making such sweeping restrictions as are ordered in Quarantine No. 37; that the actual conditions existing do not, and dangers from past invasion did not, warrant such drastic measures; that if restrictions are known to be necessary against the importation of stock from certain countries or sources, it should have specified the country or source from which such danger threatened and not unjustly close the doors of the entire world to the American people.

"The board's action should have been taken in accordance with Section 7 of the plant quarantine act, which says:

"That, whenever, in order to prevent the introduction into the United States of any tree, plant, or fruit disease or of any injurious insect, new to or not heretofore widely prevalent or distributed within and throughout the United States, the secretary of agriculture shall determine that it is necessary to forbid the importation into the United States of any class of nursery stock or of any other class of plants, fruits, vegetables, roots, bulbs, seeds, or other plant products from a country or locality where such disease or insect infestation exists, he shall promulgate such determination, specifying the country and locality and the class of nursery stock or other class of plants, fruits, vegetables, roots, bulbs, seeds or other plant products which, in his opinion, should be excluded."

"We insist upon it that we are entitled to intelligent enlightenment why these equally harmless bulbs are excluded. Why can a crocus or hyacinth come in and why must the equally innocent gladiolus, snowdrop or beautiful Spanish iris be excluded?

"Item 3 in Quarantine Act No. 37 permits the importation of rose stocks for propagation, including manetti, multiflora, briar rose and rosa rugosa. These new regulations, while permitting the import of rose-stocks for grafting and budding, prohibit the importation of named varieties; this in spite of the fact that the possibility of introducing or not introducing insects or diseases is the same on one as it is on the other.

"According to the department's records, there were imported during the off year ending June 30, 1918, 1,056,000 named roses and 3,500,000 rose stocks.

Calla Spray

These were probably sent to every state in the Union and we cannot find a single record where a shipment of these plants was held up for quarantine by any inspector, which shows that this stock was apparently clean and safe to distribute.

"We contend that when the federal horticultural board makes a rule on roses, this ruling must be the same on the stock as on the finished product, as one is precisely a counterpart of the other, and the board has no right to distinguish between them.

"Roses have been coming to our country from foreign shores ever since the Pilgrims landed, and up until 1912, without even being inspected. In all that time they have not been guilty of bringing in any kind of trouble or disaster, and they are just as untainted now as they were then, and since 1912 they have run the gauntlet of careful state inspection. Where is the justice of excluding them now?

"At a recent meeting of the New Jersey State Nurserymen's Association, the state inspector of New Jersey, Harry B. Weiss, who has filled this important position since 1911, and through whose hands possibly 50 per cent. of the roses imported into the United States pass made the statement that he has never found a rose or rose-stock that was infested with a dangerous pest.

"We take the liberty, Mr. Secretary, of quoting from a letter bearing your signature, addressed to the Honorable William M. Calder, in which you say:

"'It is true that, as a general rule, plants coming to the United States from Holland have been in better condition than those from any other country, and much freer from pests than those from Belgium. Nevertheless, many injurious insects have been detected in connection with stock imported from Holland since August 20, 1912, when the federal plant quarantine act became effective. During the period of six years of enforcement of this act and inspection of imported plant materials, no less than 148 different species of injurious insects have been discovered on Holland nursery stock, much of which was house-grown. Many of these insects are not now established in the United States and would constitute new elements of danger to the horticulture and agriculture of this country.

"One of the members of our committee has tabulated the number of importations made by his company during the six years you refer to and finds that his concern alone made 1611 separate importations during that period. These were distributed among 19 different countries and consisted of anywhere from one up to 100 or more cases each. All of these imports were inspected by state inspectors under federal regulations and in the entire lot there was not one shipment that was held up for quarantine.

"It seems strange that out of this lot of over 1,000 individual shipments the inspectors have not reported a single dangerous infestation and this, in view of the fact that a record has been given to you of the discovery of 148 different species of injurious insects having been found in Holland stock alone.

"We must quote part of this letter again—'No less than 148 different species of injurious insects have been discovered on Holland nursery stock, much of which was house-grown.' Please note the sentence: 'Much of which was house-grown.' We must take positive exception to this, it not being a statement of actual facts. While the bulk of the Belgium product is house-grown, there is practically no stock for export grown under glass in Holland. What greenhouses the exporters in Holland have are used exclusively for propagating purposes. While some of their plants are grown in pots, this is done in the open air and not in houses.

"Finally, in coming before you, Mr. Secretary, we do so as American citizens, representing an important industry. We have not come to you to beg for favors or mercy from the federal horticultural board, but we ask for justice. This can only be done by Quarantine No. 37 being rescinded and if necessary a new regulation be sub-

DAHLIAS OF PROMISE.

Center Row Contains Jean Kerr, a Fine White for Cutting and Garden Decoration. At Right, a Row of Fordhook White, a Seedling Having the Same Good Qualities.

stituted in place of same which will protect the country from any serious invasion of pests, but which will not place unnecessary restrictions or hardships on any branch of the horticultural trade."

The brief is signed by the following:

J. F. Ammann, President of S. A. F.
Edward A. Fetters, Vice-President of the Society of American Florists.
John Young, Secretary of the S. A. F.
J. J. Hess, Treasurer of the S. A. F.
Wm. F. Gude, Member of Tariff and Legislative Committee.
Heber J. Ware, Member of Tariff and Legislative Committee.
Wm. H. Siebrecht, Jr., Member of Tariff and Legislative Committee.
Jacob D. Eisele, Member of Tariff and Legislative Committee.
Frank R. Pierson, Member of Tariff and Legislative Committee.
James McHutchison, Member of Tariff and Legislative Committee.
Leonard H. Vaughan, Member of Tariff and Legislative Committee.
Wm. F. Gude, Washington Representative Society of American Florists.
George Asmus, Chairman, National Flower Show Committee.
Henry Penn, Director of S. A. F.
Joseph H. Hill, Director of S. A. F.
C. E. Critchell, Director of S. A. F.
C. C. Pollworth, Director of S. A. F.
Joseph A. Manda, Director of S. A. F.
Charles H. Totty, Director Ex-officio, Society of American Florists.
Philip Breitmeyer, Vice-President, Florists' Telegraph Delivery Association.
Charles S. Strout, President American Carnation Society.
Philip F. Kessler, President, New York Florists' Club.
Edmund A. Harvey, President, The Florists' Club of Philadelphia.
E. G. Hill, President, The Florists' Hail Association.
A. J. Zech, President, Chicago Florists' Club.
Benjamin Hammond, President, American Rose Society.
August H. Hummert, President, St. Louis Florists' Club.
Charles J. Graham, President, Cleveland Florists' Club.
Robert Weeks, President, National Association of Gardeners.

Dahlias of Promise.

The accompanying illustration shows one section of a field of dahlias, near Philadelphia, Pa., taken last September. The center row contains the variety Jean Kerr. It is one of the finest white dahlias for cutting and garden decoration, the type being midway between a decorative and show or ball variety, held erect on long, stiff stems quite clear of all foliage. Neither adverse weather conditions, white fly or insects appear to trouble it in the least. Its flowering period began in August, many weeks ahead of other varieties. At the right is a row of seedlings of a stiff-stemmed pure white peony-flowered variety, named Fordhook White, possessing practically the same qualities as Jean Kerr.

Gripping Stuff.

Could anything be more fascinating than the daily reports of winter baseball? Answer: Yes, a seed catalogue. To test the notion we read a column about the trial of the baseball cause celebre yesterday. Then we read two pages of a seed catalogue. The seed stuff was gripping.—B. L. T., in a Line-o'-Type or Two, Chicago Tribune.

BEACON, N. Y.—Extensive improvements are being made at the plant of Hammond's Paint and Slug Shot Works and new machinery installed which will allow of considerable increase in the output.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

St. Patrick's Day.

While people do not exactly jostle one another in buying cut flowers or plants for "Paddy's day," yet it presents an opportunity, on account of the sentiment, that connects it with the home land of many, to feature the anniversary to advantage. Whatever is uppermost in the public mind, or even a racial part of the same, that calls for an annual celebration, should be made the most of in a decorative way. The store that goes to the trouble, is quite sure to be remembered by the interested parties. Stationers and confectioners make a point of catering to the demand for this celebration. They do this because it is bound to pay. They make up their lines in good season, and by displaying them call to mind the occasion and create the demand. Florists can do the same; each dealer gets a return for his efforts, according to the enthusiasm and force he puts into them. If he has the stock and features it in advance by novel and conspicuous display, he is almost certain to mark up satisfactory results.

The Irish flag contains a harp, so a good sized harp of green leucothoe leave segments, or small magnolia leaves gilded, studded with minature green electric lights, will make a showy window piece. This used in connection with Irish flags, shamrocks in pots, and shamrock-shaped pans, and a number of the small conceits to be found in the stocks of the supply dealers, such as miniature high hats, wheel barrows, Irish lads and lassies with vase attachments for shamrocks or flowers should make up an interesting window display.

One of the conceits that always finds a ready sale is a good sized potato,

hollowed out on the top at one end, sufficient to hold a one-inch pot of shamrock, pot and all. If the hole is made greater inside than the opening, a larger plant or section of the same may be squeezed in and look very well. Decorated with a green ribbon and a miniature clay pipe, this will bring a price that shows a very good profit. Display these in connection with boxes that fit, some tied up and addressed to out-of-town points, and card, "Shamrock Souvenirs,—Mailed to Any Address."

"Greened" carnations have a popularity for this day that is worked to advantage by those who do not mind the trouble and dirt their manipulation makes. They are used to such an extent as to make an appreciable advance in the price of white flowers for this purpose.

Blooming plants in the market at this time, with the exception of anything yellow, can be given the significance of the day by little decorative touches, such as green crepe, small Irish flags, miniature pipes in bows of green ribbon, etc.

The day is nearly always celebrated with dinners of the various Irish organizations, at which the decorations are more or less elaborate. At some, the table takes the form of the Irish harp, while on others, decorated harps are often used, some flat and others standing to give the national significance. Pots and pans of shamrocks, greened carnations and other flowers, and small Irish flags, are principal features of these decorations.

Next Week in the Flower Shop.

As spring is so near at hand, it is well to feature all kinds of blossoming branches, such as forsythia, Pyrus japonica, double flowering almonds, dwarf apples, crab apples, cherry and peach blossoms, etc., all of which are very attractive when well covered with their beautiful flowers. While but little of this stock is handled or offered in the commission houses, the enterprising florist, who desires something a little different, and not found in every store, will be amply repaid for his trouble in forcing or interesting some one to bring it in for him.

The activity of the retail florists in getting around among the growers the past week, looking up stock for Easter plant orders, proves that our warning in last week's issue was not a bit too early. This will be an unusual year: there is not too much of anything, while a number of the standard stocks will not half meet the demand. Owing to the very forward season, the Holland bulb situation is beginning to look serious to many growers who fear they may not be able to hold the stock, particularly should April prove warm. This would cause great loss and inconvenience to all concerned, particularly the storekeepers who use this stock to such an extent in their plant baskets, and which delivered, ready for sale in pots and pans, are at once an attracting addition to the stock.

It is good business to commence to feature the Easter stock: just a little of this or that, sufficient to call the event to the minds of customers and casual visitors, which will bear fruit later on. The more planning and preparation, the larger volume and better results when the day arrives.

Let this be sweet pea week. They are now at their best. Nothing could be finer than the stock coming daily in quantity to the market. They are dainty, fragrant and popular with nearly all flower buyers. If featured in the various ways to which they lend themselves, displayed in shallow flower bowls, in small vase baskets, in a pyramid stand composed of small vases that hold one bunch each, in shower effects in hanging vases in the window, and in many other ways, they are sure to attract the attention that soon carries them off. For special drives, such as a week end sale, at a quick moving price, but also showing a good profit, there is nothing better. Many of the funeral pieces, sprays or set designs, are as well made of sweet peas as any other flower, and should show a better profit at this time. We recently saw a large pillow, the ground work of which was beautifully, and yet loosely, made of white sweet peas. A space diagonally across the center was filled at the top with Iris Tingitana, the center was a large bow of lavender orchid ribbon, below which was a half dozen cattleyas. The ribbon ends and loops were artistically placed among these center flowers, and used as well to take up the space and add to the general effect. It was a very artistic piece of work, composed of seasonable flowers. Single and double sprays of all sweet peas are effective, and also work in very well in connection with callas or Easter lilies. They are now the flower of the day, and should be kept to the front because of the profit in handling that is possible with their artistic arrangement. While one must or should know the exact cost of the flowers used in every order, the price to the consumer, should in addition to the regular store percentage of profit, contain an artistic fee, if it might so be called, which has been earned and made possible by the superior arrangement of the flowers. The house deserves this recognition, and the artist as well, for his clever workmanship.

Do not neglect the publicity of your business. You cannot too often impress on your trade the fact that your store, well stocked with the best of the seasonable plants and cut flowers, stands ready to serve them. Their telephone is the front door to your shop, always open to welcome their orders, which will receive the best attention. New business can be obtained through the medium of the newspapers. Florists all over the land find splendid results in well planned advertising in connection with the national "Say it with Flowers" campaign. If you have not contributed to this good work, do so at once. It is for your benefit, and is surely the best money investment you can make. Send your check to Secretary John Young, 1170 Broadway, New York. Do it today.

INDIANAPOLIS, IND.—The Florists' Supply House has been opened at 105 East Ohio street by S. T. Hitz and Fred Kiel.

DOUBLE COSMOS, POPULAR AS FLORIST'S CUT FLOWERS.

LILY BULB PRODUCTION IN THE UNITED STATES.

Seedling Easter Lilies at Government Greenhouses, Arlington Farms, Va. Photographed February 11, 1919, Representing Individual Progeny of Selfed Plants Selected from Best Florists' Stocks, the Seed Planted in July 1916, and Transplanted into Benches Where They Did not Make as Good Growth as the Pot Plants During the Summer of 1917, the Soil in the Benches not Being in Proper Condition. In the Autumn of 1917, the Potted Bulbs of the Same Progeny were Forced and Produced 3 to 7 Flowers. See Text.

Lily Bulb Production in United States.

By Davd Griffiths, of the United States Department of Agriculture, Washington, D. C.

In early July, the department sent out some preliminary notices regarding Easter lily work, with suggestions regarding how the florist might produce his own bulbs of superior merit in one year's time from seed. It seems desirable again to call the attention of florists, who have an opportunity to visit Washington between now and Easter, to the investigations being conducted in the greenhouses at Arlington Farm, near Washington. The stocks that are now of interest are as follows:

I. A lot of 500 bulbs which were grown out-of-doors the past season are being forced. They went through the winter of 1917-1918 out-of-doors, and had no artificial irrigation during the summer. These bulbs are the smallest of the seedling bulbs, germinated in the summer of 1916. They were small when potted, all being under florist sizes and ranging from 9 to 15 cm. (three and one-half to six inches in circumference).

II. A few seedlings forced last year and which produced a crop of seed are being forced again this year.

III. Seeds sown the middle of July are now three-inch pots and 20 to 40 per cent will blossom in June.

IV. Seeds are sown in December are now in thumb pots.

V. A few plants of two lots of the Creole lily of the south are being forced also. One lot has been growing undisturbed until last autumn for the past 45 years.

VI. A few seedlings produced with candidum pollen are in three-inch pots.

Attention should be called again to the desirability, of those who have facilities and an opportunity, to start seedling generations of Easter lilies this spring. The seed thus produced, if well handled, can be sown in July and by the following June a few blossoms will appear, but not in commercial quantity. In September of 1920, if well handled, 60 per cent will be large enough to force for the following Easter.

For seed production, the florist should select the best plants he can find, and probably should cross plants which have the greatest degree of similarity, in order to arrive at as large a degree of uniformity as possible in the progeny. There will be in all events diversity enough, but no more diversity than is found in any similar batch of imported stocks.

On the other hand, one would expect a greater degree of uniformity if the plants were selfed. The first generation produced by the department and the ones described under (I) above, are individual progeny of selfed plants. If such a generation of selfed progeny is produced, it is quite likely the matter of uniformity can be advanced in the next generation by crossing from the selfed progeny the plants, which meet the grower's ideal of perfection most closely. It is also possible that uniformity may be still farther advanced by using Lilium candidum pollen. Such a "cross" has in the past resulted in the production of nothing but Lilium longiflorum, the seed parent, which has led breeders to think that we have in effect such "crosses," a parthenogenetic seed production. If this is true, it would seem that uniformity of progeny might be advanced by deliberately using such pollen as will result in seed production but not in fertilization. Of course, the question of maintenance of vigor is to be considered, but on this point we have no practical information.

This matter, however, is in all probability for the breeder's consideration. The florist will depend on the ordinary process of pollination, which will give plants satisfactory from a florist standpoint, although they may vary in stature. But such variation is as useful as the uses of the Easter lily is varied. It is really questionable whether close uniformity is imperative in florists' stocks of Easter lily.

There is need, however, for the breeder's attention being directed to the possibilities here. The department's seedlings produced with candidum pollen are now in three-inch pots and are expected to blossom in June. There are only a few of them, but they are at present more uniform than any lot we have raised and do not differ from ordinary longiflorum seedlings.

Our out-of-door plantings of lily bulbs are in apparently perfect condition, although planted earlier than we would have planted had cold storage facilities been available for holding the bulbs dormant. The possibility of home production of Easter lily bulbs is forcing itself upon us more clearly as time goes on, and we are looking with considerable confidence to the water tempered climate of the Chesapeake, and adjacent Atlantic coast regions, as holding promise for this production.

Florists who wish to see these seedling stocks can call at 220 Fourteenth street, S. W., where arrangements can be made to visit Arlington Farm greenhouses, or, if more convenient, can take the electric line near the government postoffice, changing at Arlington Junction for the farm, where either Mr. Butterfield or Mr. Meyer will show them the stocks.

Double Cosmos.

The accompanying illustration shows a rose bowl filled with sprays of a double form of this beautiful and popular fall offering, which is sure to come into general use as a florist's cut flower. It is grown from seed planted at the same time as the older variety. Some are entire double, while others have an anemone center with a single row of ray florets. The white are particularly chaste and very desirable for sprays and all kinds of funeral work. It comes into flower at the same time as the single, and lasts until frost.

PEKIN, ILL.—George A. Kuhl is in California, for health and pleasure.

MINNEAPOLIS, MINN.—H. E. Philpott, formerly of Winnipeg, Manitoba, is now with Rice Bros., of this city.

Bedding Plant Work for March.

The bedding plants are beginning to occupy a great deal of the bench space at the greenhouse establishments that grow them in large numbers. As they are shifted along much more space has to be given over to them. But, if the expected higher prices are to be realized, first class plants must be offered in return, or the customers will greatly curtail their purchases. The out-of-date "three for a quarter" geranium plants, that used to be slipped from a 2½-inch pot into a 4-inch after the Easter stock was out of the way, will not be acceptable to the customers at the present day prices. They want a thrifty, well-established plant, nicely in bloom. For such plants, they do not complain at the advanced prices, but ask a quarter or even 20 cents for a puny geranium plant and they will quickly call you a robber.

Easter comes so very late this year, that even if it were a wise plan to hold over, shifting along the bedding plants until after the Easter stock is out of the way, it could not be done with any certain degree of success and have the plants ready for sale by May 15-30. This is the time of the year when greenhouse shelves are a great asset to a grower; they provide space for a lot of stock, especially the flats of transplanted seedlings, and it is a good plan to fit up shelves wherever it is practical to utilize them. According to reliable information, there is a shortage of some of the popular varieties of bedding, particularly geraniums. This should cause an increased demand for a greater assortment of plants, and anyone who has a good stock of cannas, petunias, salvias or any other plants that can be used for outside planting, will do well in working up a good stock of them.

ANNUAL SEEDLINGS.

Under this heading can be placed a long list of plants that should receive attention at this time. There are pansies, verbenas, lobelias, petunias, ageratums, sweet alyssums, bellis, vincas and begonias, seed of which, having been sown since the first of the year, the plants should now be either transplanted into flats or ready to be attended to. Do not delay this work. When the young plants have attained sufficient size as transplanted plants, they will be ready for potting up to make nice, sturdy stock in flower when needed for sale or planting out. The shelves are the place for the flats of these transplanted plants, and it is wonderful the number a shelf will hold.

March 1-15 is the time for sowing seed of asters, antirrhinums, petunias, verbenas, zinnias and all other plants that are to be sold from flats as transplanted seedlings. These seed boxes do not need to take up bench space; a shelf is just as good a place for them. They need to be shaded from the bright sunlight by laying a sheet of newspaper over them. After the seedlings are up through the ground, allow them to have full sunlight.

GERANIUMS.

The geraniums should now be ready for shifting up from 3-inch to 4-inch pots, and as geraniums form the bulk of the bedding plants on most places, the repotting is one of the big jobs at this time. Of all the bedding plants, geraniums are the ones that use up the most space; 25,000 geranium plants in 4-inch pots cover a large amount of bench space, even when standing pot to pot, and it is only a very short while before they will need to be given more room. But they are the leaders among the bedding plants and require plenty of room and good care to get them into short, stocky plants in full bloom.

Geraniums need a live, fresh soil and firm potting, and do best when grown cool with full light and plenty of ventilation on every favorable occasion. Do not let the shortage of stock tempt you to take any cuttings from the geranium plants after March 10, and expect the cut-back plants to make up and be in good bloom by May 15 for under the most favorable weather conditions, they will not do it. To nip out the top of a growth that has run up too fast is all right, but it is too late to cut a growth far enough back to make a cutting.

CANNAS.

Clean up the stock of these, shaking out the soil and divide up the roots into two or three eye cuts. Start up in the propagating bed of sand or in flats, hold a little to the dry side until they have made roots, and as soon as the top growth is well started, pot up and give them a light, warm place.

POTTING MISCELLANEOUS BEDDING PLANTS.

This heading refers to all the stock now in 2, 2¼ or 2½-inch pots of such plants as Mme. Salleroi, begonias, ageratums, fuchsias, heliotropes, lantanas, marguerites or any plant wanted to be in bloom in 3-inch or larger pots for May sales. Pot them up in a medium light soil and give good treatment. Cuttings of all of these plants can still be propagated. They will make nice plants in 2½-inch pots for Memorial day or later. They will be far better for summer sales than the earlier progagated stock.

Cuttings of alternantheras, put in the sand now and given a bottom heat temperature of 65-70 degrees, will be ready by the end of March to be potted up and transferred to the hot-bed. They grow rapidly and make just as good plants for late in May planting as those propagated last fall and carried over winter. The brighter days are causing the fall struck plants to start up into growth. It is yet too early to transfer them to the hot-beds outside, but, by the end of March, the beds should be put in readiness to take care of them.

With the exception of the geraniums, all of the bedding plants are very susceptible to the attack of green aphis, and should receive regular fumigations as a preventive to guard against their becoming infected.

FALL SOWN PANSIES IN FRAMES.

It will not take many of the bright days before the frost when pansies will all be out of the beds in the frames and will need to receive some attention. Some of the plants may have been worked up out of the ground by the frost. These should be attended to and the surface of the beds gone over and levelled up a bit, and any weeds cleaned out of them. As the days become warmer, the sash should be lifted to give air to the plants, and later on, during bright, warm periods, they can be removed to keep the plants dwarf and robust.

C. W. JOHNSON.

Corn Borer Quarantine Hearing.

About 25 persons were present at the hearing of the federal horticultural board at Washington, D. C., February 26, at which was discussed the proposed quarantining of New York and Massachusetts because of the presence in those states of the European corn borer. The board has learned that in addition to corn, all herbaceous plants, including such cultivated garden or flowering plants as celery, Swiss chard, green or string beans (in the pod), beet tops, spinach, turnip tops, dahlias, including stems and tubers; gladioli and chrysanthemums are subject to infestation by this insect, and during the course of the hearing, geraniums and wild hemp were also added.

State agriculturists joined with the florists and nurserymen in urging that the board take no action at this time, but leave the matter in the hands of the state. Appearing on behalf of of Massachusetts, its commissioner of agriculture, Winfield Wheeler, of Boston, declared the pest could be taken care of there, with the assistance of the federal authorities, without imposing drastic federal quarantine measures. There is now pending in the Massachusetts legislature, he told the board, a measure that would give the agricultural commission authority to impose quarantine measures within the state and ample funds would be provided by the state for combatting the pest. Mr. Wheeler stated that it was proposed to enforce a rigid quarantine in the section where the pest has been discovered. The gardeners and others in that territory, that are at interest, have expressed a willingness to co-operate with the authorities in stamping out the borer and probably no corn will be grown in the infested area during the next season.

It developed during the conference that the European corn borer was not in evidence in the greenhouses, and that it did not attack other than corn except where vegetation was in growth near a cornfield that was badly infested. The borer has been found on products other than corn, including all of the commodities named above, but the preference of the borer is corn.

The insect has been found in Chelsea and Topsfield, Mass., and in the counties of Schenectady, Montgomery and Saratoga in the state of New York. Because of this, and in order to prevent the further spread of this injurious pest, it is proposed to quarantine the whole of both of these states. Such drastic action would work tremendous hardship, it was pointed out, on florists, nurserymen and gardeners located at points far distant from the infected area, yet subject to the provisions of such a quarantine, because of residence within the states named. For instance, John Lewis Childs, Inc., according to Isaac S. Hendrickson, would be restricted to business within the state, although located at Flowerfield, on Long Island, many miles from the infected area. A similar situation would be present in the case of T. C. Thurlow's Sons, Inc., said David C. Stranger, despite the fact that this concern is located at West Newbury, Mass., almost on the Vermont line. In the opinion of M. Ernest Moore, representing the Boston Market Gardeners' Association and the Boston Fruit and Produce Exchange, a state-wide quarantine would have the effect of driving all of the market gardeners of Massachusetts out of business. This was corroborated by Commissioner

Wheeler. Both gentlemen pointed out that a large bulk of the business of the market gardener was out of the state—to Rhode Island, Maine, New Hampshire and Vermont—while the florists and nurserymen stated they did business all over the United States, from the Gulf of Mexico to Canada, and from the Atlantic to the Pacific It is plainly to be seen, they said, that if they could not ship out of their states their business would be gone.

Doubt was expressed as to whether or not the borer, the European type, had actually invaded New York, and certainly there was no evidence to prove that it had. There was considerable talk on this point, with nothing definite in sight in the absence of specimens. George G. Atwood told of explorations made by him in New York and of the finding of the pest in small quantities. There seems to be nothing very alarming about the New York situation and the authorities of that state have ample power to take any needed action, to say nothing of the probable allotment of $200,000 from the state funds to help stamp out the pest.

Everyone present agreed that the pest is dangerous; that quick action is needed, but the agitation was rather for state control than for federal intervention. It was quite plainly shown that much better results could be obtained by the department of agriculture withholding any quarantine action and by co-operating with the state authorities through furnishing funds and labor for clean-up work and educational campaigns. At the same time, the various branches of the industry will be saved a loss of millions of dollars.

Various suggestions were made as to how the proposition could best be handled. These suggestions, together with the information furnished by the different speakers, will be taken under advisement by the board. The meeting was presided over by C. L. Marlatt, chairman of the federal horticultural board. He declined to state what action the board proposed taking, although making it clear that there was no desire to do any more damage than actually necessary under the circumstances.

Among those present many of whom participated in the discussions, were: David C. Stranger, representing T. C. Thurlow's Sons, Inc., West Newbury, Mass.; Isaac S. Hendrickson of John Lewis Childs, Inc., Flowerfield, N. Y., representing also the New York Horticultural Society; A. E. Robinson, of the Breck-Robinson Nursery Company, of Lexington, Mass.; W. H. Wyman, representing the Bay State Nurseries, of North Abington, Mass.; B. Hammond Tracy, Wenham, Mass.; P. M. Koster, of Boskoop, Holland; H. Langeler, representing M. Van Waveren & Sons, New York; George F. Mead, M. Ernest Moore and Arthur P. Wyman, representing the Boston Fruit and Produce Exchange and the Boston Market Gardeners' Association; Luther A. Breck, of Joseph Breck and Sons Corp, Boston, Mass.; William Pitkin, chairman of the legislative committee, and C. H. Perkins, president, New York State Nurserymen's Association; Leslie B. Smith, Hadley, Mass., representing the Massachusetts department of agriculture and the Massachusetts state grange; Commissioner of Agriculture, of Massachusetts, Winfield Wheeler, of Boston; George Atwood, inspector for the bureau of plant industry, Albany, N. Y.; D. J. Caffrey, inspector of the bureau of entomology, Boston, Mass.; W. R. Walton, bureau of entomology, Washington, D. C.; P. R. Taylor, Providence, R. I., representing the Providence Market Gardeners' Association and the Providence Farmers' Exchange; R. H. Allen, nursery inspector of Massachusetts, Boston, Mass., and Dr. L. O. Howard, chief of the bureau of entomology, Washington, D. C. The board was represented by Chairman Marlatt, George B. Sudworth, W. A. Orton and Dr. K. F. Kellerman.

B. F. L.

Seasonable Suggestions.

Paper by Clement E. Frey, Lincoln, Neb., read at the annual meeting of the Nebraska State Florists' Society, Lincoln, February 25, 1919.

I have been asked to give at this time a few seasonable suggestions. We have just passed through a very strenuous, though prosperous winter, owing to the great demand and scarcity of flowers, and we are looking forward to the Easter time and spring rush.

It has been evident for some time that we are to have an Easter without Easter lilies, without spiræas and many other plants which we have been accustomed to have at this season, and that we are to have but a limited amount of bulbous stock. To off-set this somewhat, we are growing a large quantity of schizanthus, also a good supply of cinerarias. It is also time to pot up and bring into a warmer house any hydrangeas that we have been keeping in a cellar or cold house. It will soon be time to cut back and pot up any roses which we may be holding dormant, such as baby ramblers or any dormant stock of this kind which you may have on hand. Any smaller sizes of cyclamens given a shift, will help to hold and keep them in bloom for Easter. Pot up a few geraniums into large sizes, for from the present outlook, most anything will sell for Easter. On account of the scarcity of good stock, we should have on hand a supply of young ferns and asparagus, with which we can make up some baskets and mixed pots, which will help out our Easter display.

It is now that season when we should keep the propagating bench well filled at all times. It is also a good time to root carnations and to keep in all available geranium cuttings. See to it that you are getting plenty of salvias on hand, also coleus, for there seems to be quite a shortage of this kind of stock. It is also time to sow verbenas, smilax, petunias, snapdragons, Shasta daisies and any perennials which you may have need of this spring. It is a good time now to give your carnations a little feed or to dress up anything upon which you are depending for cut flowers. We will need all the flowers we can get hold of for Easter. If you have any snapdragons benched, a little extra care at this time will give you good returns. It is also time to plant in gladioli if you have not already done so, for they will be a valuable crop this year. Pansies should be ready to prick off from the seed bed if you did not attend to this last fall, for it will soon be time to put them in the frames outside. It is a good time to propagate a few heliotropes, lantanas, lemon verbenas and any such stock as you may need.

LANSING, MICH.—J. A. Bissinger, well-known florist of this city, is spending the winter in California.

RICHMOND, IND.—Paul Weiss, of the Weiss-Meyer Co., Maywood, and Eugene Dramm, of Elmhurst, were visitors at the Hill ranges March 5.

Vocational Education.

S. S. Pennock, Philadelphia, Pa., in a communication dated March 1, writes that his attention has been called by the federal board for vocational education to the fact that a great many disabled soldiers are finding trouble to get employment, the business men of the country not responding in the patriotic way they should, and that if each firm would endeavor to make a position if only for one man, it would solve the question without a doubt. Greenhouse work would offer opportunities in many cases, particularly where the men have been doing heavy work in the past and are disabled and only able to do light work now. Many of these men have been hard workers, and any work they could do would probably be done well.

In a letter to Mr. Pennock, Jerome B. Scott, supervisor of replacement of district No. 3, located in Philadelphia, calls attention to the following points:

"In reference to the kind of work wanted for the men, and the class of men that are disabled, I desire to state that many of the men we are coming in contact with are fellows that have done strenuous work before enlistment, and who, because of healing wounds and other minor disabilities, are unable to take up this kind of work, but require jobs of a lighter nature. In some cases, they require sitting-down work and in other cases the men have been gassed and require outside positions. As I stated the other day, work in your line is particularly well suited for this class of men. They will not be men of any great industrial experience; they will not be men of any particular skill.

"It is the hale and hearty chap who had lived a rough and strenuous life prior to enlistment who because of this rugged, enthusiastic spirit, was the man who managed to get himself in the front lines, and in the first dash over the top and, in many cases, the one most ready to do the seemingly foolhardy things, whom we have to deal with. The reward for this spirit of dash and bravery is a weakened constitution, for a time.

"It is here that we are apapealing to the employer to follow up his splendid work and backing that he gave to these fellows during the war, and to now do his "after-war bit" and continue to back him up until he is established again in civil life and is self reliant. Do you know that many of these fine fellows that you see pictured on the screen leaving the transports are roaming the streets without jobs and compelled to go to the Red Cross, Rotary Club and other institutions to ask for a bed and a meal? The hero that returns to a home and loved ones is truly fortunate. How about the fellow that bared his breast to the Hun and returned to these shores wounded and cheered for a day, but realizes upon the following day that the cheers have subsided?

"A great problem confronts the nation at this time, that is, the problem of unemployment, and the greatest element in this unemployment is the wounded men. Please do not offer them $10 a week jobs. Can you live on $10 a week? These fine fellows do not want charity—they simply want a chance to make an honest and fair living—to make good."

Mr. Pennock adds: "It seems to me that this should appeal to those among our profession who have any patriotism about them, and I feel that it is the duty of everyone to do their 'after-the war bit.'"

National Publicity for Flowers.

JOINT COMMITTEE SESSION.

When the publicity committee and the finance publicity committee met in joint session at the end of January, the financial status of the campaign was thoroughly discussed, expenditures minutely examined, and everything found in first-class shape. All accounts had been audited by a firm of certified accountants, and were approved by the committees. The committees did not appoint an audit committee from their own body, it being decided that as the campaign was conducted under the auspices and direction of the S. A. F., the official audit should be made by a committee to be appointed by the society's executive board which was to meet next day at Detroit. The secretary was directed to prepare and send to every subscriber, as soon as possible, a summarized report covering receipts and expenditures.

At the meeting, also, an appropriation of $20,000 was made to cover the magazine advertising for the spring season a schedule of which has already been published in the trade press, and the P. F. O'Keefe Advertising Agency, of Boston, was given a contract for the preparation and placing of the campaign advertising for the year 1919. The meeting was characterized by a feeling of great optimism as to the campaign outlook for the year, as was demonstrated in the decision of the committees to set $100,000 as the amount of the fund to be aimed for this year.

PUBLICITY AND S. A. F. EXECUTIVE BOARD.

The enthusiasm of the publicity committees was echoed at the meeting of the executive board of the S. A. F. next day at Detroit, when the subject matter of the publicity campaign came up for discussion. Never in the history of the board was such interest shown in a particular phase of the society's work. So enthusiastic were the members of the board that, although already liberal subscribers annually to the publicity fund, they added in the aggregate $2065 to their 1919 subscriptions after the reports of the committees and secretary had been read and discussed. The accounts in the secretary's report, in accordance with the recommendation of the publicity committees, were presented to the board with the request that the board appoint a committee from its members to audit the same, and such committee being appointed the report was made that the same were correct in every way, and commendation was due for the accuracy and neatness with which the same were presented.

PUBLICITY COMMITTEE'S REPORT.

The report of the publicity committee was presented by Chairman Henry Penn, and was as follows:

"The first 12 months of the national publicity campaign of the Society of American Florists have passed, and if any doubt existed before we entered upon it, I feel that I voice the sentiments of not only the members of the publicity and finance committees, but those of every progressive up-to-date man in the country, who is engaged in the growing and selling of flowers when I make the statement that it has greatly exceeded our expectations. Despite the obstacles which every business had to contend with during the past year, particularly those encountered by the florists, we should feel greatly pleased that we launched the campaign when we did.

"I have talked with many florists located in different parts of the country, and the almost universal opinion has been that their business was better than ever before. Granting that this is so, let us consider the local curtailment which was faced, other contingencies due to the war, and the fact that flowers were in the so-called luxury class; and then if the publicity campaign did nothing more than to keep business normal during the trying year just passed, the society has taken a great step in advance.

"We had planned to expend $50,000 during 1918, and this amount was to cover expense. Adverse conditions, however, prevented raising the full amount, but taking everything into consideration, we believe that the sum raised was very satisfactory. John Young, our secretary, will give in his report the exact sum raised and expended, and you will see by this, that during the year, we used for advertising in the national mediums less than $30,000, the balance of the expenditure being used for the work of the promotion bureau in New York, printed matter and other incidentals; and right here, I want to pay tribute to the wonderful work accomplished by the promotion bureau under the direction of Secretary Young. Headquarters have been established in New York, where the florists of the country who visit that city can transact business, obtain information and keep in touch with business generally. Hundreds of columns of reading matter have been obtained in the newspapers and magazines of this country absolutely free, and every co-operation extended to help build up our business.

"The trip of Mr. Young from coast to coast, not only increased subscriptions to the publicity fund, but tended to keep the florists of the country in closer touch with each other and with their business. I believe that on his trips he also obtained new memberships for the society to the number of several hundred, which in itself, is quite an achievement. His work in enlisting the co-operation of the Red Cross Society was a great gain for our industry, and taking it all in all, I feel that the close co-operation of the promotion bureau with the publicity campaign has been the means of placing our business on a higher plane than ever before.

"Now that conditions in business are approaching normal, it seems to me that not only should we have a publicity fund of $50,000 per year, but it should be closer to $100,000, and if the florists of this country will only realize the possibilities for more business, which I feel sure they will, I believe that subscriptions will increase as time goes on. As some members may possibly think that this national advertising is expensive, I call your attention to one item as showing how little it does cost in comparison with the results accomplished. For instance, we expended about $20,000 during the spring of 1918, and about $10,000 during the fall season. Let me dwell for the moment upon the fall expenditure of $10,000, and permit me to tell you that for that $10,000 we appealed to over ten million readers of the national magazines at a cost of less than one-tenth of a cent per person. Just compare this with any form of direct contact that you can think of and realize how much more inexpensive are the results obtained through the medium of the national campaign.

"As we were somewhat delayed in getting the finance and publicity committees together to consider the 1919 campaign, it was decided that during January and February of 1919, we should concentrate our advertising efforts upon our slogan, "Say it with Flowers," and with this idea in view, we are inserting this slogan during January and February in practically every magazine of prominence in this country. We are using small space it is true but we are obliged to do so on account of the fact that we did not want to expend more than $5,000 during the entire two months, and felt that if we could impress our slogan, "Say it With Flowers" upon the minds of over 11,000,000 people during these two months, that we would be helping all future publicity work tremendously, because, after all, to my mind, this slogan, "Say it with Flowers" is one that is worth a great deal to the florists of this country, and the more we can make people remember and think of it, the more business will it make for us all.

"It is regrettable that so few of our members have contributed to the publicity fund, and yet many are enabled to participate in the benefits of this campaign, and I hope that as time goes on we will find some method of educating the public to patronize those retail florists who display the sign "Say it with Flowers" just as the United Cigar Stores and other institutions are enabled to direct people to their establishments.

"In closing, I wish to repeat what I have said before, that I believe one of the best things we have done as business men during my connection with the Society of American Florists, has been in carrying on the publicity campaign, and I feel that its benefits will become more evident and we will all be glad to be identified and have it known that we are engaged in the business that we all love so well."

Mr. Penn then announced the decision of the publicity committees to make an effort to raise $100,000 this year for the campaign fund.

PUBLICITY FINANCE COMMITTEE'S REPORT.

Chairman George Asmus, of this committee, reported as follows:

"I am going to make some remarks verbally, and ask the secretary to substantiate them from the records. You have heard from Mr. Penn that there has been given to this committee the task of collecting $100,000. It will be a big job, but I think we can do it. Had it not been for the unusual conditions experienced in October, there is not a doubt in my mind but that I would have pulled over the $50,000 campaign as we figured, and which we came close to doing. I am going to report to you that yesterday we again contracted with the O'Keefe agency to carry on our work for the coming year; and we have appropriated the sum of $20,000 to start this work. The report of the secretary will show you how the trade of this country have appreciated this publicity by coming across with their second subscriptions, and you will hear some of the nice things that have been said by those who did come across.

"I want to ask the presidents of the affiliated organizations in this board to take every opportunity to spread the gospel of publicity, and get contributions from every brother florist in their communities to carry on this important work. I want to impress that upon the various officers of the organization who are a power in their communities and in their organizations.

"It is true that in some instances wonderful work has been done; but in other cases we have met with a very luke-warm reception. Of course, the plan we adopted of sending the secretary about the country is possibly the greatest thing that we did. In considering it among ourselves, we figured that the average cost per day in traveling expenses of the man who went out—Mr. Young accepted this job—would be from $10 to $15 a day. Mr. Young will substantiate what I am telling you now, that there were but very few days that we did not average from $200 to $400, and in some instances $600 a day receipts. Now any ordinary merchant in selling goods has to figure on a margin of about 5 or 6 per cent profit, or perhaps 10 per cent on his merchandise, and he thinks that does not seem much. But we have realized 100 per cent. If the secretary went into a town and secured the membership of but one man who signed up for $10 for four years, that meant $40 collected from that man; and if he secured $500 or $600 worth of subscriptions—which in many cases he did—you should multiply that by four years. Another thing that he did was to get the money for the first year's subscription right then and there, which

saved our committee a lot of expense and trouble.

"It must have been surprising to you gentlemen when you heard the secretary's report read to see what a large percentage was sent in of the amounts subscribed. He started out receiving voluntary subscriptions, not money; but those subscriptions were all collected within a few hundred dollars of $45,000 subscribed, which was almost marvelous, considering the financial condition of most florists before the turn for the better came, and when the results of our publicity campaign showed up for this year.

"Now in 1919 we are going to aim at a higher goal. Everybody is interested in our object; we have a wonderfull article to sell, and at cheap prices. The talking points are so numerous and so good that every one of you gentlemen can well feel proud to talk about them. Everything connected with this publicity campaign is above reproach. The expenses connected with the work have been as nothing when compared to the gratifying results obtained. The man who subscribes $100 a year and pays $8 a month, or $2 a week, most likely may be a man that is doing $100,000 or $150,000 worth of business. Just think how little he is paying, yet how much he is doing; but the great thing is that we are trying to get everybody to pay their just share. It is indeed unfair to expect some big-hearted man in this country like Philip Breitmeyer, for instance, to subscribe $500 to this fund; unjust in proportion to what some of the other men who are supposed to be good florists are doing. Some do something, and others very little. It seems to me that we ought to seek to find some means whereby everybody shall participate to the same extent as Mr. Breitmeyer does in that fund, or in proportion to their means. This trip of the secretary has given us a further opportunity. Taking the state of California, before Mr. Young visited there he had committees appointed in every section. I had the state vice-president suggest the names, and we tried in every way to get the livest wires possible, men who had been former officials and correspondents; and the first trip of the secretary around the country proved its real benefit by putting the question to men direct, shaking them by the hand, and, in nine cases out of 10, getting their subscriptions. We hope to get the secretary on such a trip again, to interest the California section of the country, because we have only scratched the surface. For that reason I do not think our committee will hesitate to say that we are going to increase the fund to $100,000. We expect all of you gentlemen to be mouthpieces whenever the secretary gets into your neighborhoods. We want you to turn out and help him, because he is doing your work, and I hope he will meet with the response from all of you and that you will all help us in this task because it is some task to collect $100,000."

THE SECRETARY'S REPORT.

Secretary Young then read the figures of receipts and disbursements, accompanying the same by comments on various items, stating that much of the money had been received since the first of the year, and that he did not believe that there would be more than $200 or $300 that would not be collected, and that from the replies that he had received from subscribers he believed they would probably pay two subscriptions at the same time. He stated that a great deal of the postage had been incurred in sending out "Dealers' Helps" which postage naturally ran into an enormous amount of money, the postage rates having been increased; but the "Dealers' Helps" had paid expenses and showed just a little profit. It was the intention of the publicity committee to make no profits on these "Dealers' Helps," but it was required that they should pay their way. The more florists could be induced to use stickers, glass signs, and so forth, the better help it would be to general business. In addition to the financial report, the secretary read the report of the certified accountants, Edwards & Bouton.

It was after the reading of the reports that the directors showed the real enthusiasm before noted, and one after another added sums to their 1919 subscriptions until the amount previously mentioned was reached.

PHILIP BREITMEYER'S VIEWS.

Philip Breitmeyer, of Detroit, said, in a hearty endorsement of the campaign: "I feel that our slogan is the most wonderful thing that has ever been introduced in the florists' business or any other business. To "Say it with Flowers" is just exactly what everybody wants to do. The florists' business has been increased, as you know, since this slogan has been adopted, fully 25 per cent. The business had been in a state of quiescence, had not been doing anything in the way of its advancement for the past 50 years. It seems to me strange that just at this time, when the people are awakening, this should come to us and prove such a tremendous success. I, for one, am very grateful that this suggestion has been made to us, and its good effects are going to continue. I know, and will mean prosperity which we older florists never dreamed of. I class myself as one of the older florists because I have been in it some 40 years. The last two years have brought about, by this slogan, more business for the florists than I ever dreamed was possible. I hope every florist in the country, not simply those who are here, shares in the sentiment of gratitude that I have given expression to, and will contribute to the cause, which, in my opinion is, a privilege, not only the advertising but the privilege of tying up with and working with it to make this business of ours 10 times what it has been in the past."

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Emil Glauber, Denver, Colo. (2d sub.)	$ 45.00
Lorgus Company, West Chester, Pa.	20.00
Stubbs Nursery Co., Augusta, Ga., (1 yr.)	10.00
W. H. Kuebler, Brooklyn, N. Y. (1 yr.)	15.00
G. C. Switzer, Frankfort, Ind.	55.00
Robt. Miller, Farmington, Utah (2d sub.)	25.00
Elmer J. Weaver, Rohks, Pa. (2d sub.)	30.00
Chicago Carnation Co., Chicago (1 yr.)	100.00

Additional subscriptions made at the meeting of the board of directors S. A. F., Detroit, Mich., January 31-February 1, 1919. These subscriptions in many cases doubled the amounts these gentlemen had already subscribed for 1919, the others added the amounts designated to their previous subscriptions:

C. E. Critchell, Cincinnati, O.	$ 100.00
Joseph H. Hill Co., Richmond, Ind.	50.00
Joseph A. Manda, West Orange, N. J.	50.00
C. H. Totty, Madison, N. J.	100.00
Henry Penn, Boston, Mass.	100.00
Hess & Swoboda, Omaha, Neb.	100.00
Schiller's, Chicago	100.00
Chas. J. Graham, Cleveland, O.	50.00
Zech & Mann, Chicago	50.00
Philip Breitmeyer, Detroit, Mich.	500.00
Chas. S. Stroul, Biddeford, Me.	15.00
Benj. Hammond, Beacon, N. Y.	50.00
Harvey & Sons, Brandywine Summit	40.00
Philip F. Kessler, New York	50.00
W. R. Nicholson, Framingham, Mass.	25.00
George B. Arnold, Woburn, Mass.	25.00
E. Allan Peirce, Waltham, Mass.	25.00
W. J. Palmer, Buffalo, N. Y.	100.00
J. Fred Ammann, Edwardsville, Ill.	100.00
E. A. Fetters, Detroit, Mich.	75.00
S. S. Pennock Co., Philadelphia, Pa.	150.00
C. C. Pollworth, Milwaukee, Wis.	50.00
J. F. Sullivan, Detroit, Mich.	50.00
August Hummert, St. Louis, Mo.	25.00
Bertermann Bros. Co., Indianapolis	50.00
R. C. Kerr, Houston, Tex.	35.00
	$ 2,315.00
Previously reported	29,906.50
	$32,221.50

JOHN YOUNG, Sec'y.

OBITUARY.

C. S. Harrison.

C. S. Harrison, of York, Neb., who for nearly 50 years was a well-known figure in horticultural circles following a long and useful career as a minister, which calling he was compelled to give up owing to failing health, died at his home in that city, February 23, age 87 years.

Mr. Harrison was born in Otsego county, New York, in 1832, and at the age of 12 years he moved with his parents to Chicago and was employed on a farm near that city until he attained his majority. He entered college at Beloit, Wis., and in 1857 he began his career in his chosen calling as a missionary in Minnesota, continuing in active church work for more than 40 years, assisting in colonization work and was one of the founders of Franklin College. Entering the horticultural field, he embarked in the nursery business and showed a strong preference for the production of irises, peonies and other perennial flowers. In addition to this work, he gained renown as a writer, among his best known efforts being "The Gold Mine in the Front Yard," "The Undiscovered Country at Home," "Adorning the Beulah Land of the Hither Shore," "The Gospel of Beauty and the Intelligence of Trees" and manuals on the peony, phlox, iris and evergreens. He became totally blind last year, following an operation on one of his eyes, and at that time turned his business over to his sons by whom it will be continued under the same policy followed for so many years by their father with such full measure of success.

The Late William C. Gaethje.

William C. Gaethje, son of Mr. and Mrs. Henry Gaethje, Center Station, Rock Island, Ill., brief mention of whose death was made in last week's issue, page 291, passed away at his home in that city, February 26, of pneumonia, age 34 years. Surviving are a widow, one child, his parents and one sister who have the sympathy of a wide circle of friends. The death of William C. Gaethje is the second sustained by the family the past winter, an older brother having died in November. The funeral, which was February 28, was largely attended, the Tri-City Florists' Club being present in a body. The floral offerings were many and beautiful. W. G.

Mrs. Jasper McMullen.

Mrs. Jasper McMullen, wife of a well known grower of Whitestone, N. Y., died in the Flushing hospital on the morning of February 28, after a brief illness of pneumonia, following influenza, age 48 years. Mrs. McMullen was a most estimable woman, and the bereaved husband and children have the sincere sympathy of a large circle of friends. She is survived by her husband, five daughters and one son.

A. F. F.

SPRING, TEX.—H. H. Kuhlmann is moving to Kerrville on account of his health.

INDIANAPOLIS, IND.—The new flower store recently opened by John Hepler in the Irvington district is enjoying good business.

ROME, N. Y.—Carl Rangdahl, for many years foreman at Nahant, Mass., has bought a range here consisting of 35,000 feet of glass.

SANTA ROSA, CALIF.—William E. Dart, formerly of Moscow, Ida., has opened a flower store with seed department in connection in this city.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.00 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Plant embargo hearing....333
—Spirit of fairness manifest....333
—Extracts from brief....334
Dahlias of promise (illus.)....335
Gripping stuff....335
The retail trade (illus.)....335
—St. Patrick's day....335
—Next week in the flower shop....336
Lily bulb production in the United States....337
Double cosmos (illus.)....337
Bedding plant work for March....338
Seasonable suggestions....339
Vocational education....339
National publicity for flowers....340
Obituary....341
—C. S. Harrison....341
—The late William C. Gaethje....341
—Mrs. Jasper McMullen....341
Personal....342
Illinois State Florists' Association....342
New York flower show....342
Price stability....342
American Rose Society....342
Pot packing....342
Club meetings next week....342
Nebraska State Florists' Society....344
San Francisco....346
Chicago....348
Detroit....351
Fort Wayne....351
Nashville....351
Louisville....352
Cincinnati....353
St. Louis....353
Rochester....353
Pittsburgh....354
Columbus....354
Philadelphia....356
New York....358
Cleveland....360
The seed trade....366
—New York seed bill hearing....366
—Imports at New York....366
—Censorship....367
State Florists' Association of Indiana....370
Market gardeners....372
—Vegetable markets....372
—The city garden....372
—Onion thrips....372
Henleya purchase Terre Haute range....372
The nursery trade....374
—Connecticut Nurserymen's Association....374
—Delphiniums....374
Kansas City....379
Holyoke and Northampton Club....379

THE first number of the Journal of the Society of American Florists is out.

A NEW list of members of the Ladies' Society of American Florists has been issued.

THERE were still a few chrysanthemum flowers on the London market, February 10.

THE Florists' Hail Association has levied its thirty-first assessment, payable April 1. Members should apply for notice, if not received.

LEAD.—Since the lead committee went officially out of business December 21, prices have been falling, now holding firm at 5¼ cents per pound.

EUROPEAN papers record the death, January 25, of C. G. von Tubergen, the well-known specialist in hardy plants and bulbs, of Haarlem, Holland, age 74 years.

Personal.

The many friends of William F. Gude, Washington, D. C., will regret to learn he is on the sick list.

THE import plant and bulb embargo has taken its place as an important question in international affairs. All English exporters of nursery stocks and bulbs covered by the order, who have not already done so, are urged to send to the Secretary of the Chamber of Horticulture, in confidence, figures giving the total annual turnover of their American export trade and the volume of stocks which have to be kept on hand to meet American requirements.

Illinois State Florists' Association.

CHICAGO TO CHAMPAIGN.

The thirteenth annual convention of the Illinois State Florists' Association will be held in the Floricultural Building, University of Illinois, Urbana, March 11-12, the opening session at 2:30 p. m. to be followed by another at 7:30. The second day will be devoted to conferences and inspection of the experiment greenhouses. An interesting programme has been arranged and every florist in the state is invited to be present. Those who attend are earnestly requested to bring with them anything new they may have, either in flowers or ideas.

The Chicago party will leave the Park Row station via the Illinois Central railroad, March 11, at 8:45 a. m., due at Champaign, 11:59 a. m. The fare in each direction to Champaign, the railroad station for Urbana, is $4.08, war tax included. No reduction is made for round trip and there is no party rate.

Other trains are as follows:

Leave Chicago	Due Champaign
1:15 A. M.	5:00 A. M.
7:20 A. M.	12:10 P. M.
4:50 P. M.	8:45 P. M.
6:15 P. M.	9:25 P. M.
8:15 P. M.	11:20 P. M.

New York Flower Show.

MARCH 15-22, 1920.

The schedule committee of the flower show to be held in the Grand Central Palace, New York, next year, is entering upon the preparation of the premium schedule, and in order to make the scope of the exhibits as extensive as possible, suggestions are invited from those who can make small exhibits, or exhibits of but one variety, as to classes to be provided and the probability of filling the same. Any suggestions which may be forthcoming should be plainly stated and submitted to C. H. Totty, Madison, N. J., chairman of the schedule committee, not later than March 20 next.

JOHN YOUNG, Sec'y.

Price Stability.

The secretary of commerce announces this week the organization of a federal conference to meet the problem of price uncertainty during the readjustment period. Confidence in the stability of prices means resumption of public and private improvements and stimulation of general business. Government price fixing in time of peace may be unwarranted, but the proposal that prices be established by agreement of manufacturers under federal auspices gives promise of a workable plan. Business is optimistic. It is concerned with conditions, not theories. It is ready to assist in a programme that is reasonable and will get results.

American Rose Society.

Professor E. A. White, Ithaca, N. Y., secretary of the American Rose Society, advises that while it is probable that no exhibition of the society will be held this spring, the annual meeting which, according to the by-laws is scheduled for the fourth Wednesday in Lent, March 26, may be held in New York, although this has not been definitely decided upon, and further information will be forthcoming later.

From present plans, the 1919 American Rose Annual, the publication of which is in the hands of J. Horace McFarland, Harrisburg, Pa., will be issued the last of March.

Pot Packing.

IMPORTANT TO POTTERIES.

A manufacturing concern, in shipping crockery ware, used straw to prevent breakage in transit. With increased cost of straw it used paper scrap. "We can buy two 380-pound bales of clean, white paper clippings, for what one 150-pound bale of straw used to cost," said the manager. "When you consider that out of 160 cases of dishes in one shipment, only three articles were broken against 108 pieces with straw as a buffer in a shipment of the same proportion last month, the slight increase in freight charges is worth paying."

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

New Orleans, La., March 9, 8 p. m.—Gardeners' Mutual Protective Association, 114 Exchange place. John Parr, secretary, New Orleans.

Baltimore, Md., March 10, 8 p. m.—Gardeners' and Florists Club of Baltimore at Exchange hall, St. Paul and Franklin streets. Robert T. Patterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., March 10, 8 p. m.—Cincinnati Florists' Society, Hotel Gibson. Alex. Ostendarp, secretary, 16 East Third street, Cincinnati.

New York, March 10, 8 p. m.—New York Florists' Club, at Grand Opera House building, Eighth avenue and 23rd street. John Young, secretary, 1170 Broadway, New York.

Rochester, N. Y., March 10, 8 p. m.—Rochester Florists' Association at 95 East Main street. A. H. Secker, secretary, 357 Linden street, Rochester.

Newport, R. I., March 11, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, secretary, Nelville.

Seattle, Wash., March 11, 8 p. m.—Seattle Florists' Club at Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Urbana, Ill., March 11-12.—Annual convention Illinois State Florists' Association at University of Illinois. J. F. Ammann, secretary, Edwardsville, Ill.

Chicago, March 12, 8 p. m.—Gardeners' and Florists' Union No. 10615 at 232 North Clark street. Louis Heidtmann, secretary, 4653 Fulton street, Chicago.

Detroit, Mich., Mar 12, 8 p. m.—Detroit Florists' Club at Hotel Statler. H. C. Forster, secretary, 1634 Woodward avenue, Detroit.

Madison, N. J., March 12, 8 p. m.—Morris County Gardeners and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

New York, March 12, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., March 12, 2 p. m.—Dutchess County Horticultural Society at Fallkill building. T. H. DeGroff, secretary, Hyde Park, N. Y.

Davenport, Ia., March 13, 8 p. m.—Tri-City Florists' Club at home of member. Wm. Goos, secretary, Bettendorf, Ia.

Newark, N. J., March 13, 8:30 p. m.—Essex County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton Avenue, Irvington, N. J.

New London, Conn., March 13, 8 p. m.—New London Horticultural Society at Municipal building. Stanley Jordan, secretary, Harkness Estate, Waterford, Conn.

St. Louis, Mo., March 13, 2 p. m.—St. Louis Florists' Club, no definite place of meeting. J. J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., Mar. 14, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As head gardener on private place or institution; life-long experience; age 35; married; best of references. Address

Key 364, care American Florist.

Situation Wanted—By first-class designer and salesman; has honorable discharge from United States Army. Can furnish best of references. Desires a permanent position at good salary. Address

Frank, care American Florist, 57 W. 27th Street, New York.

Help Wanted—A grower for our retail store, experienced in commercial growing.

Marshfield Florist Co., Marshfield, Ore.

Help Wanted—Florist; man for greenhouse; also man for commercial garden. Address,

Montgomery Gardens, Sac City, Iowa.

Help Wanted—Good working foreman; married man preferred; one who can grow roses, chrysanthemums, carnations, Christmas and Easter stock. State experience and salary desired in first letter. Address

J. Fuller, 31 Orchard St., Leominster, Mass.

For Sale—15,000 flower pots; different sizes. Telephone,

Dalton 455.

For Sale—2⅔ acres, greenhouse, (14,000 ft. glass), 7 room cottage, located near Hammond. Apply,

A. S. Dickman, Dalton, Ill.

For Sale—Flower and fruit farm, 12 acres, eight-room house, 6,000 peonies, 1,000 fruit trees, 150,000 rhubarb, asparagus and strawberry plants. River, Lincoln Highway.

Alva Cathcart, Bristol, Ind.

HELP WANTED

A qualified florist experienced in landscaping, pot plants, ferns, etc. Good salary with board and lodging. Permanent position. Large institution in South. Write application in own hand, giving education and experiences. Furnish letters of reference recently written as to your character, habits and ability in above lines, so as to avoid delay in decision. Address

C. PIERSON, Supt., Jackson, La.

WANTED.

Rose growers with ability to produce high class stock. Permanent position and a desirable connection for the right parties. State age, experience and salary expected in first letter.

ROLF ZETLITZ CO.,
Successors to Miami Floral Co., DAYTON, O.

WANTED.

Grower for bedding plants, vegetable plants and miscellaneous stock. An excellent opening for a live wire to take hold of this department. Good salesmanship a valuable asset in connection with this position. Permanent position and a desirable connection for the right party. State age, experience and salary expected in first letter.

ROLF ZETLITZ CO., Lima, O.

FOR SALE

35 boxes 16x24 double strength greenhouse glass at $6.75 per box.
20,000 feet cypress rafters.
5,000 feet cypress bench lumber, nearly new.
150 heavy 3-bar hotbed sash at $3.00.
Address

F. L. HESS, 12220 Stewart Ave., Chicago

FOR SALE

Six Greenhouses to take down, 15x75 feet; every span is in good condition. A. D. Glass, 18 inches wide. Address

Key 363, care American Florist.

OPPORTUNITIES

The writer knows of several modern ranges of glass near Chicago that are for sale. Buyers must have at least $25,000 to $50,000 cash to secure possession. These are worth investigating, but don't waste my time or yours if you cannot produce the necessary money, for we will not go into particulars unless you have.

Key XX, care American Florist.

FOR SALE

Modern greenhouse establishment, about 27,000 square feet A. D. S. glass, 4 houses 27x210 feet, lean-to 10x210 feet; now in carnations in good, healthy condition; enough stock for next season in pots and sand; soil up for next season at ends of houses; 2 houses practically new, 2 houses 9 years old, all in first-class condition; economical heating system; Morehead trap, large steam boiler, will carry twice as much glass as it is now doing; good water supply, motor and pumps; five good serviceable living rooms in boiler shed for help, electric lighted and steam heat; about 2 cars of coal will be left over for next season; wagons, buggy, harness, all kinds of tools, enough new pipe for one more house, all in shed; also quantity of new lumber, sash, boxes, pots, in fact everything to carry on business; one-fourth of selling price can be taken out of place the balance of this season; cosy bungalow, hot water heat; electric lights, bath, large basement with cement floor, water in house; about 5 acres good high land, with fruit and shade trees; located at Park Ridge, Ill., 13 miles out on Chicago & Northwestern railroad, on good hard road, 45 minutes drive by auto to heart of Chicago; cash proposition, possession can be had at once.

EDWARD MEURET, Park Ridge, Ill.

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price $3.00, Postpaid.

AMERICAN FLORIST CO.

440 South Dearborn Street

CHICAGO

2/3 Natural Size.

Vaughan's Gladiolus

AMERICAN GROWN, ESPECIALLY SELECTED For Greenhouse Forcing or Planting Out For Sure Summer Blooms.

	Per 1000
America, First	$22.00
America, Second size	17.00
Augusta, First	20.00
Augusta, Second size	16.00
Panama, First	32.50
Mrs. Frank Pendleton, First	45.00
Europa, First	60.00
Mrs. Francis King, First	$20.00
Mrs. Francis King, Second size	16.00
Chicago White, First	27.50
Chicago White, Second size	22.00
Schwaben, First	40.00
Vaughan's Florist Mixed, First size	16.00

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger. SECOND SIZE, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips.....$13.00 1000 Pips.....$25.00

A Full Line of Seasonable Flower Seeds.

Write for our "BOOK FOR FLORISTS."

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Nebraska State Florists' Society.

ANNUAL MEETING.

The annual meeting of the Nebraska State Florists' Society advance announcement of which was made in our issue of February 22, page 244, was held at Lincoln, February 25-26, the attendance being fairly good considering the cold weather. There was an excellent display of flowers which was arranged in the rooms of the Commercial club. The banquet was held as usual in the evening at which President C. H. Frey of Lincoln acted as toastmaster in an able manner. Secretary Lewis Henderson, of Omaha, who has been ill for some time, but who now shows every sign of being in old-time form again, read the minutes of the last meeting which were adopted, and regaled the festive board with the recitation of some beautiful poetry for which he is noted.

J. J. Hess, treasurer of the Society of American Florists, made a rousing speech urging all members to join the national organization and also to become members of the Florists' Telegraph Delivery. He dwelt at length on the publicity of the S. A. F. and the good being accomplished through its advertising and the slogan, "Say it with Flowers." Edward Williams, Grand Island, state vice-president of the national society, who came to the state during the days of Buffalo Bill, gave an interesting talk, his topic being "How to Make a Small Greenhouse Pay," and made quite a hit with his verbal picture of the pleasures of a beginner some quarter century ago, when Omaha did not have a 14-story telephone building and flower sales were more on the order of the prices of farm products at that time.

Phil Foley, Sr., of Chicago, was present and urged the members to redouble their efforts to build up the state society, as with proper organization they could receive the consideration to which they were duly entitled. There then followed a lively discussion entered into by Messrs. Chapin, Frey, Henderson, Hess and others, who expressed views on the proper way to handle the state fair flower exhibition, premiums, etc.

Another interesting topic was "Seasonable Suggestions," ably handled by Clement E. Frey, of Lincoln, who warned against the possible shortage of plants to supply what promises to be a heavy Easter and spring trade and gave numerous helpful hints to meet the situation.

Resolutions were adopted showing the sentiment of the society as being against embargo legislation and asking senators and representatives of the state in congress to use their best efforts for an amendment of such regulations. A large delegation of the florists of the state also met a committee of the law makers in session at the State House and asked for the defeat of house bill 361, which certain cemetery interests were endeavoring to have passed to enlarge their scope of operations, and which would permit them to engage in the retail florists' business in an unfair manner to the detriment of the trade who are required to pay taxes, etc. The committee have the matter under advisement.

The election of officers for the ensuing year resulted as follows: Clement E. Frey, Lincoln, president; Wm. Rogers, Blair, vice-president; O. H. Emslow, Lincoln, secretary-treasurer.

The meeting was most harmonious and each member present departed feeling that much good had been accomplished and firmly resolved to get his full quota of new members for the state as well as the S. A. F. and the F. T. D. Nebraska never knew such prosperity as it now enjoys. Farmers have become large buyers of flowers and others, who in other years spent money freely for "the cup that cheers" now "Say it with Flowers."

C. H. Frey carried off the majority of prizes and diplomas for both plants and cut flowers in the display arranged in the club rooms.

Following the discussion on the plant embargo ruling of the federal horticultural board, the secretary was instructed to send a telegram to William F. Gude, Washington representative of the Society of American Florists, embodying a vote of thanks for his untiring efforts in the interests of the florists of the country, and a vote of thanks was also ordered sent to the officers of the national society for the great work that has been done in stimulating the sale of flowers through the national publicity campaign. Before the session closed, a vote of appreciation was tendered to the retiring officers for their good work during the past year, and especially to Secretary Henderson for his labors in the best interests of the state society. The second day of the meeting was given over to inspections of local growing establishments, all of which were found in excellent condition.

Many regrets were heard that G. E. Berthold, of Nebraska City, who was on the programme for a paper on "Growing Geraniums," was prevented from attending the meeting on account of illness.

SECRETARY HENDERSON'S REPORT.

It is a little over a year since last we met, and I believe that we are nearly all here with the "smile that won't come off," all determined to do our best that flowers shall bloom, and their fragrance shall be scattered to all parts of our great country, especially through the agency of the Florists' Telegraph Delivery and the slogan, "Say it with Flowers." We and the flowers have a great mission to perform and we are their administrators.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is 17 6 per 100 lbs., free on board Liverpool. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — **UNIFORM SIZE—NON-MOLDY—FLEXIBLE**
Colors: Green, Brown, Purple.
Price, $2.00 per carton; in 5 carton lots, $1.75 per carton; 100-lb. cases, $24.00.

O-G QUALITY CYCAS LEAVES — **FLEXIBLE—NON-CURLING—DURABLE**
SUPREME IN QUALITY
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — **RETAINS ITS FRESHNESS.** Always handy when natural flowers and greens are scarce. **Price, $3.50 per 10-lb. carton.**

MAGNOLIA WREATHS — **ROUND OR OVAL. Colors: Brown, Green or Purple.**
Made of Queen Quality Leaves by experienced artists.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

The question is, "Have we made any money during the past year? Have we prospered?" The public in general seem of the belief that the florists have made all kinds of money and are surfeited with it. I wish this were only true. We have had our drawbacks during the year as well as our pleasures. We have borne our share of war restrictions, and have closed down part of our establishments, and later on had cause to regret this after it was too late. Imports have been restricted as we well know, and we have suffered from high costs, a shortage of stock, during periods of great demand, limited labor and increased cost of living. And now a threatened shortage of lilies for Easter impends, but I believe we will all go on sowing and growing and living in hopes of better days and that restrictions may be lifted and that improved conditions will soon come.

One thing has been accomplished during the past year, an all important one of securing better prices for our products and it is to be hoped that they will be maintained, for better prices to the grower mean better quality and an opportunity to educate the public to flowers in their full beauty. Better prices maintain for all commodities, and the buying public realize that flowers must of necessity also be higher. In maintaining prices, we can pay better wages and give to the public better service.

Another matter to bear in mind is our agreement two years ago to stand by the agreement to pay 20 per cent to our agents which as far as I am aware is being maintained. We have in this state about 75 firms or floral establishments listed in 35 cities and towns and they seem to be thriving or at least doing well.

San Francisco.

TRADE SHOWS GRATIFYING IMPROVEMENT.

Business has picked up considerably of late, and now it may be said to be very good. Social activities have increased largely, and this has been very beneficial to the florist trade. All the stores present lovely spring appearances these days. Tulips are now to be had in all colors, both cut and pot grown. At present, the yellow varieties seem to be most in demand. Dutch hyacinths, both pink and blue, are the most called for in this flower. They are very fine this season, and are meeting with steady sale. Freesies are still plentiful. Pink and lavender are quite prominent. Yellow freesias are now at their best and are excellent sellers. Roses were never better than they are now. They are quite plentiful, and only the highest grade stock is being handled by the leading stores. Prices are about normal. Carnations are in large supply. Some excellent stock is noted for which fine prices are received. Benora, while an old-timer, is now at its best and is being prominently shown by all the stores. Sweet peas of the Spencer type are fine just now. Prices are good, but there is not enough stock to go around. Pink seems to be the predominating color offered. Gardenias are getting more numerous every day, but prices continue firm. Cattleyas are not overabundant at the present writing. Violets are very plentiful and cheap. Cut ericas are in large supply, as is acacia and cherry blossoms. There is no lily of the valley offered this week or any lilies of any kind. Daffodils are seen in large numbers with prices unchanged. Some fine pot cinerarias and primulas are adoing color to the florists' windows. The supply of ferns and asparagus is increasing slowly.

NOTES.

P. Vincent Matraia, of the Art Floral Co., who is chairman of the committee of florists of this city who are arranging for a "homecoming banquet" for all members of the trade who have been in the service of their country, called a special meeting held February 28, at 8 o'clock, at Sachem hall, 240 Golden Gate avenue, for the arrangement of final details and securing the names and addresses of any florist who has returned from service. It is planned to make this the most elaborate affair of its kind ever held in this city. Albert O. Stein, Frank Pelicano and Victor Podesta are assisting Mr. Matrain on the committee. One thing that will appeal strongly to the soldier boys is the statement that all their old positions are open to them. Mr. Matraia is entering on this with his characteristic energy and spirit. The date of the banquet will be announced later.

The Lynch Nursery, of Menlo Park, is cutting heavily these days and good prices are being received. Percy Ellings says the demand for chrysanthemum plants is much in excess of former years. Daniel O'Neill, of the landscape department, reports a great demand for ornamentals of all kinds.

John H. Sievers has resigned his position as manager of the J. B. Boland store on Kearney street. Mr. Sievers is as yet undetermined as to his future activities, but is contemplating opening up his own store in the near future.

Schwerin Bros. report a largely increased demand of late. Their large range of glass will shortly be shipping a full supply.

The E. W. McLellan Co. reports continued heavy shipping at their establishment.

Eric James, of Elmhurst, is sending in novelty plants. JAMES T. LYNCH.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

ORCHIDS $35.00 per 100. 4.50 per doz.

Phalænopsis Come in pink and white, with 8 to 20 flowers on a spray. They are very graceful and beautiful. **Per 100 flowers, $8.**

Plenty of Everything. Do not hesitate to order what you want.

Ophelia, Wards, Brilliants, Milady, Richmonds, Callas, Easter Lilies, Carnations, Spring Flowers, Bulb Stock, Sweet Peas, Plumosus, Sprengeri, Ferns, Leucothoe, Galax, Adiantum, Woodwardia.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. **Each, 30c to 50c.**

Order now for St. Patrick's Day

Hughes' Shamrock Box

Two Plants to each box.

$3.50 per dozen; $25.00 per 100.

Green Carnation Dye

Per package (enough for four qts. of fluid), **$1.00.**

Sphagnum Moss

Burlapped, $2.00 per bale.

Plants We Are Now Offering

SHAMROCKS, 2-inch Pots, $4.00 per 100.

Illustration shows these plants as used with the Hughes' Shamrock Box.

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Heavier Supply-Lower Prices.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST In Effect February 17.

RUSSELL

$1.00 to $4.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$16.00 per 100
Medium	$10.00 to 12.00 per 100
Good short	6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	10.00 per 100
Short	6.00 to 8.00 per 100

ROSES—OUR SELECTION.

Per 100 $6.00

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS MORE PLENTIFUL.

Stock in general is more plentiful but is cleaning up well every day at good prices so there is hardly ever any surplus to speak of. Roses are in larger supply but not overplentiful. American Beauty roses are in strong demand with the supply of fancy stock limited. Carnations continue to clear at the advertised quotations, which is surprising considering the general market conditions. Orchids are plentiful and fancy stock is obtainable in this line at very attractive figures. Lily of the valley is holding its own and so are gardenias. The receipts of sweet peas are heavier and clean up surprisingly well although prices on this item dropped considerably the past week. Lilies are in short supply and the same holds true for callas. Tulips, narcissus, jonquils and freesias sell quickly and the demand for snapdragons is so brisk that they move almost as soon as they arrive. Violets are in large supply and in good demand. Daisies, mignonette, calendulas, iris, pansies, forget-me-nots and other miscellaneous seasonable stock are having a good call. Green goods are scarce with the exception of ferns. Smilax is at a premium with very little obtainable.

NOTES.

The thirteenth annual convention of the Illinois State Florists' Association will be held in the floricultural building at the University of Illinois, Urbana, March 11-12, the opening session at 2:30 p. m. to be followed by another at 7:30. The second day will be devoted to conferences and inspection of experiment greenhouses. An interesting programme has been arranged, among the important topics which will be discussed being publicity, cost of production, fertilizers and insecticides. J. F. Ammann earnestly requests that those who attend bring with them anything new they may have, either in flowers or ideas. From present indications it appears as if there will be a good sized crowd from this vicinity, many having signified their intention of attending.

The local committee in charge of arrangements has secured the banquet hall and ballroom of the LaSalle hotel for the annual convention of the American Carnation Society, with such additional space as may be needed. The dates are January 21-22, subject to the approval of the organizations interested. The Illinois State Florists' Association will be requested to hold its annual meeting at the same time and place.

WE believe in the spirit and practical application of co-operation between the grower, wholesaler and retailer, with an adjustment of profit for all three.

The grower is the source of supply.

The commission wholesaler is the best and most economical means of distribution.

The retailer is the most direct means of reaching the consumer.

A service between these three factors, that is most profitable to all these interests, requires a spirit of efficiency, loyalty and co-operation.

Whether a grower or retailer, when you ship or buy, Kennicott Bros. Co. offers you all the advantages.

We do as we say.

Our policy is based on the principles of the "Golden Rule."

YOUR

PROTECTION

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

IN GOOD SUPPLY

ALL CUT FLOWERS and GREENS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

		Per 100
MRS. CHAS RUSSELL		
Extra Special		$30.00
Specials		25.00
Select		20.00
Medium	$12.00 to	15.00
Short	8.00 to	10.00
RICHMOND		Per 100
Select		$15.00
Medium	$10.00 to	12.00
Short		8.00
MILADY		Per 100
Select		$15.00
Medium	$10.00 to	12.00
Short	5.00 to	6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland		Per 100
Specials		$15.00
Select		12.00
Medium	8.00 to	10.00
Short	5.00 to	6.00

		Per 100
ROSES, OUR SELECTION		$ 5.00
Carnations	$ 4.00 to	6.00
Valley	8.00 to	10.00
Smilax	per doz. strings	3.00
Adiantum		2.00
Asparagus, per bunch		$1.00
Ferns, per 1,000		5.00
Boxwood	per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00		
Leucothoe Sprays		1.00

GREEN DYE

St. Patrick's Day **Monday March 17**

GREEN DYE—Enough for coloring 100 to 200 Carnations, per package, 50c; 300 to 400 Carnations, large package, $1.00.

We have the mostsuccessful Green Dye, which is cheaper and more economical than any other on the market.

White Carnations for St. Patrick's Day

$10.00 per 100. Order early to avoid disappointment.

A. T. Pyfer & Company

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone Central 3373 **CHICAGO**

The Weiss-Spandikau Co. has been incorporated for $15,000 and will enter in the growing business in this vicinity in the near future or as soon as a suitable strip of land is secured. Mr. Weiss has been in the market for a large range for some time, but finally decided that a new place would best suit his needs, after looking over several of the places offered for sale here. He is very optimistic in regard to the outlook for the florist business and in addition to being a partner in the Weiss-Meyer Co., at Maywood, he is secretary of the Fort Dearborn Coal Co.

Chas. W. McKellar, who has been engaged in the florist business for the past 32 years, sold out to Archie Spencer, March 3, who took possession on the same day. Mr. McKellar is undecided as to what his plans are for the future. Mr. Spencer has certainly been stirring things up lately, and now has three stores on the second floor of the Atlas building, two of which are for rent, but both of which are spoken for.

Record was made of the transfer by Hoerber Bros. Co., to Ernest C. Amling, of the greenhouse property of 34 acres in the township of Maine, between Desplaines and Riverview, for an indicated cash consideration of $67,500, according to the revenue stamps on the deed.

Martin Goerger, of Georger Bros., Arlington Heights, received a letter from his brother, Albert, who is at present in Alsace-Lorraine, France stating that he is well, and anxious to get back home again.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

CARNATIONS W. N. Rudd's famous seedlings in all shades. We are exclusive agents for his stocks. Try us on your regular orders.

Poehlmann Bros. Co.'s store was closed for a few hours, Saturday, March 1, in honor of the memory of Gustav Poehlmann, whose remains were laid to rest in Memorial Park cemetery that day. The floral offerings were many and beautiful, and the trade was well represented by a large number of handsome designs. An account of his death appeared in our obituary column last week.

C. L. Washburn, of Bassett & Washburn, celebrated his sixty-first birthday at Pasadena, Calif., February 27. The employes at the local wholesale store celebrated it here in grand style as in former years, and the only drawback to the affair was the absence of Mr. Washburn

Thomas Hopkinson, for many years at Vaughan's Greenhouses, Western Springs, has removed to Springfield, Mo,. where his family has been located for some time. The best wishes of the company follow this faithful and loyal employe.

A. C. Kohlbrand of the E. C. Amling Co., celebrated another birthday last week, when he treated all his friends to a good smoke. He is like all other men over 50, who do not care to give their age when asked.

Joseph Ziska & Sons have repainted their store and will move their office to the front, which greatly improves the appearance of their place. Everything is all ready here for the spring rush.

Harry Manheim, who was with Hoerber Bros. for many years, is now with the J. A. Budlong Co. Myron Webb is the latest addition to the force in Budlong's shipping department.

Harry C. Rowe, who has been upstairs in the Mallers building, Madison street and Wabash avenue, is opening on the ground floor, Madison street side.

Clarence Hoffman is back on the job at E. C. Amling Co's. store after being with the colors for many months.

EVERYTHING IN

Cut Flowers and Greens

Sweet Peas, Spring Flowers, Roses, Carnations, Pussy Willows, Etc.

A. T. Pyfer & Company

164 N. Wabash Ave., Formerly at 30 E. Randolph St. L. D. Phone Central 3373. **CHICAGO**

Mention the American Florist when writing

H. N. Bruns is recovering from an operation for hernia at the Robert Burns hospital, but expects to be able to be home by next Sunday, March 9.

D. S. Musser, of Miller & Musser, has the sympathy of the trade in the loss of his father, whose death occurred in Indiana last week.

Allie Zech and Matt Mann, of Zech & Mann, will attend the annual meeting of the Illinois State Florists' Association at Urbana next week.

The E. F. Winterson Co. reports business good with a splendid demand for carnations, especially W. N. Rudd's fancy seedlings.

H. A. Wolf has taken a position with the Chicago Flower Growers' Association and will report for duty March 10.

N. J. Wietor is well pleased with the demand for carnation cuttings at Wietor Bros., this season, the heaviest in years.

E. B. Washburn, of Bassett & Washburn, who was expected here this week from California, has deferred his departure.

H. E. Brandt, representing Wertheimer Bros., New York, stopped off here a day last week enroute to the coast.

Julius Kline, formerly with Peter Reinberg, is now employed in Poehlmann Bros. Co.'s supply department.

Herbert Hansen is back on the job at Peter Reinberg's store after being with the colors for many months.

Joe Stezska, of the E. C. Amling Co.'s force, was operated upon for rupture this week.

The Wholesale Florists' Credit Association has incorporated.

Ed. Schultz is back on the job at Weiland & Risch's store.

Visitors: W. K. Anderson, of Lion & Anderson, Belvidere; Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, Pa.

GREEN BAY, WIS.—The American Flower Shop, under the management of Charles DeClere, has been opened at 213 North Washington street.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Good Supply of Everything You Need in Cut Flowers and Greens

Stock is more plentiful, and we are managing to take mighty good care of all of our customers.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

Florists' Wire Nos. 18 to 22—12 x 18 $2.00 per box	**Asparagus Sprays** $3.00 and $4.00 per 100	**PERCY JONES** INC. 56 East Randolph St. CHICAGO	**Magnolia Leaves** Best in Country $1.60 per carton	**Leucothoe Sprays** $6.00 per 1000
Best Quality Chiffon All Colors 4 inch, plain, 7c a yard 6 inch, plain, 9c a yard	**St. Patrick's Dye** Enough for 400 Carnations $1.00 per package		**Corsage Pins** 5 inches long All Colors $1.25 per gross	**Meyer's Silkaline** 8 spools to box $1.75 per 1 lb. box

Detroit.

DEMAND SHOWS SATISFACTORY INCREASE.

Encouraging words are heard on all sides as to the present trade conditions. Some retailers report continuously increasing business, and but few complain of poor trade. The growers are particularly well pleased and everything is sold readily and satisfactory prices realized. Immense quantities of sweet peas are daily coming in and easily disposed of. Violets are plentiful and is the only item that moves rather slowly, owing to the strong competition of the excellent sweet peas. Roses continue in short supply, but prices are moderating, due to the daily increasing supply of other flowers. Bulbous stock, too, is now a factor and some elegant flowers are nearly always available. Carnations are in good supply and form the major part of the funeral work that all the florists are doing.

NOTES.

The Doemling & Schimmel Co. has purchased the greenhouse establishment of Robert Klagge, Mt. Clemens, Mich., and will take possession July 1 next. The place is modern in construction and has a glass area of about 80,000 square feet. Ten and a half acres of ground and two dwellings are included in the purchase. The present working force will be retained, and Mr. Doemling will still conduct personally the Indian Village Greenhouses on Van Dyke avenue here.

The regular meeting of the florists' club will be held at the Hotel Statler, Wednesday night, March 12. The features of the meeting will be an address by W. S. Wells, botanist of the University of Michigan, on "Plant Fertilization," and Harry Breitmeyer will give a talk on his experience in khaki overseas. Harry Taylor, of the Breitmeyer firm, who also was in the service, will relate his observations while attached to the signal corps.

J. Breitmeyer's Sons are opening a distinct department in their main store on Broadway, devoted to decorative art. It is their purpose to carry receptacles for flowers and plants that will embrace the most modern designs and complete in variety. Harry Breitmeyer will have charge of this novel department, which will open in good season for the Easter trade.

The Michigan Cut Flower Exchange will give a complimentary dinner and entertainment to the members of the florists' club and local trade at the Hotel Statler, Monday evening, March 17. Robert Rahaley, of the firm, is back again from his extended Florida trip. Thomas Browne, who accompanied him, is still there.

The many friends of Mr. and Mrs. A. J. Stahelin will regret to learn of the latter's serious illness at Battle Creek, Mich.

J. F. S.

Fort Wayne, Ind.

COLD WEATHER FAILS TO HURT TRADE.

The temperature took a sudden drop when the mercury registered 10 degrees above zero, February 28, but this, however, had no detrimental effect upon trade. Retailers report all the business they could handle, with just enough flowers with which

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites, Tulips, Iris, Daisies, Callas, Mignonette, Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

to meet the demand. Production increased somewhat, due to a fair amount of sunshine during the week. Funeral work took the lead in the demand, although there was an excellent call for flowers for social functions, particularly table decorations and corsages. Counter trade was very brisk. The Washington's birthday demand was good, but could have been better if a little advertising had been employed for this holiday.

NOTES.

A large moose head in flowers was executed by A. J. Lanternier & Co. last week, for the flower festival of the Moose lodge. This firm also had charge of the decorations of the hall for this affair. Spring flowers were used, and the arrangement was very elaborate.

The Flick Floral Co. had some attractive novelties for the trade for Washington's birthday, and reports a good demand, especially in the way of table decorations, corsages, etc.

Private George W. Doswell, has been relieved from service at Camp McClellan, Alabama, and has again taken up his duties at the store of the Doswell Floral Co.

Mrs. Clem Lanternier has gone to Toledo, O., to remain a week with relatives. Miss Ruth Lanternier will assume her duties at the store, during her absence. H. K.

Nashville, Tenn.

LIGHT SUPPLY CLEANS UP DAILY.

Flowers continue scarce with a complete cleanup in the daily cut. To help out, shipments from northern growers are received and wholesale prices tend to hold the market firm. Trade continues good largely in funeral work, while the demand for social events is improving. Roses, carnations and sweet peas are the favorites. Paper Whites are nearly over and the same is true of the yellow varieties. In pot plants, there is a fine supply, the Dutch hyacinths, and tulips making a splendid showing. Pot jonquils are also on the market and there are early spring blossoms in the open. This class of stock will soon be abundant. Bunches are already offered in the city market house at 10 cents per dozen flowers, while the florists' price is $1. Owing to labor conditions, many growers have abandoned violets this year and few are seen on the counters this season.

NOTES.

A bill carrying an appropriation of $5,000 for the promotion of horticulture in the state has been introduced into the legislature. It has also been suggested that a state flower be chosen and a bill has been introduced to that effect. The clover blossom has been suggested.

McIntyre Bros. and Louis H. Haury have had surprisingly good business at the market, the weather being very favorable. M. C. D.

CUT FLOWERS--GREENS
FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, 30 E. Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Louisville, Ky.

Suit for $5,000 damages has been started against the William Walker Co., by Joseph White, who alleges that on December 31 he was struck and injured by a delivery truck owned by the concern.

A local florist was among a number of merchants who were victimized by this case, however, was apprehended and has been sentenced to seven years' imprisonment.

MUSKEGON, MICH.—E. F. Luhman, Cleveland street, for a number of years engaged in cemetery work here, is considering plans for an up-to-date flower shop in the new Union Bank building, Western avenue and First street. A range of new greenhouses to supply stock will be considered later.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Ward Ophelia
Killarney Brilliant

MINIATURE ROSES
Cecile Brunner

LILIES
A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.
Callas

CARNATIONS
Valley Cattleyas
Calendulas
Single and Double Violets
White and Yellow Daisies
Forget-Me-Nots Pansies

SNAPDRAGONS
Paper White Narcissus
Freesia Jonquils
TULIPS SWEET PEAS

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

RAEDLEIN'S SPECIALS

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Cincinnati.

DEMAND CONTINUES SATISFACTORY.

Business continues excellent. The supply is larger than at the last writing, but is cleaning up from day to day. Prices hold up well. The demand from out of town is heavy. Roses are more plentiful but more could be sold if we had them. Carnations are in fair supply. Sweet peas are fairly plentiful and sell well. Easter lilies and rubrums find a good market. Southern daffodils and jonquils may be had. They, together with the forced daffodils, jonquils, tulips, Dutch hyacinths and freesias find a good market. Snapdragons are meeting with a good call. Other offerings include callas, calendulas, violets, orchids, forget-me-nots and baby primroses.

NOTES.

Influenza claimed another victim when Mrs. Theresa Buschle, wife of Edward Buschle, passed away February 27. She was survived by her husband and a child, and is mourned by her many friends.

Clarence Conger, son of Mr. and Mrs. J. T. Conger, of this city, who was injured when he was waylaid and shot by footpads a fortnight ago at Wichita, Kan., died March 1, from his injuries.

H.

St. Louis.

OVERSUPPLY CAUSES DRAGGY CONDITIONS.

Business continued rather brisk throughout the past week. Prices were somewhat lower on all stock, but despite this fact, the oversupply made the market drag somewhat. The cut of bulbous stock, particularly, was heavy, with sweet peas running a close second. Carnations continue at a staple figure. Roses have dropped a bit in price, with a good supply of excellent stock. Callas have been equal to the demand. In greens, the market is well supplied.

NOTES.

The retail florists' association held its bi-monthly meeting last week and elected officers for the ensuing year. Fred C. Weber, Jr., was chosen president, Andrew Meyer, Jr., vice-president, Oscar Ruf, secretary, Andrew Hofman, treasurer; F. J. Hermann, sergeant at arms, Trustees: Chas. Beyer, L. Jules Bourdet, W. H. Kruse. The retail association, as an organization also endorsed certain plans submitted by the publicity committee to raise money for advertising.

Among the growers who are going to increase their ranges this year are, O. C. May, Sappington, Mo., Phil. Goebel, Jr., Des Peres, Mo., and W. W. Ohlweiler, Clayton, Mo.

The florists' club is sending out special notices for its next meeting, which is going to be a carnation exhibition. A special entertainment and luncheon will be on tap.

From all reports the masquerade to be given by the local florists is going to be a huge success. Tickets are selling fast.

J. J. W.

Rochester, N. Y.

SHORT SUPPLY AND PRICES HIGH.

There has been a shortage of nearly all kinds of cut stock in the daily supply, the market is limited to a marked degree and in consequences prices are high and firm. Roses are somewhat poor in quality and with a few exceptions the stock is soft. American Beauty and Francis Scott Key are very scarce. Carnations are good and always in demand. Violets are selling well and the quality is good. Asparagus is very scarce.

NOTES.

George T. Boucher arranged one of the finest decorations ever seen in this city, February 25, at the state armory for the policemen's ball. Wild smilax, laurel roping, snapdragons, marguerites and artificial stock were used in profusion.

Mrs. Harry Merritt, of Irondnquoit, has been confined to her home for the past week on account of illness but is improving.

CHESTER.

The right kind of stock pleases the most exacting buyer.
You can always get it here. Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

The Chicago Flower Growers Association

WHOLESALE GROWERS of CUT FLOWERS and PLANTS

182 North Wabash Avenue L. D. Phone, Randolph 631 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Pittsburgh.

SHORTENING DEMAND DROPS PRICES.

Business has been a little quiet the past week, consequently prices have dropped. Carnations are still scarce and clean up well at $6 per 100. American Beauties are not very good, with nothing but the smaller grades coming in. Roses are more plentiful, bringing from $6 to $20 per 100 with Russell and Columbia commanding a little higher prices. Sweet peas are now arriving in large quantity and now arriving in large quantities and $20 per 1,000. Lilies are on the short side and never have to be put away, being sold before they arrive in the market. Irises are very good and clean up at 15 and 25 cents each. Tulips, jonquils, calendulas, freezias and mignonette are coming in small quantity and move readily at good prices.

NOTES.

E. J. Malone, of Cannonsburg, Pa., was in town and reports business as very good; in fact, it is hard to find a retailer who has not the same report to make.

Wm. Phillips, road man for the McCallum Co., has just returned from a most successful trip through western Pennsylvania, eastern Ohio and West Virginia. M.

Columbus, O.

CARNATION SHORTAGE NOTICEABLE.

All kinds of spring flowers are in big demand, with stocks short on hyacinths and some other varieties. The most attractive feature of florists' displays now is in cinerarias, which have a maximum price in pots of about $3. Curtailed planting is showing its effects in scarcity of carnations which are usually abundant at this period. The quality is fine and good prices are being realized. Roses are also scarcely equal to demand. Sweet peas are plentiful. Florists foresee that the better prices compared with last spring will bring about larger cultivation among small growers who sell to the wholesale trade.

NOTES.

A. Newlands, manager of The Fifth Avenue Floral Company's retail department, who has been in a local hospital for some weeks suffering from the after effects of an influenza attack, has gone to the home of relatives in Michigan for recuperation.

WILD SMILAX

$2.50 per 50-lb. case.

Over twenty years' experience in business. Prompt service. Good weights.

F. & S. LEE, Marion, Ala.

On Monday, March 10, the city recreation department will begin the distribution of vacant lots for gardens. It is believed that the 1200 amateur gardens of last summer will be increased to 1500.

Henry Resch, a retired gardener, age 89, who had been a resident of this city for 64 years, died at his home here this week. John Resch, of Chicago, is one of the surviving sons. J.

PORT STANLEY, ONT.—A meeting for the purpose of forming a local horticultural society was held here February 24, the success of the undertaking being assured. Dr. H. E. Bennett, president of the St. Thomas Horticultural Society, and others were speakers.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000,	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays		per 1000,	4.50
Good Medium Bronze or Green Leucothoe Sprays		"	4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches		"	2.00
Hemlock Branches, 30 inches		"	5.00
Mountain Laurel Branches, 18 to 24 inches		"	4.00
Rhododendron Leaves, like Magnolia		"	1.00

If you want the best and prompt shipment, send to us. Cash with order.

TAR-HEEL EVERGREEN CO., - Elk Park, N. C.

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	100
Roses, Beauty		$ 1.50@	$ 7.50
"	Mrs. Chas. Russell	10.00@	40.00
"	Hoosier Beauty	8.00@	30.00
"	Killarney Brilliant	6.00@	20.00
"	Killarney	6.00@	15.00
"	White Killarney	6.00@	20.00
"	Richmond	8.00@	25.00
"	Prince de Bulgarie	8.00@	25.00
"	My Maryland	8.00@	25.00
"	Mrs. Geo. Shawyer	8.00@	25.00
"	Milady	8.00@	30.00
"	Sunburst	8.00@	25.00
"	Mrs. Aaron Ward	6.00@	15.00
"	Hadley	8.00@	25.00
"	Ophelia	8.00@	20.00
"	Double W. Killarney	8.00@	25.00
"	Mrs. Moorfield Storey	8.00@	25.00
"	Champ Weiland	8.00@	25.00
"	Stanley	8.00@	25.00
"	Francis Scott Key	8.00@	25.00
"	Bayard Thayer	8.00@	35.00
"	Cecile Brunner		4.00
"	George Elgar		4.00
"	Baby Doll		4.00
"	Nesbit		4.00
"	Our Selection		6.00
Violets, per 100		.75@	1.00
Carnations		4.00@	8.00
Cattleyas, per doz		6.00@	7.50
Daisies		1.50@	2.00
Lilium Harrisii		15.00@	20.00
Valley			8.00
Callas			25.00
Sweet Peas		2.00@	3.00
Calendulas		3.00@	6.00
Paper Whites		4.00@	5.00
Yellow Narcissus		6.00@	8.00
Snapdragon, per doz		1.50@	2.00
Mignonette			8.00
Freesia		4.00@	6.00
Iris, per doz		2.00@	2.50
Jonquils		4.00@	6.00
Tulips		8.00@	10.00
Ferns	per 1,000	$5.00	
Galax	"	$1.50@ 2.00	
Leucothoe		1.00@	1.25
Mexican Ivy	per 1000	5.00@ 6.00	
Plumosus Strings	each,	60@ 75	
Smilax	per doz.,	2.50@3.00	
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case.			9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SWEET PEAS NOW BIG FACTOR.

The mild, bright weather of the past week has brought along the flowers so that the market can be said to be full in almost every line. Roses, which have been on the short side ever since the impetus given to the business last October, are seen in larger quantities and now about equal the demand at what can still be called very good prices. American Beauties are still scarce, however, and command top figures. The feature of the week has been the large supply of sweet peas, which has been the greatest of the season; the quality is fine in all grades. Prices are moderate, and the stock moves off in a most satisfactory way, there being little, if any, surplus at the week end. Carnation shipments are also large, but like the sweet peas, they appear to find plenty of buyers. They grade up well and returns appear satisfactory to both buyer and seller. Callas are now quite plentiful, yet select stock brings the top winter prices. Easter lilies, cold storage stock, is still coming in very poor condition, though much of it is short stemmed. Bermudas have arrived; they are quite up to standard for this variety, 5-7 size bulbs carrying two to three flowers, and at times, four. Prices have gone off a little, as there is so much else, and callas are offered down. High grade snapdragons are seen in all the stores and sell well. All bulbous stock appears to be in demand, and the market is about even on this class of flowers. Iris Tingitana is a bit draggy. It really takes but a little of some even good things at times to stall the market. There are plenty of cattleyas and good violets, rather more than are eagerly taken. Calendulas, daisies, mignonette, forget-me-nots, wallflowers, pansies and other small flowers all appear to find buyers, and there never seems to be enough of greens, especially asparagus.

March 3.—Owing to the unusually mild, sunny weather of the past few days, shipments from the growers were quite heavy, there being increased production in all lines. There was a very good demand, all the stores buying, which, with a lot of shipping orders, kept the stock moving. Prices are about the same as last week, perhaps a shade less on the lower grades.

CLUB MEETING.

The March meeting of the florists' club was another record breaker in point of attendance, there being 96 at the dinner and over 200 at the session which followed. M. J. Brinton's paper on "Carnation Ideals and Successes" was full of information that all in the trade, grower and dealer, can profit by. It was a very scholarly effort, yet intensely practical. In telling why many retailers do not push carnations, he brought out a number of points that caused a lively discussion. Theodore Wirth, superintendent of parks, Minneapolis, Minn., who stopped off in this city on his way from Washington, D. C., urged the club to encourage the planting of trees as memorials to heroes who had given their lives for their country. He also spoke of changed conditions in reference to the proposed plant embargo of the federal horticultural board, which is now in a fair way to be revised or its drastic features greatly eliminated. There was a magnificent exhibition of

Air Plants

Per dozen bunches.....$1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls.....$4.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Mar. 5.		Per 100
Roses,	Beauty, Special	75.00@100.00
"	Fancy	60.00@ 75.00
"	Extra	40.00@ 50.00
"	1st	15.00@ 35.00
"	Killarney	6.00@ 15.00
"	My Maryland	6.00@ 15.00
"	Sunburst	6.00@ 15.00
"	Ward	6.00@ 8.00
"	Ophelia	6.00@ 20.00
"	Russell	8.00@ 20.00
"	Shawyer	6.00@ 15.00
Lillies		15.00@ 20.00
Cattleyas		60.00@ 75.00
Carnations		3.00@ 5.00
Sweet Peas		1.00@ 3.00
Asparagus Sprengeri .35@ .50		
Violets		1.00@ 1.25
Mignonette		6.00@ 8.00
Ferns	per 1,000 3.00	
Calendulas		3.00@ 5.00
Freesias		4.00@ 6.00
Paper Whites		3.00@ 4.00
Callas		15.00@ 25.00
Romans		4.00@ 6.00
Golden Spur		4.00@ 5.00

BOSTON, Mar. 5.		Per 100
Roses,	Beauty	20.00@60.00
"	Killarney Queen	4.00@ 6.00
"	White and Pink Killarney	8.00@12.00
"	Double White Killarney.	6.00@12.00
"	Killarney Brilliant	2.00@ 8.00
"	Hadley	8.00@20.00
"	Mock	6.00@10.00
"	Mrs. Chas. Russell	8.00@12.00
"	Taft	6.00@12.00
"	Milady	6.00@12.00
"	Ward and Hillingdon	6.00@10.00
"	My Maryland	2.00@12.00
Carnations		4.00@ 8.00
Easter Lilies		12.00@20.00
Valley		6.00@10.00
Gladioli		4.00@ 8.00

CINCINNATI, Mar. 5.		Per 100
Roses,	Killarney	4.00@15.00
"	Mrs. Chas. Russell	6.00@20.00
"	Ophelia	4.00@15.00
"	Richmond	4.00@15.00
"	Sunburst	4.00@15.00
"	Shawyer	4.00@15.00
"	Columbia	6.00@15.00
Lilium Giganteum		12.50@15.00
Carnations		4.00@ 8.00
Callas		12.50@15.00
Sweet Peas		1.00@ 2.00
Narcissus		4.00@ 6.00
Lily of the Valley		4.00@ 6.00
Violets		1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

cut flowers, including carnations, sweet peas, roses, irises and freesias, nearly all novelties. Charles H. Grakelow's talk on the Florists' Telegraph Delivery, and the wonderful benefit it had been to his business, should make many new members for the organization in this city. Over 25 applications were received.

A RECORD FOR CARNATION PRODUCTION.

In a recent discussion between several growers, relative to the productive qualities of the carnation, it was thought that an average of from 16 to 18 flowers to a plant, including all varieties grown on a place, was about the limit, and a record which most growers would be glad to have as a result of their season's work.

This however, is clearly distanced by a carnation specialist, who can be said by his record to have fairly earned this high sounding title, as his books show that the cut from all varieties for last season averaged 28 flowers per plant. As he is noted for the quality of his flowers, his market returns were most satisfactory. This man's hobby is carnations; they are in his mind all the time. He studies them as the astronomer does the stars. Only the robust, strong cuttings, selected even at the expense of flowers, are good enough for his next year's stock. From the time they are rooted, until ready for the field, they receive the best of care. Planted at the right time, and never being allowed to suffer from nourishment, want of cultivation, protracted drought, proper pinching, etc., when the time arrives for benching, his plants are ideal, the envy of all who see them. His compost for the tables has been prepared with great care and contains the proper proportions of plant food that he has found most satisfactory. When the stock is benched and reaches its season of bloom, it is said to be "By far the finest lot of plants and cut blooms that his section of the universe can produce," or as voiced by a delegation of his fellow florists at a recent visit, "ever produced." Who is this remarkable grower? Write to Postmaster Burleson, Washington, D. C. He may tell you, but he will not permit us to do so in these columns.

NOTES.

Keeping abreast of the times, is credit enough for most men, but there are those who keep forging ahead, whose motto is, "Sell more flowers," and who are never satisfied if this

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of
WIRE DESIGNS
Write for Price List
A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 5.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	5.00@ 12.00
" Hadley	10.00@ 25.00
" Sunburst	8.00@ 15.00
" Wards	6.00@ 15.00
" Ophelia	8.00@ 20.00
" Columbia	15.00@ 25.00
Carnations	3.00@ 6.00
Cattleyas ....each $0.50@$0.60	
Easter Lilies	12.00@ 15.00
Callas	15.00@ 25.00
Snapdragons	10.00@ 15.00
Calendulas	4.00@ 8.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Daffodils	5.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	4.00@ 6.00
Tulips	4.00@ 6.00

ST. LOUIS, Mar. 5.	Per 100
Roses, Hadley	3.00@12.50
" Killarney	3.00@10.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@20.00
" Russell	6.00@35.00
" Sunburst	6.00@15.00
" Ward	5.00@ 8.00
" Mrs. Shawyer	5.00@10.00
" Sunburst	6.00@12.50
Ferns	4.50
Carnations	4.00@ 8.00

MILWAUKEE, Mar. 5.	Per 100
Roses, Killarney, W. Killarney	8.00@20.00
" Ward	8.00@15.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	5.00@ 6.00
Cattleyas, per doz	6.00@ 7.50
Sweet Peas	1.50@ 3.00
Violets	1.00@ 2.00
Paper Whites	5.00@ 6.00
Narcissus	6.00@ 8.00
Callas, per doz	2.00@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Mar. 5.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	10.00@30.00
" Sunburst	10.00@30.00
" Mrs. Aaron Ward	10.00@25.00
" Russell	10.00@50.00
" Columbia	10.00@50.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	2.00@ 3.00
Calendulas	4.00
Daffodils	6.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

year's record does not break or surpass that of the past. They are always looking ahead and planning new achievements. H. H. Battles is one of these leaders. The resumption of business in his Century Shop, which aims to do an entirely different trade from his high class store next door, and which was closed when so many of his 75 employes went into service or war activities, is now open again and doing a splendid business. It is a marvel in the selling of plants and flowers at moderate prices. A new setting, or furnishing, of the large window of his main store, in colonial cream colored enameled woodwork and mirrored window door in the rear, gives an admirable background for artistic effects in plants and cut flowers.

Edward Reid, takes his first quarter of a century in business, which mark he passed on March 4, as a matter of course. While he has worked to some purpose, he shows no desire to lay off, and is to be found on the job every day, working and planning to do more business and do it better.

John Jensen, whose Holland bulbs for Easter are outside in a sheltered situation, has taken the precaution to cover the ground through the day with straw mats, which are removed at night. In this way, he hopes to keep the ground cold and hold the bulbs for the very late Easter.

The Lord & Burnham Co., greenhouse builders, have re-opened their Philadelphia office, taking quarters at 718 Land Title & Trust Co. building, Broad and Chestnut streets. R. C. Fontaine, of the New York office, is manager, with D. T. Connor of this city as assistant.

Walter Van den Hengle has resigned his position with J. J. Habermehl's Sons, and will manage the retail cut flower department in connection with his brother's landscape business in Overbrook. There should be a good trade worked up in this fashionable suburb.

C. U. Liggit is of the opinion that the Premier rose will be good stock, if the wood is all used for cuttings, as there is an unprecedented demand for this variety.

K.

New York.

BUSINESS HOLDS TO NORMAL.

Taken throughout, the business of the past week was just about the ordinary grind, with which experienced wholesalers and retailers are familiar. The changes to be noted were increases—though not many—in the supply of American Beauty and tea roses, special American Beauties wholesaling at the rate of $1 each for the very best, and a falling off in the demand about the middle of the week. Indications point to cheaper roses and carnations from now until Easter, April 20. As Lent will have begun by the time this is in print, it is reasonable to expect a quiet market for the next few weeks. The most noteworthy surplus in the wholesale district is in sweet peas, which have dropped heavily from the prices of a month ago. Lily of the valley continues cheap, but Easter lilies are firm and are likely to continue so until after Easter. It would appear that the scarcity of pot lilies will cause a greater demand for cut flowers at Easter. With the market practically bare of azaleas and pot lilies, there must be substitutes of some kind. The fact that Easter is so late, may bring in supplies of various stocks, that at an earlier date could not be expected, but a surplus is hardly to be looked for. The Paper White narcissus is pretty well cut out, and the supply of yellow is not unseasonably heavy, nor is it likely to be. Irises, snapdragons, stocks, marigolds, cut primroses and various minor stocks are in fair supply.

March 3.—Business is about normal for a Monday, but the tendency of prices is downward, noteworthy in special rose stock. Spring flowers move well with no surplus. A limited supply of gladioli is on the market.

NOTES.

H. Langeler, representative of Van Waveren & Son, attended the hearing given by the federal horticultural board in Washington, February 26, relating to the proposed exclusion of plants shipped from Masschusetts and New York states on account of the presence of the corn borer in certain sections of those states. The board assured the protestants that it would, for the time being, leave the quarantining of infected areas to the state agricultural institutions in cooperation with the federal horticultural board. They stated, that inasmuch as gladioli grew under the soil, these would not be included in any quarantine so far as the federal board is concerned. These statements were made by Dr. Marlatt, and may be considered more or less binding. It was later stated by another member that these statements might be modified, should it be found that the corn borer exists in many other parts of the states of New York and Massachusetts.

The twelfth annual entertainment and ball of the Greek-American Florists' Association was held in the Palm Garden, 58th street near Lexington avenue, on the night of February 27, with a record breaking attendance. The entertainment was under the direction of the private entertainment department of the B. F. Keith theatres. A feature was the singing of Gregarios Georgion, a Greek baritone, who rendered English, Greek and Italian songs. Dancing followed the vaudeville entertainment. The officers of this association are, N. J. Lales, president; J. Fellouris, vice-president; J. Soteriades, treasurer; C. Thomas, secretary; A. Farantates, assistant secretary.

Although it was generally known that William J. Stewart, of Boston, Mass., had been in poor health for some time, the news of his death, February 23, was a shock to his many friends in this city. Aside from his wide acquaintances, formed while secretary of the Society of American Florists and representative of THE AMERICAN FLORIST, he had in more recent years, frequently visited this city and vicinity. He had the happy faculty of making friends, and few men, not actually residents, were as well known in the trade of this city as he.

The annual dinner of the Nassau County Horticultural Society was held at the Glen Head hotel, on the night of February 26, and is reported to have been a most successful affair, 108 persons being present. Our own Charles H. Totty acted as toastmaster, and doubtless filled the bill in his own inimitable style. The seed trade of this city was represented by A. Watkins, John Morrison and W. A. Sperling. The irrepressible P. W. Popp, of the New York Florists' Club, and other visiting gardeners of Westchester and other counties, were also in attendance.

C. B. Knickman, of McHutchison & Co., who was one of a delegation that called on Secretary of Agriculture Houston, February 28, to protest against the enforcement of the proposed embargo on plants from foreign countries, advises us that they were

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y. 55 and 57 West 26th St. WHOLESALE COMMISION FLORISTS GROWER AGENT

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS A. L. Young & Co. 54 WEST 28TH ST. NEW YORK Consignments Solicited

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests.
Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Mar. 5. Per 100

Roses, Beauty, special	75.00@100.00
" " extra and fancy	40.00@ 50.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	6.00@ 50.00
" Hoosier Beauty	5.00@ 15.00
" Francis Scott Key	12.00@ 60.00
" Columbia	6.00@ 25.00
" Prima Donna	6.00@ 25.00
" Alice Stanley	5.00@ 25.00
" Mrs. Geo. Shawyer	5.00@ 15.00
" Double White Killarney	6.00@ 15.00
" Killarney	4.00@ 12.00
" " Queen	4.00@ 15.00
" " Brilliant	4.00@ 15.00
" Aaron Ward	5.00@ 15.00
" Sunburst	5.00@ 15.00
" J. L. Mock	5.00@ 20.00
" Ophelia	5.00@ 15.00
" Mrs. Chas. Russell	10.00@ 50.00
Cattleya orchids, special	50.00@ 75.00
Rubrums	8.00@ 10.00
Lilies, Longiflorum and Formosum	15.00@ 20.00
Lily of the Valley	2.00@ 5.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Carnations	4.00@ 8.00
Gardenias, per doz	3.00@ 9.00
Violets	.35@ .50
Paper White Narcissus, per doz.	.50@ .60
Snapdragons, per doz	1.50@ 2.50
Callas, per doz	1.50@ 2.50
Sweet Peas	.50@ 2.50
Mignonette, per doz	1.00@ 1.50
Golden Spur narcissus, per doz.	.60@ .75
Fresias	1.50@ 3.00
Narcissi, per doz	1.50
Tulips, per doz	.50@ .75
Tulips, Darwin, per doz	1.50
Iris, per doz	1.50@ 3.00
Gladiolus, per doz	.75@ 2.00
Daisies, yellow	1.50@ 3.00
Asparagus Plumosus, doz. bchs.	3.00@ 4.00
Smilax doz. strings	1.50@ 2.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

For Immediate Delivery

PANDANUS VEITCHII.
7-inch, 24-inches high, each....$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... 1.50

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

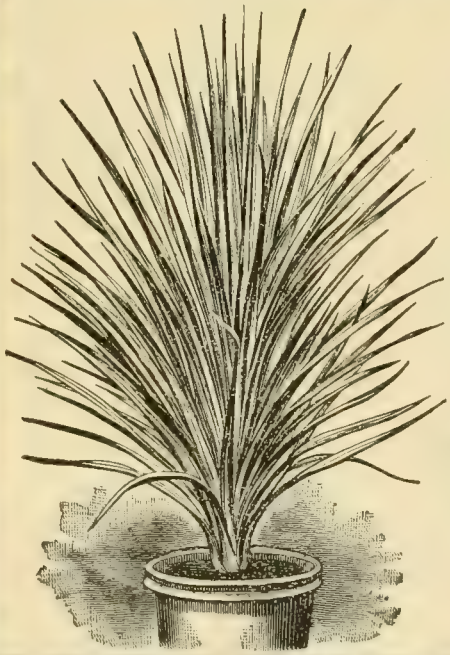
RACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

For Delivery March 15



This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for March 15 delivery.

BOSTON FERNS.

6-inch.....each, $0.60
8-inch.....each, 1.00
9-inch.....each, $2.00
10-inch.....each, 2.50

DRACAENA INDIVISA.

5-inch.....each, 35c $300.00 per 1000 lots. 500 at 1000 rate.

The George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

cordially received by the Secretary, who agreed to take the matter up with the solicitor of the department of agriculture that all the legal aspects might be considered. The delegation filed a brief with the secretary.

Paul J. Burgevin, for many years a grower of the neighboring city of Port Chester, has sold his stock and leased his range to the firm of Lundell & Schwartz. Charles Lundell was formerly an employe at the Burgevin range. Hans Schwartz was for several years with Wadley & Smythe of this city, later having in charge a private estate in Riverdale, N. Y. In addition to growing, the new firm will engage in landscape gardening.

Professor E. A. White of Cornell University, Ithaca, N. Y., was in this city for several days of the past week. He attended a meeting of the executive committee of the American Rose Society, of which he is secretary, February 24, later making the rounds of a number of florist establishments. He was accompanied by W. P. Woodcock and C. L. Thayer, Cornell students.

A. F. F.

Cleveland.

MARKET CONDITIONS ABOVE COMPLAINT.

The latter part of this week saw the wholesale market better supplied with cut flowers than for some time past, but prices have maintained a good level. There was an abundant supply of carnations, all good stock, with a good demand. Roses, too, were more plentiful than for some time, with a slight drop in price. Easter lilies and callas moved well. Sweet peas and violets dragged a little the latter part of the week, but until then had been moving nicely.

NOTE.

Mrs. Ella Grant Wilson, who has for some time past conducted the publicity features of the florists' club, has been given charge of the "Department of Floriculture" in the Cleveland Plain Dealer, a new departure for that paper.

C. F. B.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857
Wittbold FLORIST
745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.
A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL
The Long Island Floral Co.
Wholesale Commission Florists
Consignments Solicited
48 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.
Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK
Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.
Mention the American Florist when writing

Young & Nugent
Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET
Mention the American Florist when writing

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET
Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's
Mention the American Florist when writing

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.
Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.
Mention the American Florist when writing

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.
Mention the American Florist when writing

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
306 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY.

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY

McKENNEY
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman

:::.FLOWERS.:::.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

REPORT on the corn borer hearing will be found on page 338 of this issue.

L. DAEHNFELDT, LTD., of Odense, Denmark, are said to be on the French black list.

CONTRACT growers of tuberose and caladium bulbs are advancing prices over last season.

ROCHESTER, N. Y.—Hart & Vick report a better demand than anticipated in all departments.

ON March 4, the government guarantee of $2.25 per bushel for the 1919 wheat crop became a law.

IT is officially reported that the S. S. Nieuw Amsterdam sailed from Rotterdam, February 23, for New York.

ONION SETS in the Chicago district have not advanced the past week; the trade is still waiting for an onion set boom.

IT is reported that a cash offer of $1,000,000 was recently refused by a Philadelphia mail order seed house for its business.

BABSON reports the 1918 bean crop exceeds the crop of 1917 by 4,000,000 bushels and advises a hand-to-mouth buying policy.

AMERICAN stocks of French grown immortelles are well exhausted and December prices closed at double usual pre-war figures.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade March 5 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

SAN FRANCISCO, CALIF.—J. B. Agnew has retired from the Pacific Seed Growers' Co. and will grow sugar beet seed. Henry Voorman, formerly interested in this company, died about six months ago.

VAUGHAN'S SEED STORE, Chicago, is in the midst of a retail mail order rush, with good trade orders for spring bulbs and flower seeds. Treacherous weather has caused the holding back of some perishable stocks.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.; A. B. Haven, Santa Ana, Calif.; Dudley A. Sherwood, representing Wm. A. Cox, San Francisco, Calif.; F. E. Osborn of the Sioux City Seed Co., Sioux City, Iowa.

THAT nearly all of the seed trade are slow buyers on contract at present figures, is an admitted fact, and the repeated lower prices being put out by contract growers, shows that the growing situation is easing up considerably, and that the farmers in most lines are becoming more reasonable.

TOLEDO, O.—The clover market closed steady March 3, at $25.60, registering a gain of 70 cents during the preceding seven days. March was quoted at $25.25 and April at $21.10. Timothy was a trifle lower, cash being offered at $4.55, March, $4.62½, April $4.67½, May $4.70 and September $5.45.

AN attempt is being made to form an association of radish growers in northern Michigan. A meeting of seedsmen's representatives was held last week at which the demands of farmer seed growers were to the effect seed should be acepted f. o. b. railroad station, with no opportunity for inspection or germination tests.

A SIXTY thousand dollar farm exhibit is being sent to France with four farm experts to teach American soldiers still there how to do American farming. Verily, Uncle Sam is rich, and the department of agriculture surely appreciates the fact, but why not loosen up censorship and trading opportunities for American merchants?

OWEN F. TROTT, representing Kelway & Son, Langport, Eng., who sailed March 4, 1918, on a tour of the seedsmen, visiting South Africa, New Zealand, Australia and the United States, reached Chicago last week on the homeward journey and reports the trade of the countries visited in very satisfactory condition, all things considered.

WASHINGTON, D. C.—Relaxation of French import restrictions is proposed to allow sales to French merchants of $40,000,000 worth of machine tools and all agricultural implements if commercial credits for one year can be arranged. The War Industries Board understands that it is the intention that individual American companies are to deal directly with French concerns.

SEED POTATOES.—A prominent operator reports a disastrous season on Triumph. He believes there will be practically only one-half as many eating potatoes come from the south as in ordinary years. His sales for Triumph, much planted in that section, have been but one-third of last year's, and he is now selling this variety on the market for eating stock at a discount from the usual prices for late white stock at this time of the year.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Mention the American Florist when writing

New York Seed Bill Hearing.

Marshall H. Duryea, of the Nungesser-Dickinson Seed Co., New York, state correspondent of the American Seed Trade Association; Curtis Nye Smith, Boston, Mass., counsel of the organization, and Madison M. Esterly, of the staff of J. M. Thorburn & Co., New York, attended a hearing granted seedsmen of the state by the agricultural committee of the New York legislature February 26 on the proposed seed bills, mention of which was made in our issues of February 8 and 22. It is stated that the bill, as framed, could not be enforced as a law, as no distinction is made in its relating to different kinds of seeds. As we understand it, the bill is worded in general terms without any attempt at classification. It appears that the legislators had it in mind that "seeds were simply seeds"—and they might be clover or cat-tail seeds.

Imports at New York.

Horticultural goods were received at New York February 27 from Copenhagen, Denmark, via S. S. Oskar II.:

To T. Madsen & Co., two boxes cabbage seed and five cases cauliflower seed.

To Loechner & Co., 258 cases field and garden seed.

To P. Anderson & Co., 37 cases cauliflower and other seeds.

Via S. S. Rochambeau from Havre, France:

To A. Rolker & Sons, 20 cases plants.

To F. B. Vandergrift & Co., 38 cases plants.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Censorship.

Because complaints continue to come in declaring damage and loss to business is being sustained through delay caused in cable dispatches due to censorship, the Merchants' Association of New York announced on March 1, that it was continuing its efforts to have the censorship restrictions modified or removed. The association is using every effort to obtain an abatement of the restrictions, especially to neutral countries such as South America and the Far East, where the enforcement of censorship regulations seems unnecessary now that the war is over. Permission to use codes in commercial messages is also being sought. It is pointed out that the employment of codes would greatly relieve the pressure upon the cables, thus faciliating the sending of messages, and that it would reduce materially the expense of doing business abroad. The attitude of the present administration is entirely beyond ability to comprehend, according to the association. They are most anxious to find employment for returning soldiers and to build up business, but on the other hand they are putting all kinds of difficulty in the way of our transacting business and many cases of delay and loss of business have been reported.

RELIEF COMING.

Cables from Paris, March 5, say that as a result of representations by American officials, the British government has consented to the removal of all censorship, on business, commercial and all other messages.

Catalogues Received.

The D. Hill Nursery Co., Dundee, Ill., wholesale trade list; S. S. Pennock Co., Philadelphia, Pa., florists' baskets; Thos. J. Grey Co., Boston, Mass., seeds; Fraser Nursery Co., Huntsville, Ala., surplus list; Juneau Florists, Juneau, Alaska, Alaska grown plants.

H. WILDEN, representing Warnaar & Co., Sassenheim, Holland, is due in America soon.

IT is reported the government will permit the export of three million pounds of clover seed.

SCARCE flower seed items include Lobelia Crystal Palace compacta, Begonia gracilis luminosa and B. Vernon.

THE Canadian Seed Growers' Association has published its fourteenth annual report, also a catalogue of registered and improved seeds produced in 1918 and offered for sale.

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

"GOOD STUFF"

We Got It.
Get Some.

WRITE TODAY

ALL VARIETIES of GARDEN SEED

BEETS

	Lb.
Crimson Globe	$0.60
Crosby's Egyptian	.40
Detroit Dark Red	.40
Early Blood Turnip	.40
Edmand's Blood Turnip	.40
Dewing's Blood Turnip	.40
Arlington	.40
Swiss Chard	.60

All Cabbage Seed as listed is of 1917 Crop of reliable growth and high germination and has been proven in our trials this past season—suitable for the most critical trade.

CABBAGE

	Lb.
Jersey Wakefield	$5.00
Glory of Enkhuizen	8.00
Fottler's Brunswick	4.00
Premium Flat Dutch	3.75
All Seasons	5.00
All Head Early	6.00
Charleston Wakefield	5.00
Copenhagen Market	11.00
Lupton	4.00
Vandergaw	4.00
Autumn King	4.00
Early Dwarf Flat Dutch	4.00
Early Winnigstadt	5.00
Drumhead	4.00
Surehead	4.00

CARROT

	Lb.
Danver Half Long	$0.45
Ox Heart or Geurande	.50
Chantenay	.50

SPINACH

	Lb.
Long Standing	$0.40
Victoria	.40
Bloomsdale Savoy	.40
Round Thick Leaf	.40
Viroflay	.40

ONION SEED

	Lb.
Peacock's New Yellow Globe	$2.00
Southport Yellow Globe	1.40
Southport Red Globe	1.50
Southport White Globe	1.75
Michigan Yellow Globe	1.50
Yellow Globe Danvers	1.35
Yellow Flat Danvers	1.60
Ohio Yellow Globe	1.50
Prizetaker	2.00
Yellow Cracker	1.60
Austrialian Brown	1.15
Large Red Wethersfield	1.50
Yellow Strassburg	1.60
White Portugal	1.75
Crystal White Wax	1.50
Red Bermuda	1.10
White or Straw Col. Bermuda	1.10

WATERMELON

	Lb.
Tom Watson	$0.33
Kleckley Sweet	.33
Kolb's Gem	.33

WRITE FOR OUR 1919 CATALOG TO-DAY

EVERETTE R. PEACOCK CO.

SEEDSMEN

4013 Milwaukee Ave., CHICAGO

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

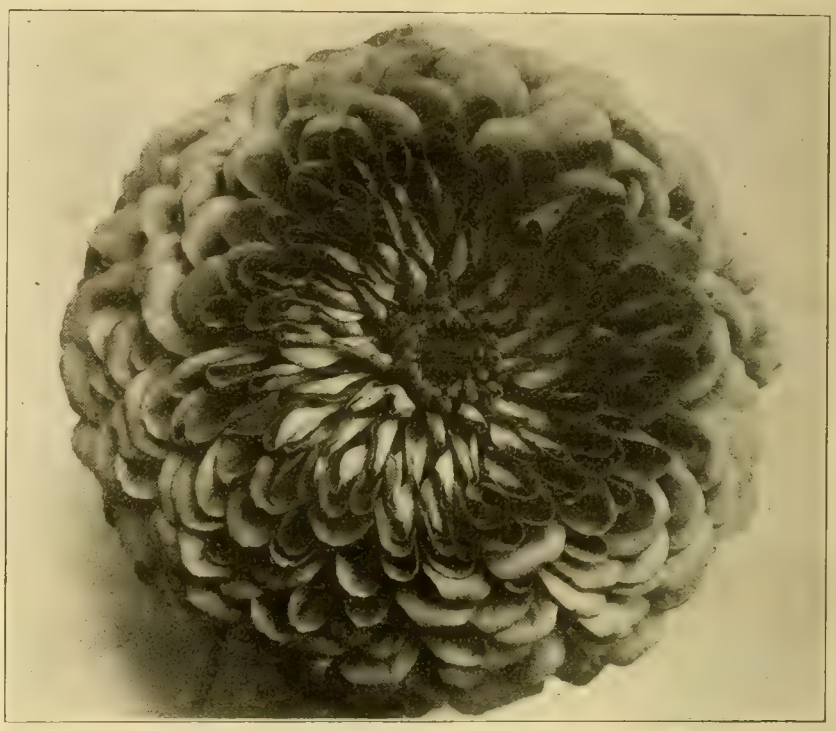
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Dreer's Reliable Hardy Perennial
FLOWER SEEDS

Hardy Perennials are becoming more popular each season; there is a big demand for the plants and many sorts are splendid for cutting. For best results seed should be sown in spring as soon as the ground is in good condition. We offer below a short list of the best kinds that can readily be grown from seed. For complete list see our Wholesale Price List. Copies free to Florists on request.

	Tr. Pkt.	Oz.
Achillea Ptarmica Fl. Pl. "The Pearl." Double White	$0.50	$2.50
" **Millefolium Roseum.** Rosy Milfoil	.15	.50
Agrostemma Coronaria. Bright crimson	.10	.25
Ampelopsis Veitchi. Boston Ivy	75c per ¼ lb.	.10 .25
Anchusa Italica Dropmore Variety. Rich deep blue	.25	1.00
Aquilegia Chrysantha. Yellow	.30	1.50
" **Dreer's Long Spurred Hybrids.** Extra fine mixture	.30	1.50
" **Single Mixed.** Good quality	.10	.25
" **Double Mixed.** " "	.10	.30
Boltonia Asteroides. White	.25	1.00
" **Latisquama.** Pink	.25	1.00
Campanula Carpatica. Blue	.25	1.00
" " **Alba.** White	.25	1.00
" **Medium Calycanthema Mixed.** Cup and saucer Canterbury Bells	.30	1.25
" " **Single Mixed.** Canterbury Bells	.10	.25
Shasta Daisy "Alaska." The finest of all	.40	2.00
Coreopsis Lanceolata Grandiflora. Golden yellow, extra fine strain	.10	.25
Delphinium Belladonna. Turquoise blue	.50	3.00
" **Gold Medal Hybrids.** An extra fine strain of large-flowering hybrids	$2.50 per ¼ lb.	.20 .75
Dianthus Latifolius Atrococcineus Fl. Pl. Double rich scarlet	.25	1.00
Digitalis Gloxinaeflora Mixed. Spotted Foxglove	.20	.60
" **Maculata Superba.** An extra fine spotted strain	.20	.60
" **Monstrosa.** Mammoth Foxglove	.20	.75
Gaillardia Grandiflora Superb Mixed. One of the popular perennials	.10	.40
Geum Atrosanguineum Fl. Pl. Double scarlet	.25	.75
Gypsophila Paniculata. Baby's Breath	.15	.40
Hibiscus New Giant. A grand strain of mixed colors	.15	.50
Hollyhock Double Bright Rose	.20	.75
" " **Maroon**	.20	.75
" " **Red**	.20	.7
" " **Salmon Rose**	.20	.75
" " **White**	.20	.75
" " **Yellow**	.20	.75
" " **Mixed**	.20	.60
" " **Newport Pink.** A beautiful pure pink	.25	1.00
" **Allegheny.** Fringed Hollyhock, mixed colors	.20	.75
Lathyrus Latifolius Mixed. Everlasting Hardy Pea	.15	.40
Lavandula Vera. The true sweet lavender	.20	.75
Lupinus Polyphyllus Roseus	.20	.75
" " **Blue**	.10	.20

TRITOMA HYBRIDA.

	Tr. Pkt.	Oz.
" " **White**	$0.10	$0.20
" " **Moerheimi.** Light and deep rose	.25	1.00
" " **Mixed**	50c per ¼ lb.	.10 .15
Lychnis Chalcedonica. Bright scarlet	.10	.30
Physostegia Virginica. Pink. Very popular	.15	.50
Platycodon Grandiflora. Blue	.25	1.00
" " **Alba.** White	.25	1.00
Poppy Nudicaule Mixed. Iceland Poppy	.20	.75
" **Orientale.** Scarlet-crimson Oriental Poppy	.15	.40
Pyrethrum Hybridum Single Mixed. All colors	.30	1.25
Sidalcea Candida. Pure white	.10	.30
Sidalcea Rose Queen. A fine new clear rose	$0.30	$1.5
" **Rosy Gem.** Bright rose	.15	.50
Statice Latifolia. Sea Lavender	.25	1.00
Stokesia Cyanea, Blue. Cornflower Aster	.20	.75
" " **Alba.** White	.25	1.00
Sweet William, Single Mixed	75c per ¼ lb.	.10 .25
" " " **Newport Pink**	.30	1.50
" " " **Scarlet Beauty**	.30	1.50
" " **Double Mixed**	$1.50 per ¼ lb.	.15 .50
Tritoma Hybrida. A splendid mixture of early-flowering varieties of the Red-hot-Poker	.25	1.00

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

THE
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

BRITISH SEEDS
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

CANNAS CANNAS

Fine 2 to 3 eye, plump, dormant roots, true to name.

RED FLOWERING, Green Foliage	Doz.	100	1000
Alphonse Bouvier, 5 ft., dark crimson	$0.40	$2.50	$22.00
Black Prince, 4½ ft., velvety maroon	.40	2.50	22.00
Beaute Poitevine, 4 ft., crimson.	.40	2.50	22.00
Chas. Henderson, 4 ft., bright crimson	.40	2.50	22.00
Crimson Bedder, 3½ ft., intense crimson	.40	2.50	22.00
Duke of Marlboro, 4 ft., crimson-maroon	.40	2.50	22.00
Express, 2½ ft., scarlet-crimson	.50	2.75	25.00
Louisiana, 7 ft., bright scarlet..	.40	2.50	22.00
Meteor, 5 ft., dazzling crimson..	.75	5.00	45.00
Pennsylvania, 5 ft., vermilion-scarlet	.40	2.50	22.00
PINK FLOWERING SORTS			
Hungaria, 3½ ft., large flowers, beautiful rose-pink	.50	3.50	32.50
Mme. Berat, 4½ ft., rose-carmine	.40	2.50	22.00
Rosea Gigantea, 4 ft., rich rose.	.85	6.00	50.00
Mrs. A. F. Conrad, 4 ft., salmon-pink	.85	6.00	50.00
WHITE-FLOWERING SORTS			
Mont Blanc, 3½ ft., almost pure white	.60	4.50	50.00

YELLOW SORTS	Doz.	100	1000
Austria, 5 ft., canary yellow..	$0.40	$2.50	$22.00
Florence Vaughan, 5 ft., yellow, spotted crimson	.40	2.50	22.00
Gladiator, 4½ ft., deep yellow, dotted red	.40	2.50	22.00
Richard Wallace, 4½ ft., canary yellow	.40	2.50	22.00
Yellow King Humbert, 4 ft., yellow, red spots	.65	4.50	40.00
BRONZE LEAF, with Red Flower			
David Harum, 3½ ft., dark bronze foliage	.40	2.50	22.00
Egandale, 4 ft., currant red....	.40	2.50	22.00
King Humbert, 5 ft., orange-scarlet	.50	4.50	40.00
GOLD-EDGED VARIETIES			
Mme. Crozy, 5 ft., vermilion, with red border	.40	2.50	22.00
Queen Charlotte, 3½ ft., orange-scarlet, with gold belt around each petal	.40	2.50	22.00
Souv. de A. Crozy, 4 ft., crimson, with gold band	.50	3.00	25.00
ORANGE-FLOWERING SORTS			
Wyoming, 7 ft., orange color, purple foliage	.40	2.50	22.00

A. HENDERSON & CO., Owners of Winterson's Seed Store
166 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Onion Sets White Yellow Red

Brown (Late keepers)

Write or Wire for Prices

Vaughan's Seed Store
CHICAGO NEW YORK

Mention the American Florist when writing

State Florists' Association of Indiana.

The State Florists' Association of Indiana held an interesting and well attended meeting, 30 members being present, at Indianapolis, March 4, at which plans were perfected for a flower show to be held in the Claypool hotel, that city, November 12-13, at which unique effects will be a noteworthy feature, and special attention will be given to displays of novelties. Plans were also outlined for a floricultural course, and recommendations will be made to the proper officials that such be taught at Purdue University. A feature of the meeting was the address by Gottfried Yaeger, income tax expert, who spoke on the federal law covering the subject and invited a discussion from those present which brought out a number of interesting questions which were ably answered by the speaker.

Before the close of the session, a committee was appointed which will have charge of the flower show details, and an invitation will be extended to the members of the Kentucky Society of Florists to be present as guests. A general invitation will be also extended to all persons connected with the craft to attend as no pains will be spared to make the fall exhibition a complete success in every respect.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

PANSIES

Cool greenhouse grown seedlings.
$4.00 per 1000.

Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, booked ahead at this time.

Elmer Rawlings, Allegany, N. Y.

Mention the American Florist when writing

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

Vaughan's ASTER SEED for Florists

ASTER—Giant Branching.

GIANT COMET

Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White.

		Trade pkt.	Oz.
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers.

Crimson, Light Blue, Lavender, Pink, Light Pink, Silvery Lilac, Dark Blue, Rose, White.

		Trade pkt.	Oz.
Any of above	¼ oz., 40c	$0.25	$1.40
Mixed, all colors	¼ oz., 35c	.25	1.20

QUEEN OF THE MARKET
The Standard Early Flowering Type

White, Crimson, Pink, Dark Blue, Flesh, Scarlet.

		Trade pkt.	Oz.
Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., 10.00; ¼ oz., 20c	.10	.60

GIANT BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak, (Mary Semple) Purple, Deep Violet.

		Trade pkt.	Oz.
Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., .8.00; ¼ oz., 20c	.10	..60

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties, and are twisted and curled.

White, Crimson, Shell Pink, Azure Blue, Dark Pink, Purple, Lavender.

		Trade pkt.	Oz.
Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 35c	.25	1.20

THE ROYAL
(Early Flowering Branching)

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters.

White, Shell Pink, Rose Pink, Lavender, Purple.

		Trade pkt.	Oz.
Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 40c	.25	1.40

THE KING

The habit is similar to the Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader.

Rose, Pink, Violet, White, Crimson, Lavender.

		Trade pkt.	Oz.
Any of above	¼ oz., 45c	.25	1.60
Mixed all colors	¼ oz., 45c	.25	1.50

OTHER AMERICAN ASTERS

		Trade pkt.	Oz.
Lavender Gem. The flowers are of a true lavender shade and the petals are gracefully curled and twisted..		.25	2.00
Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in sunshine like a live coal; free branching		.25	1.80
Mammoth Non-Lateral Branching White, 2 ft. This is the largest Aster on the market. The plants grow about two feet high, with a low branching habit, and the flowers, which are borne on non-lateral stems, are full, with petal curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching	⅛ oz., 60c	.50	4.00
Mammoth Non-Lateral Branching Blue, 2 ft. Very like the preceding except the flowers are a medium shade of blue	⅛ oz., 50c	.35	3.20
American Beauty. Rose Pink, 2½ ft.	¼ oz., 65c	.35	2.50
American Beauty. Purple	⅛ oz., 60c	.50	4.00

ASTERS IN MIXTURES

	Trade pkt.	Oz.
Vaughan's Florists' Mixture	.25	1.40
White Tall Varieties.. Mixed	.25	1.40

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Dracaena Canes

Last chance to import Canes before "Plant Exclusion Act" becomes effective June 1st.
All the best commercial varieties including

Lindeni	**Massangeana**	**Terminalis**
Fragrans	**Imperialis**	**Sanderiana**
Amabilis	**Lord Wolseley**	**Etc., Etc.**

Write for prices. Spring shipment.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors, Tr. pkt., 30c; $1.25 per oz.

SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.

EARLY ROYAL BRANCHING, in separate colors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown. EXTRA QUALITY.

Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

REPORT on the corn borer hearing will be found on page 338 of this issue.

THE Sweet Potato Weevil and Its Control" is the subject of Farmers' Bulletin 1020 recently issued by the United States department of agriculture.

THE annual meeting of the New York Vegetable Growers' Association was held at Albany during the week of February 16, the following officers being elected for the ensuing year: J. Goldsmith Hills, Newtonville, president; T. Harvey Holmes, Albany, secretary-treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, March 4.—Cucumbers, 2-dozen box, $4.00 to $5.00; celery, Florida, crate, $5.00 to $6.00; leaf lettuce, per box, 35 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $6.00 to $7.50.

New York, March 3.—Celery (Florida), per case, $6.00 to $9.00; cucumbers, $2.00 to $2.50 per dozen; mushrooms, $1.00 to $2.25 per three-pound basket; tomatoes, per pound, 25 to 65 cents; lettuce, per package, $2.00 to $6.50; radishes, per 100 bunches, $4.00 to $6.00.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period February 26-March 4, show a continued upward trend in prices with shipments active. Potato markets made further recoveries, advances of from five to 15 cents being quite general. The Chicago carlot market closed five cents higher than the previous week at $1.70-$1.75 per 100 pounds for No. 1 sacked northern white stock which sold at $1.70-$2.05 in general jobbing markets and $2-$2.50 in southern cities. Minnesota Red River Ohios gained fully five cents and Colorado No. 1 sacked whites followed a fairly firm range of $1-$1.25 f. o. b. Greeley. Onions were much higher following a brisk demand in western New York producing sections and reports of reduced southern acreage. Prices rose abruptly to $4.50-$5 for choice sacked yellows. Consuming markets sagged at the close to $4-$4.50. Old cabbage continued to advance in producing sections and fair to good New York Danish Seed went to $30-$40 per ton bulk, f. o. b. Consuming markets reported va[illegible] demand and prices $5-$10 higher, reaching $35-$45. Holland Seed re[illegible] firm at $30 in leading middle-western markets. New Florida stock advanced 50 cents, moving at $1.25-$1.50 f. o. b. per 1½ bushel hamper and ranged $2-$2.50 in northern consuming sections. Celery held to very firm values. Golden Heart, California stock, went in producing sections at 90 cents-$1 per dozen and in consuming markets reached $9-$11 per crate. Lettuce ranged slightly higher generally. Bean markets were irregular with a stronger tone.

The City Garden.

If we are not greatly mistaken, the city garden, or rather war garden, will be less a factor this year than formerly. A good many enthusiasts have discovered that to produce vegetables means expense in seed, plants, fertilizers and labor away beyond their expectations. Then the results are often in doubt. Recently a fairly average city lady told the writer these words: "If I figure up my expenses, that amount of money would buy all the vegetables we use, and if we depend upon the market, we can buy what we want at the time we want it; but to produce at home too often we have a surplus, and some things are a total failure. Hence, no more war garden for me. I would rather plant a few flowers and buy my vegetables." This is not an isolated case. There are thousands like this one. The thing has been overdone in importance, and the reaction must come. This means a better and steadier market for both the gardener and the florist, for during the war-scare many abandoned their flowers and planted edibles.

The high cost of seeds, labor and fertilizers, together with the ever-present risk, has made this form of home gardening unpopular with many. Some with determination and ability succeeded, and will no doubt continue; while others must drop out. It has been stated that this home gardening had no appreciable effect on the markets; however, this is a great mistake, as all truck gardeners know. In many places this home competition has so weakened the market as to make long stretches of the market season a loss to the regular producer. In the long run, some good will come out of this agitation. Many became users of vegetables who never used them at all; others commence to appreciate the efforts of the professional gardener, knowing now what it means to till the soil; and the instruction scattered wholesale in regard to home canning will eventually work out to the benefit of the truck gardener. We believe the immediate future offers good prospects for the market gardener.

MARKETMAN.

Onion Thrips.

Onion thrips, a most serious menace to the onion growing industry in the United States, causes an annual loss to this crop estimated to be at least $2,250,000 by the department of agriculture. Though the insects have a particular liking for onions, they also prey upon other garden truck crops, such as cabbage, cauliflower, cucumbers and melons, and have a ravenous appetite for greenhouse and many ornamental plants, particularly roses. According to Farmers' Bulletin 1007, recently issued by the department, the first indication that an onion field has been attacked by thrips is shown by the leaves which become whitened. In advanced attacks, the leaves are curled, crinkled and twisted and finally die down permanently. To control this pest, begin by spraying with nicotine sulphate solution as soon as there is any evidence of the insect. If spraying is delayed until hundreds of young thrips are present the crop will be seriously injured. The spray material is made by the following formula: ¾ pint of nicotine sulphate (40%), 4 pounds of dissolved soap, and 50 gallons of water. Spraying should be done thoroughly and applied as a fine mist.

It is not advisable to plant other crops, such as early cabbage and cauliflower, upon which the thrips feed, near the onion fields. After onions, cabbage and related crops are harvested, the field should be cleaned up to destroy any breeding places of the insect. They will continue to thrive on any portion of these plants or weeds that might remain in the field. It is a good practice to plow as deeply as possible and harrow the ground after harvest. Onion fields should be watched constantly and the plants should be kept growing thriftily, since once the plants become checked in their growth from any cause the thrips will multiply more rapidly than ever and it will be a hard fight to save the crop.

Henleys Purchase Terre Haute Range.

H. B. Henley and his brother, Howard E. Henley, of Hartford City, Ind., have bought the Terre Haute Rose & Carnation Co.'s range consisting of 50,000 square feet of glass and five acres of land. The establishment, which will be conducted under the name of Henley Brothers, will grow cut flowers and plants for the wholesale trade. Robert M. Henley has bought the half-interest of his brother, Henry, in the firm formerly known as the Hartford City Floral Co., and will operate the range there as a continuance of the firm under the name of R. M. Henley, Florist.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

VIOLETS

Rooted Runners

For April and later delivery.	100	1000
Princess of Wales	$3.50	$30.00
Lady Campbell	3.50	30.00

FRENCH PUSSY WILLOW

What could be more profitable to grow than French Pussy Willow? **It's just like finding money.** Everybody uses it. Grown outside with practically no work or attention. 3 to 4-eye rooted cuttings for April delivery. $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard. Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100. $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Seasonable Stock

READY NOW

Achyranthus Herbsti, (dwarf, brighest red	$ 4.00 per 100
Ageratum, Little Blue Star and White Cap	3.50 per 100
Abutilon, Daydawn (Pink)	5.00 per 100
Asparagus Plumosus, 1½ in., $3.00 per 100; 2½ in.	4.00 per 100
Asparagus Sprengeri, 5 in., long top	20.00 per 100
Coleus Golden Crown	3.50 per 100
Cuphea Platycentra (Cigar Plant)	3.50 per 100
Dracaena Indivisa, heavy, 6 in. specimens	.75 each
Dracaena Indivisa, 7 in. specimens	1.00 each
Ficus Elastica, 5 in. pots, 18 in. high	.75 each
Lantana Weeping	4.00 per 100
Parlor Ivy	3.50 per 100
Manettia Bicolor (Manetta Vine)	4.00 per 100
Salvia Splendens, Zurich and Bonfire	$3.50 per 100; 30.00 per 1000

The Storrs & Harrison Co., Painesville, Ohio

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience. All seasonable varieties. Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

CANNAS

Dormant roots all sold. We have a few hundred well established plants from 3 inch pots, **King Humbert,** $6.50 per 100; **Yellow King Humbert,** $8.00 per 100.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

REPORT on the corn borer hearing will be found on page 338 of this issue.

SOME English growers are insisting that the present embargo against the Dutch be maintained.

CABLE advice from Holland the end of February states that Dutch roses are too far advanced to export.

EASTER BEURRE pears, California grown, sold at £5 per case in the Covent Garden market, London, February 10.

THE Canadian government has shipped half a ton of conifer seeds to be used in reforestation in Scotland. The varieties are principally Douglas fir and Sitka spruce.

EDWARD A. COX, the well-known nurseryman of Worcester, Eng., died February 5, age 81 years. He was a highly accomplished propagator of hardy fruits and roses.

MT. MORRIS, N. Y.—The authorities of this place have ordered all poplars on streets cut down, claiming they have caused a stoppage of sewers. The order carries with it a penalty of $100 fine.

THE Elliott Nursery Co., of Pittsburgh, Pa., has issued a circular entitled "Regulation Versus Strangulation," strongly protesting against the new embargo covering the importation of plants, bulbs, etc.

THE many friends of Alderman Rolland Cotterill, Seattle, Wash., secretary of the American Association of Park Superintendents, will be very sorry to learn his health has been seriously impaired by overwork.

Connecticut Nurserymen's Association.

ANNUAL MEETING.

The thirteenth annual meeting of the Connecticut Nurserymen's Association was held at Hueblein's hotel, Hartford, February 25, the programme including addresses by the following able speakers: E. A. Brown, of the Hartford county farm bureau, who spoke on "The Tractor;" W. W. McCartney, New Haven, on "How Can We Get the Most Out of the Quarantine Act?"; F. K. Kelley, Princeton, N. J., on "Are Nurserymen Receiving Enough for Their Products?" and "Market Development"; Dr. W. E. Britton, state entomologist, "Insect Pests We Import," and an illustrated lecture by W. E. Campbell, New Haven, on "Publicity and the Best Way of Bringing Our Wares to the Consumers' Attention."

The association heard with deep regret of the passing of one of its most esteemed members, E. A. Brassill, of Hartford, whose death occurred a short time ago. Resolutions of regret were passed and were ordered spread upon the association's records and a copy sent to his family.

The following officers were elected for the ensuing year: Chester Brainerd, Thompsonville, president; H. W. Gottschalk, Manchester, vice president; F. L. Thomas, Meriden, secretary; W. W. Hunt, Hartford, treasurer.

The following committees were appointed by President Brainerd: Legislative—J. R. Barnes, Stephen Hoyt and C. R. Burr. Executive—W. W. McCartney, W. W. Hunt and E. F. Coe. Entertainment—P. M. Hubbard, W. E. Campbell and Gustave Minge. Publicity—W. E. Campbell, H. W. Gottschalk and C. R. Burr.

F. L. THOMAS, Sec'y.

Delphiniums.

Among the many plants which have been converted from good into superb garden subjects are the delphiniums, and to this work of improvement, V. Lemoine in France, Kelway & Son and Amos Perry, in this country, have made notable contributions.

As shown by Amos Perry in his lecture before the Royal Horticultural Society, selection and hybridization have brought about the present superb races. Thus King of Delphiniums, which was introduced about 25 years ago, was the result of many years of selection and is still so popular as to be both grown extensively here and also exported to the extent of 15,000 a year by one firm alone. Among the newest delphiniums are those produced by Lemoine in 1914 by crossing Delphinium elatum and D. Fatsiense, a recently introduced Chinese species.

Of species now in cultivation, Mr. Perry mentions D. cardinale as one of the handsomest; he gives praise also to the pale-yellow flowered D. Zalil, introduced from Afghanistan about 1887. For cutting for market, D. formosum is grown exclusively, and for the rockery, D. cashmerianum is to be recommended. Of the dwarf D. nudicaule (15 inches), with dazzling scarlet flowers, several varieties exist, including D. nudicaule aurantiacum, with orange-yellow, and D. nudicaule purpureum, with deep rose-purple flowers. As our readers are aware, Forrest has described vividly the beauty of the delphiniums of the higher Alps of N. W. Yunnan, near the Tibetan frontier, where species range in height from four inches to six feet and in color from palest blue to deep, rich purple. Of the dwarf Chinese species, Mr. Perry singles out D. Likiangense for special praise. It has been established in the Botanic Gardens, Edinburgh. The plant is from 12 to 15 inches high, forms symmetrical tufts of finely divided, glossy green leaves, and bears numerous erect stems each with three to five light blue flowers.

The annual larkspurs are garden races of D. Ajacis and D. Consolida. The former, the rocket larkspur, occurs in tall (3-4 feet) and dwarf (18-24 inches) forms, and shows a wide range of colors.

D. Consolida, the branching larkspur, is no less valuable and late-flowering. Now that borders are being replanted ample provision should be made for including the best of the perennial and annual larkspurs.—London Gardeners' Chronicle.

GUELPH, ONT.—About 40 students have enrolled for the special course in home horticulture and landscape gardening at the Ontario Horticultural College. Local florists and gardeners, as well as those from distant points, are taking advantage of these instructive lectures.

Peonies, 30 acres; Iris, 1 acre.

No advanced prices. Write for catalogue.

Gilbert H. Wild, Sarcoxie, Mo.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock

FOR LANDSCAPE WORK

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America

Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. Y.

Mention the American Florist when writing

IBOLIUM, The New Hybrid Hardy Privet

(L. Ibota x Ovalifolium)

To be introduced in Fall 1919. More about it later.

THE ELM CITY NURSERY CO.

WOODMONT NURSERIES, Inc.

NEW HAVEN, - - CONN.

Mention the American Florist when writing

DAHLIAS

of QUALITY and DISTINCTION

Write for Wholesale Price List of latest cut flower varieties

Awarded at N. Y. 1918.

DAHLIADEL NURSERIES

VINELAND, N. J.

Ready Reference Section.

10 CENTS PER LINE, NET.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, O.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

ASPARAGUS Plumosus Nanus. Extra strong and bushy 3-inch pots, $7.00 per 100; Sprengeri, 3-in., $6.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 1½-in., $3.00 per 100; 2½-in., $4.00 per 100. Sprengeri, 5-in., long top, $20.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus plumosus, 3-inch, 7c; Sprengeri, 4-inch, 10c. WOLFE, THE FLORIST, Waco, Tex.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Giganteum from cold storage, 7-9 in. (300 to case). Write for prices. Chas. Schwake & Co., Inc., 90-92 West Broadway, New York.

CANNAS.

CANNAS CHOICE STOCK.

Two to three eye, plump, dormant roots. Order early so as to protect your supply.

King Humbert.....$4.50 per 100; $40.00 per 1000
Chas. Henderson ... 2.50 per 100; 22.00 per 1000

PETER PEARSON
5734 Gunnison St. Chicago
Phone Kildare 6418

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1,000. W. W. Coles, Kokomo, Ind.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
White Enchantress	$4.00	$37.50
Matchless	4.00	35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO

Rooted Carnation cuttings. 800 Matchless, 1,000 Ward, at $4.00 per 100; $35.00 per 1,000. 1,000 Ward Carnations in 2½-in. pots, $5.00 per 100; $50.00 per 1,000. THE PARK FLORAL CO., Denver, Colo.

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE POMPONS.

FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself.

CHOICE ROOTED CUTTINGS.
Per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store & Office, 178 N. Wabash Ave.
CHICAGO.

Chrysanthemums. Rooted cuttings and 2-in. stock, ready March 15. For varieties and prices see display advertisement on front cover page of this issue. W. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemums. 2½-inch, Mensa, Silver Wedding, Christy Mathewson, Mrs. Weeds, Pres. Taft, Com. Mathew, Chapolora, $4.00 per 100; $35.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY

The best cut flower and garden varieties. Get our prices for best quality stock.

LYNDHURST FARM, HAMMONTON, N. J.

Dahlias of quality and distinction. All field-grown clumps. Write for wholesale price list of late cut flower varieties. Dahliadel Nurseries, Vineland, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Paris, Queen Alexander, 3-inch, 7c each. WOLFE, THE FLORIST, Waco, Tex.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75 to $1.00. Poehlmann Bros Co., Morton Grove, Ill.

Dracaena Canes. All the best commercial varieties. Write for prices. Spring shipment. McHutchison & Co., 95 Chambers St., New York.

Dracaena Indivisa, heavy, 6-in. specimens, 75c each; 7-in. specimens, $1.00 each. The Storrs & Harrison Co., Painesville, O.

Dracaena Rotheana, 7-in., each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns, Boston, 6-in., 60c; 8-in., $1.00; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. Small planting stock of Baron J. Hulot, Crackerjack, Butterfly and Alice Carey, while they last at 75c per 100; $6.00 per 1,000. F. O. B. here. Bulblets postpaid, at $1.00 per 1,000.

A. J. WEAVER,
Roseville, Calif.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Well cured and graded bulbs. Ready for shipment now or later. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. Tar-Heel Evergreen Co., Elk Park, N. C.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. The Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

ONION SETS.

ONION SETS

Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies and Iris. Write for catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

Pansies. Cool greenhouse grown seedlings, $4.00 per 1,000. Elmer Rawlings, Allegany, N. Y.

PERENNIALS.

PERENNIALS.

	Per 100
Polygonium Sieboldi clumps	$10.00
Sedum Sieboldi clumps	8.00
Coreopsis Lanceolata Grandiflora	5.00
Allysum Rostratum, strong	10.00
Phalaris Arundinacea Variegata	5.00
Physostegia Virginica	4.00
Saponaira Caucasica, fl. pl	5.00

Cash with order please.

A. HIRSCHLEBER,
Taylor and Washington Sts., Riverside, N. J.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS, NURSERY, Minneapolis, Minn.

ROSES.

RICHMOND BENCH PLANTS.
$8.00 per 100; $75.00 per 1,000.
WIETOR BROS.
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

RICHMOND BENCH PLANTS
Per 100.....$10.00 Per 1,000.....$90.00
KAY & KAY CO.,
4011 West 26th St., CHICAGO.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 Takes the Lot.
WEISS-MEYER CO.,
Maywood Ill.

RICHMOND BENCH PLANTS
$8.00 per 100; $75.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

ROSE CUTTINGS.
Elegant cuttings of Columbia, $12.00 per 100; $110.00 per 1,000. Cash please.
ALBERT F. AMLING CO.,
Maywood, Illinois.

Rose Premier. Own roots, March delivery, 2½ in., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown, 1918 crop. Per lb.

Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50

Cauliflower seeds, Danish grown. Per oz.

Extra Early Dwarf Erfurt, selected stock	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY.
Racine Wis.

SEEDS

Stokesia Cyanea, per oz	50c
Dianthus Barbados, fl. pl. mix., per oz	50c
Cassia Marylandica, per oz	30c
Saponaria Caucasica, fl. pl., per oz	40c
Allysum Rostratum, per pkt	20c
Physostegia Virginica, per pkt	20c
Coreopsis Lanceolata, per oz	40c

Cash with order please.

A. HIRSCHLEBER,
Taylor and Washington Sts., Riverside, N. J.

Seeds. Burpee's American Asters. Our American grown strains are unsurpassed. For varieties and prices see display advertisement elsewhere in this issue. W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Dreer's reliable, hardy perennial flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

SEEDS.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Florists' Flower. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangees, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Asparagus plumosus Nanus, greenhouse grown. 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Wood's famous Southern ensilage corns. Write for catalogue and prices. T. W. Wood & Sons, Richmond, Va.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

TEN WEEKS.

Ten weeks' stocks, good plants; pink, white, yellow and blue, 2¼-inch pots, $3.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100; $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Strong, bushy 3-inch pot Vincas, variegated, $7.00 per 100, $65.00 per 1,000. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

VIOLETS.

Violets. Rooted runners. Princess of Wales, Lady Campbell, $3.50 per 100, $30.00 per 1,000. April and later delivery. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

ZEBRINA.

Wandering Jew, any color, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Rito, the energizer for soil bacteria. 17/6 per 100 lbs., free on board Liverpool. The Molassine Co., Ltd., East Greenwich, London, Eng.

MISCELLANEOUS.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 %. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages, 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages. 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., INC.

Cambridge, Mass.

Kansas City.

INCLEMENT WEATHER HAS BAD EFFECT.

Weather conditions the latter part of the past week crippled business somewhat, especially in the shipping end as railroads would not accept goods on account of the heavy snow and the city trade went slow due to many entertainments being cancelled. Stock was somewhat more plentiful and the quality good. The supplies increased in roses, carnations, jonquils, daffodils, narcissi and freesias and bulbous flowers of good quality were on hand. Prices in general are better than in former years. Fancy sweet peas are in good supply and pot plants move well.

NOTES.

H. Kusik & Co. have mailed notices to their trade that after March 1, the firm's establishment will close on Sundays, unless that day should be a holiday.

T. J. Noll & Co. report a good supply received last week but they experienced difficulty in getting out shipments.

The Rosery reports trade good in all lines, with stock more plentiful and of better grade.

Arthur Newell reports an excellent demand with a heavy run on funeral work.

The Alpha Floral Co. had the decorations for the tractor show.

Visitors: M. Steinhauser, Pittsburg, Kan.; C. T. Gross, representing A. L. Randall Co., Chicago; Robert Shoch, of M. Rice Co., Philadelphia, Pa.

E. J. B.

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held February 11 at the nursery of E. J. Canning, Northampton, Mass. M. Adams, of Butler & Ullman's, was elected to membership. E. J. Canning gave a brief but interesting account of the meeting of the New England Nurserymen's Association held at Boston recently, and James Whiting, of Amherst, spoke interestingly on outdoor roses. The monthly prize was won by H. E Downer, of Smith College, Northampton, with a pot of Primula malacoides, var. King Albert.

A. H.

ALBANY, N. Y.—As the result of a fire which destroyed stock and fixtures, the New York Floral Co., on South Pearl street, has discontinued business.

SYRACUSE, N. Y.—The Syracuse Rose Society has elected officers for 1919 as follows: Dr. E. M. Mills, president; Erl A. Bates, secretary, and George E. Thorpe, treasurer.

MADISON, N. J.—The Morris County Gardeners' and Florists' Society has elected the following officers for 1919: Otto Koch, president; Samuel Golding, vice-president; William H. Duckham, treasurer; Edward Reagan, secretary.

Mechanical Sash Operating Device and Greenhouse Fittings that are the best, can be secured only from the

ADVANCE CO., Richmond, Ind.

Get our catalogue.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0.75	8.25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention.

Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.

251 Elm St, - BUFFALO, N. Y.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,

200 Fifth Avenue New York

Mention the American Florist when writing

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St.,

CHICAGO.

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 35c; 25 yds., at 34c; 50 yds., at 33c; 100 yds., at 32½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Index to Advertisers.

Advance Co 379
Alfred Lozier Rosery .364
Allen J K 359
Alpha Floral Co.....363
Amer Bulb Co I
Amling E C Co.....355
Anderson S A.....364
Angermueller G H Co.....356
Aphine Mfg Co.....378
Astoria Florist.....362
Avenue Floral Co...364
Baer Julius.....363
Barnard W W . Co...373
Bassett & Washburn .348
Baumer Aug R.....365
Baur Window Glass Co..... IV
Bayersdorfer H & Co.357
Begerow's..... 362
Berger Bros.....356
Berning H G.....356
Bodger J & Sons Co. .368
Boland J B..... .365
Bolgiano J & Son....370
Bramley & Son..... 365
Braslan Seed Growers Co..... 366
Breitmeyer's J Sons. 362
Briggs Floral Co....364
Broadway Florist. .363
Brown A J Seed Co. .366
Brown Bag Filling Machine Co 368
Bryan Alonzo J.....373
Buchbinder Bros....III
Buckbee H W.....364
Budlong Co J A.....352
Burpee W A Co.....370
California Florists...363
Central Floral Co...365
Chicago Feed & Fertilizer Co.....380
Chicago Flower Growers Assn.....354
Clark E B Seed Co..370
Clarke's Sons D.....364
Clay & Son.....III
Coan J J.....359
Coles W W.....373
Conard & Jones Co..374
Cooke Geo H.....365
Cottage Gardens Nurs Inc.....374
Cowee W J.....III
Coy H C Seed Co....373
Craig Robt Co.....373
Dahliadel Nurseries.374
Danker Fred A 364
Dards Chas.....362
Dietsch A & Co.....IV
Dominion Floral Co.362
Dorner F & Sons Co.373
Drakos Co.....361
Dreer H A...369 379 380
Duluth Floral Co....364
Dunlop John H.....362
Dwelle-Kaiser Co. .379
Eble Charles. 361
Edwards Fold Box..III
Elm City Nursery Co 374
Erne & Co..... 354
Excell Laboratories. II
Eyres H G.....361
Fallon Florist.....361
Fish Henry Seed Co..370
Foerster Co Joseph..354
Foley Greenhouse Mfg Co.....III
Ford M C.....359
Ford William P.....359
Fox J M & Son Inc..363
Frauenfelder C 364
Freeman Mrs J B....363
Frey C H.....364
Frey & Frey 364
Friedman 365
Froment H E..... ...359
Futterman Bros.....358
Galvin Thos F.....363
Gasser J M Co.....362
Giblin & Co.....III
Gnatt The Ove Co...346
Godineau R & M....368
Goldstein I.....359
Gorham Printery Inc.III
Grakelow Chas H...362
Grand Rpids Flo Co. 364
Grimm & Gorly.....365
Grossberg-Tyler-Finnermann Co....352
Gude Bros.....361
Habermehls Sons J J.361
Hardesty & Co.....363
Hart George B.....359
Hart Henry.....361
Haven Seed Co The.373
Heacock Jos Co.....373
Heinl John G & Son.364
Henderson A & Co. I 370
Henderson Lewis ...362
Henry Co The John.355
Henshaw Floral Co .359
Hentz & Nash.....358
Herr Albert M.....373
Hess & Swoboda....362
Hession.....363
Hews & Co A H.....379
Hill D Nurs Co.....374
Hollywood G'rdens 362
Holm & Olson.....362
Holton & Hunkel Co.357
Hort Advertiser.....380
Hort Trade Journal..III
House of Flowers...361
Hurff Edgar F.....371
Hurst & Son 368
Huscroft G. L.....365
Ickes-Braun Mill Co.IV
Idlewild Greenhs 365
Jahn Hugo.....362
Jones Percy. 351
Joy Floral Co.....361
Kahler Pottery Co..379
Kasting W F Co..... I
Keller Pottery Co Geo.....379
Keller Sons J B.....363
Kelway & Son 369
Kennicott Bros Co..348
Kervan Co The.....359
Kessler Wm.....359
Kottmiller A.....361
Kroeschell Bros Co...III
Kruchten John.....355
Kuehn C A 357
Kuhl Geo A... 373
Lager & Hurrell 370
Landreth Seed Co...373
Lang Flo & Nur Co.364
Lange A.....361
Leborius J J.....363
Lee F & S.....354
Leonard Seed Co....371
Levy Jos J.....358
Liggit C U.....373
Littlefield Florist ...364
Lockland Lum Co...IV
London Flow'r Shp .365
Long Island Flo Co.361
Louis Simon Freres & Co.....372
Louise Flower Shop.363
McCallum Co.....357
McGill R C & Co....368
McHutchison & Co. .371
McKenney 364
Mackie William.....359
Malandre Bros.....364
Matthews the Flo'st.363
Matthewson J E.....361
May & Co L L.....365
Meconi Paul.....359
Metairie Ridge Nursery.....364
Michell Henry F Co.....371
Millang Joseph A. ..358
Miller Floral Co.....364
Miller & Musser.....355
Molassine Co The...345
Moninger J C Co .. .IV
Murray Samuel.....365
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...356
Newell A.....364
N Y Cut Flower Ex..359
N Y Floral Co.....365
Nicotine Mfg Co.....III
Niessen Leo Co.....356
Okmulgee Window Glass Co.....IV
Orchid Florists.....364
Palmer W J & Son...363
Pappas D J.....363
Park Floral Co 363
Peacock Dahlia Fr..374
Peacock E R Co.....367
Pearson E W.....364
Pedrick G R & Son..368
Penn The Florist....365
Peters & Reed Poty..379
Philadelphia Wholesale Floral Ex.....357
Philips Bros.....364
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....366
Pikes Peak Flo Co...364
Pillsbury I L.....III
Pittsburg Cut Flo Co 356
Podesta & Baldocchi.368
Poehlmann Bros Co.347
Pollworth C C Co ...357
Polykranas Geo J....359
Potter Floral Co....361
Pressing Seed Co W C. 366
Pulverized Manure Co The.....378
Pyfer A T & Co.349 350
Raedlein Basket Co..353
Randall A L Co.....355
Randall's Flow Shop.365
Randolph & McClements.....364
Rawlings Elmer.....370
Ready Reference....375
Reed & Keller.....III
Regan Ptg House....III
Reid Edw.....376
Reinberg Geo.....355
Reinberg Peter.....349
Rice Bros.....357
Rice Jerome B Seed Co..... 367
Riedel & Meyer.....359
Robinson J C Seed Co.369
Rock Wm L Flwr Co..364
Rodgers J W.....361
Rohnert Waldo.....370
Rosery The Flor'l Co365
Routzahn Seed Co . 373
Rusch G & Co.....357
Saake O C.....361
Salzer Seed Co.....365
Sceery Edward.....363
Schiller the Florist..363
Schillo A Lum Co ...IV
Schlatter W & Son 363 380
Schmidt Chas L.....365
Shaffer Geo C 365
Sharp Partridge & Co..... 380
Sheppard H W..... 365
Sheridan Walter F..359
Siebrecht George C.359
Simon & Son I N....369
Situation & Wants...343
Skidelsky S S & Co.. I
Smith A W & Co....362
Smith & Co E D.....373
Smith & Fetters Co..364
Smith Henry.....364
Storrs & Harrison...373
Stumpp G. E. M....363
Tar Heel Evergreen Co.....355
Thorburn J M & Co .368
Tonner O A & L A..352
Totty Chas H 373
Traendly & Schenck 359
Traveling Wholesale Florist 358
Trepel Jos.....363
Turner Bros.....379
United Cut Flo Co..359
Vaughan A L & Co..351
Vaughan's Seed Store 1 344 370 371
Vick's Sons Jas.....373
Vincent R Jr & Sons Co..... I
Walker F Co 361
Weber F H.....364
Weidemann H G....363
Weiland & Risch ...355
Weir James 361
Western Seed & Irrigation Co.....367
Wiegor Bros 350
Wild Gilbert H 374
Williams Mrs E A...365
Winterson Co E F..350
Wittbold G Co 360 361
Wolfskill Bros & Morris Goldenson.361
Woodruff S D & Sons.368
Yokohama Nurs Co.370
Young A L & Co....358
Young John & Co...359
Young & Nugent....361
Zech & Mann...353 355

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

SPECIFY

Magic Brand Fertilizers

Pure Steamed Bone Meal

Magic Special Rose and Carnation Fertilizer

QUALITY SERVICE THE SOIL POWER MAGIC BRAND FERTILIZER ECONOMY PRODUCTION

Precipitate Bone Phosphate

Magic Blood and Bone

Pure Pulverized Sheep Manure

Natures Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.

Manufacturers and Distributors

UNION STOCK YARDS, CHICAGO

Mention the American Florist when writing

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"

LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,

440 S. Dearborn Street

CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MARCH 15, 1919.** **No. 1606**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Amflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

ILLINOIS STATE FLORISTS' ASSOCIATION.

Thirteenth Annual Meeting, Held at Urbana, March 11-12, 1919.

Chicago Next Meeting Place.

The thirteenth annual meeting of the Illinois State Florists' Association was held in the Floricultural building of the University of Illinois, Urbana, March 11-12. The attendance was light, attributed in large part to the general shortage of help at all trade establishments.

The meeting was called to order early Tuesday afternoon by Vice-President Hembreiker in the absence of President Keimel, who wrote from Hot Springs, Ark., regretting his inability to attend on account of impaired health. On the motion of I. L. Pillsbury, a telegram was immediately sent to Mr. Keimel on behalf of the association, sympathizing with him in his illness and conveying best wishes for his speedy and permanent recovery.

After a few introductory remarks by the chairman, the reports of the secretary and treasurer were presented, showing the association to be in flourishing condition despite the adverse times.

Dr. P. A. Lehenbauer, in charge of the floricultural experiment work at the university, was then called upon and gave a very interesting account of the problems now in hand, particularly those on "selection," "temperature, humidity and light" and "fertilizers" in their relation to production, incidentally remarking that this and all similar work had been greatly retarded by the demands of war.

Florists' Publicity.

George Asmus, chairman of the publicity finance committee of the Society of American Florists, and President Ammann of that organization, told of the great advertising campaign the national society is conducting under the "Say it with Flowers" slogan, urging every florist, large and small, to subscribe his just share, according to his volume of business, to the fund for this purpose. Proofs were exhibited of the effective advertisements prepared for a long list of coming magazines, and the speakers felt that as all florists would profit by this publicity, all should share the expense. Upwards of $40,000 was spent in this national publicity work last year, with the beneficial results already known to the trade, and it is the intention to spend $100,000 the present year, $33,000 of which has already been subscribed.

During the discussion of publicity and advertising, it was disclosed that the Milwaukee plan of assessing growers and retailers had proved so satisfactory that arrangements are in progress to increase the payments in the local co-operative advertising fund, levying two per cent of the amount of their purchases on retailers and one per cent of their sales, on growers. It was also stated the St. Louis florists are considering the advisability of adopting a similar scheme.

The Next Meeting.

In considering the time and place of the next annual meeting, the proposition to hold this in connection with the convention and exhibition of the American Carnation Society at the Hotel LaSalle, Chicago, January 21-22, 1920, was adopted.

The selection of officers for the ensuing year resulted in the re-election of Wm. J. Keimel, Elmhurst, president; W. J. Hembreiker, Springfield, vice-president; J. F. Ammann, Edwardsville, secretary; F. L. Washburn, Bloomington, treasurer.

A letter was read from Otto H. Amling, expressing regret at his inability to prepare a paper on production costs, owing to pressure of business. Mr. Amling referred the members to his paper on this subject, read before the Chicago Florists' Club, which will be found in the December 7, 1918, issue of THE AMERICAN FLORIST, page 917.

Announcement of the early and sudden death of Frank A. Friedley, of Cleveland, O., closely identified with the floricultural interests of this state in former years, brought out numerous expressions of sincere regret, and the secretary was instructed to send a suitable floral offering on behalf of the association.

The Evening Session.

At the evening session in the Inman hotel, Professor Dorner spoke of the increasing need of more buildings in his department for the accommodation of the students. The bulletin on antirrhinum rust is practically ready for the printer, and incidentally he mentioned that so far the experimenters found destruction of infected plants the only remedy, propagating from seeds. The violet, he said, has been scheduled for early investigation.

Professor Blair had for his subject the impossible task of financing the university under present conditions with the funds available.

Most of the visitors stopped over until Wednesday to inspect the university grounds, buildings and work.

Secretary Ammann's Report.

The year 1918 surely has gone down in history as the most eventful of our generation. Many homes have been shattered, many a business has gone out of existence. The florists of this state have suffered and sacrificed along with others. When we stop to think that one-tenth of the men sent out for the greatest war came from Illinois, we have much to be proud of. No doubt, when the records of this war are completed, it will also be shown that Illinois was among the foremost states in all the war activities. The patriotic expressions and actions of our state's chief executive are to be commended indeed.

Considering all the florists have had to contend with in the way of fuel and labor shortage, we can readily congratulate ourselves on the splendid condition in which we find our business. As Illinois stood before the war, and as she so nobly responded during the war, so let us now strive, in the reconstruction, to keep her in the front rank in floriculture, as well as in her ever spreading ideals for humanity and liberty.

We have no individual record of those of our members, or members of their families, who entered the service, so let us be content to have them on the honor roll and service flag of our great state.

Reports in general of trade conditions throughout the state, were never better and prospects are very good for a bright future in our business. There is a movement on foot in the Society of American Florists to organize a state florists' association in every state in the Union, with a view of having the president of each state association made an affiliated member of the national board of directors, subject, of course, to the paid up membership in both the national and state bodies. This should be of interest to the florists of every state in the Union, as it will help to tie up each individual with the work of the national society. This will be of much value, especially in the great publicity campaign.

Receipts for annual dues were $40. No life memberships were taken out during the past year.

The Exhibits.

The exhibits included a large vase of exceedingly promising carnation seedlings from the Mt. Greenwood Cemetery Association, Morgan Park, Chicago.

Baur & Steinkamp, Indianapolis, Ind., showed Ruth Baur carnations in fine form, and were awarded a certificate of merit.

W. H. Gullett & Sons, Lincoln, received honorable mention for their display of sweet peas, including Blue Jay, Snowflake and Rose Queen, the latter especially fine.

Fred Longren, Chicago, made an extensive display of florists' baskets at the Inman hotel.

A. T. Hey, representing Poehlmann Bros. Co., Chicago, exploited the new Rasch sprayer.

W. J. Keimel, Elmhurst.
President Illinois State Florists' Association.

In Attendance.

The following were among those in attendance:

J. F. Ammann, Edwardsville.
George Asmus, Chicago.
Michael Barker, Chicago.
A. F. J. Baur, Indianapolis, Ind.
J. C. Blair, Urbana.
H. E. Bruns, Chicago.
H. B. Dorner, Urbana.
P. J. Foley, Jr., Chicago.
E. H. Goldenstein, Chicago.
Peter H. Heinz, Carlinville.
Wm. J. Hembreiker, Springfield.
A. T. Hey, Chicago.
J. Hutchinson, Urbana.
G. W. Jacobs, Canton.
C. W. Johnson, Morgan Park, Chicago.
Roy S. Kroeschell, Chicago.
F. Lautenschlager, Chicago.
P. A. Lehenbauer, Urbana.
A. F. Longren, Chicago.
Richard H. Mueller, Chicago.
David Nolan, Lincoln
I. E. Oakman, Lincoln.
I. L. Pillsbury, Galesburg.
Roland M. Poehlmann, Morton Grove.
Walter G. Poehlmann, Morton Grove.
Robert H. Roland, Nahant, Mass.
L. R. Smith, Edwardsville.
F. L. Washburn, Bloomington.
J. W. White, Paxton.
J. E. Yeats, Champaign.
A. J. Zech, Chicago.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The Lenten season is on. Have you noticed any difference, is there a lessened demand? If so, you must be quick to overcome the slight falling off by greater energy in every department, particularly that of creating new business.

Now that there is an increase in all lines of blooming plants, wonderfully effective displays for both the window and store interior are possible. Easter is coming fast; now but a month away. It is none too soon to feature this important event. Owing to the open winter, and the late Easter date, it may not be possible to hold the bulbous flowers, and every effort should be made to handle and make the most of this stock, should it be forced on the market out of season.

All the various flowering plants should be decorated; they will attract so much more attention if given even the slightest decorative effect, such as a crepe paper cover, or one of white paper, drawn up around the pot, with a little, the shade of the flowers, tied in at the top. The expense is but a penny or two, but the added effect is worth 10 times the cost. Plan for such a display. Work it up right now, and then tell your customers of these beautiful plants, so spring like, most suitable as gifts for birthday or other anniversaries, or to add a bit of cheer to the sick friend in home or hospital.

Push and publicity will bring the business. It is the energetic, hustling man, who is always looking forward, planning and bringing out new ideas or presenting standard things in a new way, that keeps forging ahead. There are immense possibilities in every business, but one must have vision, as well as faith and courage, or they will never materialize for him. The man who is satisfied to take things as they come along, picking up the nuts as they fall, without taking the trouble to climb the tree, will always have a poor bag.

The writer heard, many years ago, that grand old man, John Thorpe, the man who had vision, predict the "four inch" carnation. At the March meeting of the Florists' Club of Philadelphia, M. J. Brinton, the essayist, referred to the carnations of Mr. Thorpe's day, Lizzie McGorman, Portia, La Purity, and others which were picked with very short stems and many without, and packed in pasteboard shoe boxes for market, and compared them with the long stemmed four-inch Laddies, which were on the exhibition tables at that meeting. Mr. Thorpe's dream had come true. Improving a business is much easier than working up a strain of flowers. Results are at once apparent; one day's effort crowned with success, adds encouragement for the next.

Plan for next week's business along these lines. Do not put in more stock than can be handled to advantage. While there should be a full supply, it must be constantly changing so as to always present a fresh salable appearance. The plants for the day's display should, if possible, be on hand the evening before, watered, dressed and placed in position. If the arrangement is left to the morning, an early rush of business may interfere, and the store is apt to be in confusion all day.

The cut flower stock now presents great variety, offering many striking and beautiful combinations in color

W. J. Hembreiker, Springfield.
Vice-Pres. Illinois State Florists' Association.

effects—irises, acacias, calendulas, larkspurs, lupines, snapdragons, spray orchids, etc. These and many others can all be arranged decoratively in vases and vase baskets, from which they can be sold to much better advantage than if offered in the original bunches, or kept in jars in the case.

The decorative effect produced by the artistic arrangement of even the smallest basket, whether it contains only a few short stemmed roses, or daffodils and pussy willows, suggests or brings to mind some one who would enjoy it and the sale is made.

Newspaper advertising in connection with special displays is important. It is expensive, and results at first may seem disappointing, but if well planned, and each announcement specific, calling attention to one or two items, novel in character or price, it is bound to attract attention and the cumulative effect of one after another is sure to bring satisfactory results.

While on this subject, are you linked up with the national campaign? There is nothing slow about Chairman Penn and his committee. They have vision; $100,000 now, instead of $50,000 last year. Results obtained then have encouraged them to this greater outlay. Help put it over. Remember it is for you they are working. Every dollar you put into this campaign will bring two in return. Tie up with the service. Use their literature, prepared by advertising experts who have especially fitted it to the selling of flowers. Send your check to John Young, 1170 Broadway, New York. Do it today. Now!

Stimulating Business.

The life of the retail business is initiative, the principle that gives the transactions force and character. Without this stimulus, things just drift along from day to day. What comes in is taken care of, but there is little, if any, effort made for new business. The store is opened in the morning, the floor swept, plants watered and the order sheets looked over. "Not much on for to-day," is the comment. The flowers in the case are fixed up, and perhaps something done to the window. Then follows the wait for the customers. This is the daily routine in far too many stores.

What is wanted to stir things up is initiative. The successful, always busy, man is called a "hustler," which means that he is always on the job, planning, looking ahead, making his store so inviting, and presenting his stock in such a conspicuous manner, that it cannot fail to be seen and its beauty appreciated. He is never standing around waiting for things to turn up, but turns them up himself by constantly featuring this or that specialty in such a way as to add materially to its selling value.

The man who is just drifting along without any progress, one day like another, this month no better than the same period a year ago, needs to shake himself, make up, take the situation seriously and get at the root of the trouble. It is but natural for a business to grow, as satisfied patrons come again and bring others. If the trade is constantly changing there must be a cause. Customers perhaps find better service or a greater variety of stock elsewhere. The business cannot stand still; it will either go forward or gradually recede. The runner who loses

J. F. Ammann, Edwardsville.
Secretary Illinois State Florists' Association.

ground in the race must put on extra speed and make it up; the leader spurts and sets the pace and all the others have their work at once cut out. They must exert themselves to the utmost and pass him before the finish, to win.

If competitors in the retail store race could see one another's progress, what an eye opener it would be to some of them. The store whose windows, interior arrangement, fixtures, lighting, amount of stock carried and general management of the business is the same one year with another, is sure to fall behind. It is just drifting along and will never get anywhere near the leaders. It is said that "clothes make the man," and paint and cleanliness are absolutely necessary to the well-kept store.

The man who has seen the light, and wants to make a change, should do something radical. He should discard his counters, or at least a portion of them, for tables. Add to his store and window lights; nothing so cheerful as good illumination. Paint the floor and lay down a few rugs. Resolve that nothing unsalable or passe shall be allowed to stand around. Get a few velvet cloths and some good pedestals to give variety to the window decorations. Plan the work of the coming week in advance; always try to feature the first stocks of the flowering plants as they come into season, also the cut flowers. It is a good card for the store to have customers see the first of this or that flower of the season featured there.

Publicity is the life of business. No matter how good the stock or how great its variety, it must be brought in some way to the attention of the flower lover. Each customer's name, casual as well as regular, should be on the store list to be circularized at least once a month during the busy season of the year. Neatly printed cards, telling of the seasonable plants and flowers, can be mailed for $10 per thousand. These are sure to get a "once over," and are the cheapest and most direct method of reaching one's established trade. Newspaper columns are much more expensive, but for special sales are effective to bring in new faces, which if added to the list, can be followed up with the store's literature.

When one begins to plan and look ahead, new ideas will follow one another, each success leading to something greater. People like variety; they are always looking for something new. The perforated glass flower block brought in the shallow bowls that have had such a run. The trellis window box was another success, which was, and is, justly popular. The figures of wood and pasteboard that conceal a flower vase, the holiday kiddies and the like, are great helps in the sale of flowers, as has also been the small vase and tumbler baskets. These are but a few of the ideas that are constantly being introduced, the result of somebody's initiative. The store that is quick to pick up these new things as they come along, and make the most of them, until their novelty wears off, will have but little idle time on their hands. Their drifting days will be over, as their sails will have caught the strong business breeze that is pretty sure to carry them on to prosperity.

F. L. Washburn, Bloomington.
Treasurer Illinois State Florists' Association.

PLANT NOTES.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture are beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time, and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious fragrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums, begonias, calendulas, celosias, cobæas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scabiosa, stocks, thunbergias, and others that may be demanded. With the exception of Cobæa scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats and as soon as large enough transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Lilacs for Easter.

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the imported budded stock is preferable, but for cut blooms any lilac may be lifted, and they force quickly and easily in a warm house.

The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65° will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush which is well set with flower buds, and these are easily distinguished from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color, and if they are not they will require quite a little forcing to have them in the best of condition for that date. If the plants are at all pot bound, watering with liquid manure will be of great assistance to them and stimulate the flowers and make them much larger, and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. These canes should be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future. There is always a good demand for well grown pot ramblers for Memorial day and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmer quarters and full sunlight. For June decoration there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

Sweet Pea Improved Snowstorm.

Early-Flowering. Yarrawa x King White.

Winter-Flowering Sweet Peas Up-to-Date

The popularity of the sweet pea has grown by leaps and bounds until it has become one of the most important of the winter forcing cut flowers. Since the introduction of the Spencer or orchid type, there has been one continual advance in quality, variety of color and earliness of bloom. The importation of the strong growing and large flowered Australian variety, Yarrawa, gave hybridizers an important strain to work with, and many of the latest and most valuable introductions are the result of crosses with this variety.

One of the large firms who have been the pioneers in the improvement and introduction of this popular flower, are annually adding to their collection valuable forcing varieties that show marked improvement over existing sorts. George W. Kerr, president of the American Sweet Pea Society, is a sweet pea expert of international fame. In the past five years, he has crossed and re-crossed the best existing sorts with Yarrawa, obtaining varieties in all shades of exquisite coloring, with very large flowers, all having that essential quality and earliness of bloom, that will without doubt become standard commercial sorts for the cut flower market.

To prove their good forcing qualities, selections of some 75 varieties in all shades of color, are now in flower in trial greenhouses. These are attracting the attention of commercial sweet pea growers who are always on the alert for new varieties of merit. Two such noted experts as J. Elmer Weaver and his brother, Chas. B. Weaver, of Ronx, Lancaster Co., Pa., who with Henry D. Rohrer, E. J. Fancoust and Robert Kift had the pleasure February 19, of seeing this collection, pronounced a number of the varieties superior in many respects to others of similar colors now considered standard, and which they will undoubtedly supercede.

The hybridizing of the varieties is all done in summer in the trial grounds. Mr. Kerr says it is very essential to select young buds just showing color for the seed bearing pod before the pollen has developed, or self-fertilization will have taken place. He removes all other buds from the spray and other sprays from the branch so as to throw all the strength into the fertilized bud. On the side benches of the houses containing the flowering vines were some thousands of young stock in 4-inch pots, all under number, which will soon go into cold frames to be planted out in the trial grounds as soon as the ground was workable and danger of heavy frost was past. These will commence to flower the last week of April or the first of May.

Among the varieties that found favor as having good commercial value on account of their size and popular coloring, are the following: Improved Snowstorm, Yarrawa and King White, a superb and easily the largest and best forcing white; Albatross, another superb white, very large flower, as is Early Sankey; Fordhook Pink and White, or improved Blanche Ferry; early Canary Bird, rich deep cream or primrose color; Early Daybreak, Gypsy Maid and Sunburst, are all good cream pinks. Early Loviness and Sweet Briar are of beautiful shades of light pink. Early Empress is bright, deep rose pink with large flowers and Early Enchantress and Early Lustre, rose pink, with a coppery sheen with large blooms. Early Splendor is a rich rose

SWEET PEA ZEPHYR.
An Early-Flowering Blue or Pure Lavender.

crimson, with a distinct white blotch at base of wings, a flower of great size; nothing better in its color. Early Daintyness, a white, edged rose, flowers large, picotee edged, is a strong grower and a very desirable fancy variety. Early Exquisite is another picotee primrose and deep rose pink. Lavender King, is a wonderfully large flower of a rich true color borne on long stems, a splendid variety. Zephyr is an attractive shade of silvery blue or pure lavender, a strong grower with large flowers. Early Princess is a soft lavender, suffused mauve a vigorous grower and very free. Early Glorious, a royal purple, and Mauve Beauty, a rosy mauve, are both wonderfully striking. Early Orange Beauty is an orange scarlet, similar to Helen Lewis, very free and early. Early Dazzler, much the same color, is a beautiful flower

A cross of Yarrawa and an early summer pink had produced several fine varieties in light pinks, which were named Fairy, Fairy King, Fairy Prince and Fairy Queen. All were distinct and beautiful. Early Aurora, Early Fantasy and Early Harlequin were striped and flaked in their coloring, chocolate on light and cream ground, and rose pink on same; fancy and striking, but not of much commercial cut-flower value.

These were but a selection of the many varieties to be seen. All were strong and vigorous, many of the vines carrying sprays of threes and fours When planted commercially in large houses, they would undoubtedly show to much better advantage. The one important feature was the absence of mixture, all varieties being true to name.

SAVANNA, ILL.—The Savanna Greenhouses, which have been closed during the winter, were opened March 3, under the management of Joseph Dunn and John Lambert.

WEBSTER CITY, IA.—The Curtis Floral Co. will make improvements at its establishment this spring, including one new house.

THE CARNATION.

Carnation Ideals and Successes.

Paper by Maurice J. Brinton, Christiana, Pa., read at a meeting of the Florists' Club of Philadelphia, March 4, 1918.

By way of introduction I wish to say, I cannot assume the responsibility of telling this gathering how to grow such flowers as you have here on the exhibition table. I want to omit soils, temperatures, antidotes for insects and other enemies. What I wish to say is of the man who grows them, handles them, and even uses them. The history of the "divine flower," from its birth through all the varied degrees of its development as it stands before you this evening, has been rehearsed, discussed and ably described before this club. There may be recent discoveries of means of propagation and cultural methods of which I am not familiar, and of which some of you have not yet heard. I shall have to leave it to him who does know to tell you of them. Where it has been my privilege to see this flower at its best, success has been attained by methods that are common knowledge to most of you.

This word, "Success," has varied meanings. What does it mean to you? Analyze it from your individual viewpoint. Is it the volume of worldly possessions alone that you or your neighbor have been able to accumulate? Suppose we grant that this is the ordinary conception of its meaning. Therefore, any man, who has been able to maintain an economic balance throughout his life, is a success to a greater or less degree. A 50-50 man represents the lowest degree of success on this basis for our rating; he has been able to quit square. Statistics reveal some startling records relative to human effort and its relation to this balance. To the insurance companies, with their perfected organizations, and their intimate knowledge of the personal affairs of millions of us, we can refer for these facts. Beginning with 100 average men, age 25, we find 35 years later, 36 are dead, 53 are dependent on relatives or charity, six are self-supporting, and five are well-off. When all have passed over the Great Divide, 67 had been dependent upon some one else to defray funeral expenses, and only five had estates exceeding $5,000. This is not a particularly cheerful outlook for the young man who is just getting well started at 25.

What is the cause of this condition? Is it lack of education? Is it because we are not willing to make the personal sacrifice to be in this select class of 5 per cent? Are we over-ambitious and take risks that can break or cripple us, if we have erred in judgment? Are we too easily influenced by sales agencies, regardless of the method used to reach our pocket-books?

In answer to your question, "What has this to do with carnations?" I shall reply, that the rudiments of success are not materially different in the production of this article of trade from that of any other. It is the foreseeing and forestalling of the factors that hinder the highest development. It is the man who can check his troubles when they are in their infancy. Almost any of us can effect some sort of a cure, even though the cure be as bad as the disease, but it is the maintaining of conditions that do not require a cure that give us the best and most consistent returns.

While in the growing of carnations, there are seasons and elements over which we do not have control, and at times I have tried to excuse myself for not getting better results for these reasons, but when I see all kinds of houses and soils and seasons producing splendid results, I feel that finally it is the man. I recently looked over probably 12,000 plants of White Perfection that seemed to leave little to ask for. Some of us thought this variety had passed on to the list of discards. "The cause of success is in the fellow who succeeds."

The production and trial of new varieties is interesting, is essential, and supplies us with something to look forward to; it adds charm to the work.

However, as I look back to the days of Grace Wilder and Portia, and even to La Purity and Edwardsii, I believe it to be best to try out the new candidates for favor in a limited way until their value is fairly well established. I shall not recall some of the notable instances where much heralded varieties have become strewn on the rocks of shy bloomers, weak stem, poor color, broken calyx and bad keepers.

There is another kind of success; it may be associated with material success, but not necessarily to any marked degree. It is the achieving of an ideal, the realizing of the mental conception that we regard as a standard of excellence.

Cannot it also be the answering to a hope? Allow me to cite Mrs. C. W. Ward, Matchless and the master-pieces from the hands of Fisher and Dorner. Can we not look to these for the answer to a hope as it applies to our subject for this evening? Do we not all owe a debt of gratitude to the patience and skill of selection that has produced these and other varieties which have stood the test? It is the services of these lovers of the beautiful that we value too little. It is their assembling of the qualities and beauties usually seen in different individuals of their kind, eliminating almost everything defective that has set these men apart from the rest of us. These are our super-men. Their efforts have not been confined to limited hours. The joy of realizing the ideal holds them to years of painstaking care and attention.

Probably he, who has his heart in his work, and whose ambitions are not too largely guided by a mercenary return, feels most keenly the last analysis of this word success, "The attainment of one's aims and the realization of one's personal possibilities." Every one has his ideals on some subject, and it is the faculties of the human mind that are the tools to produce them.

We are living in a period of all kinds of extreme, idealistic suggestions. The hybridizer has his mental picture of his perfect flower or fruit; the mechanical genius, his flawless machine; the politician, a satisfied constituency; the statesman, with his ideals of government and control; the libertine, who wants no restraint at all; the social student with his ideal of democracy, who says the masses have the right to decide and determine. Have the knocks of business life made some of us too practical? Sometimes I feel that within it all, so many of us have become the foot-ball for the others.

From the beginning ,there have been leaders of men, and let us hope until the end there may be those whose sight and vision are not clouded, and whose will is unyielding in the defense of the just reward of diligent service and of the home—the social center. The superman is not selected or chosen; he asserts himself in every field of effort. This is part of the florist business; it is part of every business, and ours in particular. The product of our work is dedicated to the expression and preservation of life's richest sentiments centered around a stabilized home. The pendulum of human events swings with the ideals of our supermen, and he who absorbs the shocks is the man that succeeds. The experimenter and theorist are abroad. I think they must have had a hand in the new import rulings; few of us are such specialists that we are not affected to a greater or less degree by these decisions.

Anything we can do for each other will be beneficial, our interests are mutual; there can be no store or wholesaler without the grower, and very few growers without these distributing agencies. Co-operation spells success.

What lesson can we gain from our trials of the recent past? We were then confronted by rulings, the wisdom of which I do not question, and conditions that discouraged us all, closing up some of the weaker ones entirely. Let us look forward and believe difficulties are not made to break us; every trying situation we can overcome. strengthens us for a harder one. It is the weeding out process that never ends. We have learned that the man who can stay in the game has been, and will be rewarded, for his determination.

There has been much comment in our trade papers and elsewhere as to the effect of high prices. Probably each viewpoint represented the selfish interest of the individual to some degree. Was it not a natural condition governed by cause and effect? The old law of supply and demand has in the past eventually been the price regulator, and is it not safe for the present and future? Cannot our own publicity in criticism of high prices drive more customers from the counter than all other causes? Why not a united front, facing together the true situation. There is a conservation that is not narrow or prejudiced, and there is a liberalism that is not reckless.

The future is a problem for which no one has the answer. Let us be conservatively optimistic in believing there has been no time when the need and opportunity has been greater for us to go steadily forward. In the absence and shortage of some items, make the best use of what there is to work with, filling our empty benches with whatever there is at hand, in the faith, that, if well done, the public will value it The conflicting ideals of a radical, restless, unsettled people, need at this hour all the soothing, sweetening, inspiring influences that have been given to us to mellow them. Let us do it with flowers. Success will follow him who is unafraid.

Florists Should Support The F. T. D.

Paper by J. J. Hess, Omaha, Neb., read at a meeting of the Nebraska State Florists' Society, Lincoln, Neb., February 25, 1919.

Some 12 or more years ago a few florists gathered and formed what is known today as the Florists' Telegraph Delivery Association. The late J. A. Valentine, of Denver, Colo., was elected president and Albert Pochelon of Detroit, Mich., secretary. The two men worked very hard and had to overcome many difficulties, and today the association has a membership of nearly 700, and it's membership is increasing, from day to day. We know of no reason why the association should not be counting its members up in the thousands inside of five years. It is necessary for every retail florist to become a member. It costs very little to join considering the great advantages one gains in picking up business, and it is business which you can only reach by becoming a member. This telegraph business today is immense and is growing from year to year. We can increase it 100 per cent as soon as we get all the florists to join, and do their share in advertising. Let the people know that you are a member of the F. T. D., and able to fill any order large or small, and just think how easily you can make 20 per cent on the dollar. It will give you some prestige by letting your home folks know that you are an F. T. D. florist, for that means you are a live wire.

Two years ago the Society of the American Florists started an advertising campaign called the national publicity campaign. In 1918, these good people spent $40,000 for publicity, and in 1919 they expect to spend over $50,000. The result of the 1918 campaign was felt all over the country. Each and every florist, grower or retailer, ought to do his or her share to bring the publicity fund next year to $100,000 or more. The P. F. O'Keefe Advertising Agency, Boston, Mass., is doing wonderful work for the florists. In the next three months, they will

SMALL PLANT BASKET.

Blooming Plants are From 4-Inch Pots; All Others are From 2½-Inch.

reach 11,000,000 people who will read our advertisements in all the leading periodicals. They have given us the well-known slogan, "Say it with Flowers," which is so well advertised that newspapers all over the country take notice of it. Every F. T. D. florist member displays the blue sign with gold trimming, "Say it with Flowers," in the window.

During the executive meeting in Detroit, Mich., last January, all of the members of the board of the S. A. F. doubled their subscriptions for the publicity campaign. It shows the spirit of these men to help the florists to increase their sales and make flowers popular.

Just think, how convenient it is for the public to step into any florist's store and have flowers delivered on short notice in any part of the United States and Canada where there is a florist belonging to this association, and the satisfaction of knowing that the flowers will be properly delivered. Our noble business has become a necessity to the public, for in joy and in sorrow flowers speak a language of their own. We have, according to statistics, 18,000 florists in the United States, and it looks as if 10 to 20 percent should become members of the F. T. D., and I hope to see the day when we will have 30 per cent.

Manure Storage.

Manure fermentation is greatly lessened if it is kept compact and moist. When convenient, leave in sheds and allow stock to keep it compact by trampling. In such a case the liquid manure will keep it moist enough. If it must be removed to the lots, pile in ricks with nearly perpendicular sides and flat tops. If the rick can be made in a shallow concrete lined pit much of the loss due to leaching will be prevented. If properly ricked the rains will usually keep the manure moist enough to prevent most of the fermentation, according to the Missouri College of Agriculture, Columbia.

Manure carelessly piled, or scattered in open lots, is always subject to excessive leaching, as well as to fermentation. Furthermore, manure in loose piles often "fire-fangs." This condition is caused by molds and may result in a large loss of plant food in a very short time. Moist, well-packed manure does not "fire-fang."

National Publicity for Flowers.

It has been a matter for comment that but few growers have, so far, subscribed to the publicity campaign fund, although they are as much, or even more, interested in an increased sale of their products as wholesaler or retailer. In this connection, the following letter from A. L. Miller, the well-known florist and nurseryman of Jamaica, N. Y., is timely:

"Enclosed please find my check for $100, my subscription to the national publicity campaign. I am greatly pleased to subscribe this amount toward the uplifting of our business. I cannot understand why so many of the growers are lax in helping this cause. In other lines of trade, the manufacturers bear the main cost of the advertising. As in our line, the grower is really the manufacturer, he should likewise be the chief advertiser, and here is a splendid chance for him to help himself. The society did wonderfully well last year, and should have no trouble in exceeding the mark set this year by at least one half."

Mr. Miller's argument is sound, and admits of no contradiction. All growers are vitally interested in our effort to stimulate the movement of flowers. Whenever there are gluts in the flower markets, the growers suffer, and with a greater demand for flowers, there should be no gluts.

We need the utmost support of the growers this year, as it is the object of the publicity committees to raise $100,000. As readers were informed last week, the members of these committees and our executive board are very sanguine as to a successful issue for the campaign this year, and have backed up their personal views with their increased subscriptions. When such a man as Philip Breitmeyer, of Detroit, Mich., thinks that his subscription of $50 per month to the fund is not too much for the returns he reasonably expects, every shadow of doubt as to the wisdom of subscribing should be removed from the mind of the florist who is hesitating to pledge his $10 to $25 per year for the same benefits.

When helping the fund, florists should help themselves also by using the different direct aids supplied by our promotion bureau. The slogan, "Say it with Flowers," cannot be used too much. Have it painted on your delivery wagons and cars, as many of the largest and most prominent florists in our big cities are doing. All shipping tags, wrapping paper, boxes, checks and stationery should carry it. The glass sign, or the transfer signs should be displayed in or on store windows. In our forthcoming magazine advertisements, the direction will be inserted: "Buy your Flowers from the Florists displaying this sign 'Say it with Flowers'." It is therefore, very important that this sign be obtained at once if it is not already on display. Our promotion bureau is now putting into stock a large quantity of these signs, contracted for some time ago, so that all orders can be filled promptly.

Florists who use lantern slides for projection in moving picture theatres, will be interested in some additions to the set already supplied. Look for a description of them in the March number of "The Journal of the Society of American Florists," or write to the secretary about them.

The campaign work is now being vigorously pushed. The greater the support we get from those it is to benefit, the greater the push. Do not leave this support to the proverbial "George." He has done his part.

The following subscriptions have been received and are in addition to those previously announced, annually for four years unless otherwise stated:

Huddart Fl. Co., (add'l sub. for 1 yr.)	$ 10.00
Ira H. Landis, Paradise, Pa. (1 yr.)	5.00
E. Blameuser, Niles Center, Ill. (1 yr.)	2.00
Amos Rohrer, Strasburg, Pa. (1 yr.)	5.00
Amos Rohrer (2nd subn. 4 yrs.)	5.00
W. R. Denlinger, Vintage, Pa. (1 yr.)	5.00
E. P. Hostetter, Manheim, Pa. (1 yr.)	5.00
Joseph Cleirico, Lancaster, Pa.	3.00
N. E. Stauffer Lancaster, Pa. (1 yr.)	5.00
Fred Spinner, Lititz, Pa. (1 yr.)	5.00
John R. Shreiner, Lancaster Pa.	5.00
H. B. Weaver, Bird in Hand, Pa.	5.00
F. Kuof & Sons, Lancaster, Pa., (1 yr.)	5.00
L. S. Landis, Lancaster, Pa. (1 yr.)	5.00
Chas. B. Herr, Strasburg, Pa.	5.00
N. Dugan, Winfield, Kansas	5.00
Flower Shop, Okmulgee (2nd subn.)	5.00
Platteville Floral Co., Platteville, Wisc.	7.00
C. B. Thompson & Co., Louisville, Ky.	25.00
John Miesem, Elmhurst, N. Y.	5.00
Fietz-Taber Co., New Bedford, Mass.	5.00
K. Pederson, St. John (2nd subn.)	12.00
	$ 139.00
Previously reported	32,221.50
	$32,360.50

JOHN YOUNG, Sec'y.

New York Florists' Club.

The New York Florists' Club met in its rooms in the Grand Opera House building on the night of March 10, President Kessler in the chair. In addition to other routine business, the following new members were elected: J. W. Niemeyer, Whitestone, N. Y.; G. Schaefer, Maspeth, N. Y.; W. F. Iler, E. A. Hartland, and J. P. Klausner, New York; W. W. Mathews, Great Neck, N. Y.; John Joyce, J. Noe, and J. Schneider, Congers, N. Y.; E. Fardel, Great Neck, N. Y.; C. Futterman, New York; A. M. Dauernheim, Brooklyn, N. Y.

Chairman Schenck of the dinner committee, reported that all arrangements were complete for the club dinner at the Hotel Biltmore, on the night of March 15, and that it promised to be the most successful affair of the kind, in the history of the club.

Appropriate resolutions were read and adopted on the death of W. J. Stewart; also on the death of Mrs. Fenrich, mother of Joseph S. Fenrich.

Charles H. Totty spoke at length on the "Milwaukee plan" of assessing florists. F. R. Pierson, C. H. Vick and G. E. M. Stumpp each made remarks. F. R. Pierson made an address relating to his recent visit to Washington, D. C., and the interview which he and associates had with Secretary of Agriculture Houston, relating to the proposed drastic action of the federal horticultural board, relating to quarantine No. 37, which will mean the exclusion of all nursery stock. Extended mention of this matter appeared in our issue of March 8. C. H. Totty spoke on the same subject.

The address of the evening was delivered by Edwin E. Salt, subject: "What Does It Cost?" "Getting at the Root of the Income and Outgo." He is an expert in industrial accounting and had a thorough knowledge and command of his subject. The large audience was much interested, and at the conclusion he was given a standing vote of thanks. His address covered the various expenditures, investments, etc., of the average business man. P. J. Daut, a young soldier, formerly a florist at Decatur, Ill., who has recently returned from overseas, was introduced and told an interesting story of his experience.

LaCluse & LaCluse Blue Point, N. Y., exhibited a vase of carnations, sport of Enchantress Supreme; vote of thanks. The committee wants to see it again. Milton H. Buckley, Wallingford, Pa., exhibited a vase of cold storage L. giganteum blooms; vote of thanks. J. P. Klausner, New York, exhibited a model of a composite flower box for shipping; vote of thanks.

Florists' Club of Philadelphia.

CARNATION IDEALS AND SHORTCOMINGS.

Florists in every state in the Union have much in common, and any of the craft, either grower or retailer, would have greatly enjoyed the March meeting of the Florists' Club of Philadelphia. The literary feature of the evening was a paper on "Carnation Ideals and Success," by Maurice J. Brinton, Christiana, Pa. This is a valuable addition to the literature of the trade, scholarly, but practical, in every line of which there is food for thought. We hope to find space for it in an early issue. Charles Theiss also read a paper on "Why Many Retail Florists Do Not Push Carnations." He claimed the flowers, as a rule, were not as fresh as

they should be, or not properly graded, and the best and freshest stock was shipped out of town. This caused considerable debate, in which quality and price were frequently quoted. Edward Reid, after an experience of 25 years in shipping carnations, many orders being 24 to 36 hours in transit, had fewer comgrade flower, but in the cheaper stock and the way it was handled.

THEODORE WIRTH URGES TREE MEMORIALS.

Theodore Wirth, of Minneapolis, Minn., who had been in Washington D. C., attending a meeting in reference to the arbitrary rulings of the federal horticultural board, was present, and reported that a conference with the secretary of agriculture had resulted in a movement that it was hoped would raise the embargo on many commercial plants. Dr. Galloway, he added, had done a very good service when he spoke so emphatically at Boston for the embargo. He had roused everybody to action, which had resulted in the interview with the secretary of agriculture and won him over. Mr. Wirth is also very enthusiastic regarding the planting of trees as memorials to commemorate the deeds of the heroes of the late war. These, he thought, would be much better than marble monuments. Horticultural bodies could do much to bring this about. He was sorry to report having found Wm. F. Gude a very sick man. He, who had been so untiring in working for everybody else, will now require several months of complete rest, which it is hoped will restore his health. Flowers, with a message of sympathy and cheer, were at once directed to be sent in the name of the club.

CHAS. GRAKELOW LAUDS F. T. D.

"The A, B, C of the Florists' Telegraph Delivery Association," explaining its work in detail, was in the hands of Charles H. Grakelow, an interesting feature. He had found in his two years' experience since joining the organization that the foundation of the service was the work or orders that originated in one's own store. In every possible way, customers should have the possibilities of the system, and the fact that flowers could be delivered at once through this agency to any point of the country, made plain to them. The more business you send to the other fellow, the more he will send to you. He believed that advertising in the retail florists' columns of the trade journals was essential, as it showed others that one was alive and anxious for business.

The details in handling the business were described as follows:

On receiving an order, get the distant city very clear in your mind. If the address is within city or town limits, then be particular about the initials and correct spelling of the name. In the Smiths, Browns, and Jones, initials are very important. Also the street number, north, south, east or west, and the accompanying card. If not directly in the city, then find out from the customer the likely extra expense for delivery, and if he desires his $10.00 to cover all this, which will of course not leave so much for flowers. The time of delivery is a necessary detail, if for a funeral to be sent immediately, or on the day of burial, there being different customs in various cities.

Do not take orders that specify certain flowers. They may be plentiful in your shop, but your correspondent 1,000 miles away is short or without them, but has something else just as good, so always, wherever possible, avoid this issue. Learn to write your telegrams as briefly as possible, but also to give all necessary information, and always advise the sending of a name to accompany flowers.

In receiving telegraph orders that in many instances are now telephoned, instead of delivered on a printed blank, they should be called back and verified in every particular. It is very easy to make a mistake in, or drop an initial or street number, which may cause difficult or late delivery. Mr. Grakelow gave several instances in which, through lack of, or mistakes in these details, orders had to be filled the second time, which in addition to the dissatisfaction of the customer, had caused a loss instead of a profit. His large sheaf of telegrams of out-of-town orders received the past year, which he asked any one interested to examine, was an eye-opener to many.

MESSAGE FROM SEC'Y. POCHELON.

During the course of his remarks, he read a letter written by Secretary Albert Pochelon of the Florists' Telegraph Delivery, which had been sent to encourage the work at this meeting. The following are a few of the high lights of this very interesting letter:

"We will not stop until we can give a service to enable our customers to 'Say it with flowers' to their relatives, providing they are not in Heaven or in the lower regions, and possibly some Philadelphia members might undertake even this difficult service.

"Our industry is now getting back to normal, and we are feeling the impulse. February broke the record. On February 8, we had 672 members giving service to 432 towns. Today, February 28, we have 68 new names. If we keep this up, we will pass the 1,000 mark by the time of the Buffalo meeting, October next.

"A membership in the Florists' Telegraph Delivery gives a man credit all over the country. If he does not pay promptly, the F. T. D. clearing house soon makes him a better florist. We have cured many of slow pay habits, as we rather cure than down them.

"The 20 per cent discount is now universal. Any attempt to raise or lower it was absolutely wrong. It had been tried through the trade papers, but it did not take long to have the objectionable ads removed.

"If the F. T. D. keeps on growing, as it has the past year, it will have the greatest membership of any florist organization in this country, and be a great help to the Society of American Florists.

He predicted in the near future, an organization of growers uniting for their interests alone. With such a body, and the F. T. D. together, and with the S. A. F. working for the uplift and elevation of the florists' trade, it would soon be placed on a higher plane. We would then become better florists, better men, better merchants, and our coworkers also benefited, and from the employes' standpoint, will not be the poorest paid industry that it has been for years. New blood would then be drawn in, which now on account of the long hours, Sunday work and small pay, does not make the work inviting. He added: "I cannot see why florists should not have their Saturday afternoons off, be through every night at 5 or 6 p. m., the same as other trades, and no one will bring this about unless the florist himself will do it.

"Every F. T. D. member should advertise the organization, and what it can do. Do not wait for the coal dealer or the corner grocer to tell the public there is an out-of-town flower service. Only a short time ago you could not see Florists' Telegraph Delivery on any stationery. Now you hardly see any without it.

EXHIBITS ATTRACT MUCH ATTENTION.

There was a large and varied exhibition of cut flowers. The vases of Hadley and Columbia roses of the Jos. Heacock Co., and the Hadley roses of A. Harvey & Sons, were the best ever seen at this season. Some stems were close to 48 inches. Edward Reid staged Ophelia and Sunburst almost as long.

Strouts', Biddeford, Me., sent their new yellow carnation, Sunshine, White Delight and Improved Pink Ward. They arrived in fine condition and were much admired. Gude Bros. Co., Washington, D. C., sent a vase of its seedling, Democracy, perfect and very large flowers. Jacob Weaver, Lancaster, Pa., also staged a seedling much on the color and form of Gorgeous, a splendid flower.

J. H. Palmer, Kennett Square, Pa., exhibited a vase each of Rosalia, Benora, and C. W. Ward, very high grade stock. Laddie, from W. & H. F. Evans and Wm. Kleinheinz were two vases of superb flowers. A medium pink seedling from Chas. Leisy, Mantua, N. J., looked promising.

Alois Frey, Crown Point, Ind., sent Rainbow freesias, General Pershing and Viola. These were beautiful flowers that had carried well.

The sweet peas of Scarlet Bros., Kennett Square, in the popular varieties, were exceptionally fine. Nothing better has ever been exhibited here.

J. H. Thomson exhibited through Edward Reid, a vase of superb Matchless carnations and very choice Christmas Pink orchid sweet peas; also, a vase of fine Matchless from Lawrence Thompson. The Bickford Greenhouses, Wallingford, staged five vases of high grade commercial carnations, a vase of Iris Tingitana and giganteum lilies, all showing high culture.

Strafford Flower Farms, Strafford, Pa., exhibited a vase of fine Laddie carnations, Iris Tingitana and well grown lupines.

The feature of the display was the collection of new orchid, early-flowering sweet peas, staged by the W. Atlee Burpee Co. There were 44 varieties of exquisite colorings, all splendidly arranged by George W. Kerr. The many growers present were particularly interested in making selections for next season's planting.

DINING CLUB SCORES A HIT.

The dining club's first dinner assumed the proportions of a banquet, as 96 were seated at the round tables. There was no speaking, the meeting being called to order on the other side of the garden immediately after the dinner.

There is no question but that such gatherings are of great benefit to the trade. The attendance numbered over 225, many being visitors from out of town.

Florists' Club of Washington, D. C.

The programme of the March meeting of the Florists' Club of Washington, D. C., was one of the most interesting yet provided for its members. An election of officers preceded a lecture on "How to Make Out Your Tax Blank," and added to the usual routine business was a report by the secretary of the club on the conference of March 1 with the Secretary of Agriculture A number of the members spoke on this subject and President Blackistone stated that it was his hope that favorable action would be taken.

Messrs. Staalman and VonBottger were appointed tellers of the election. After all votes had been cast, they announced that the following had been chosen for the positions named: Z. D. Blackstone, president, (re-elected); George E. Anderson, vice president; William F. Gude, treasurer, (re-elected); E. P. Rodman, secretary. Directors: George Field and Captain William H. Ernest, (re-elected).

It was decided to hold an annual banquet incident to the April meeting of the club. At this time, the abovenamed new officers will be inducted into office. George C. Shaffer was appointed chairman, and George E. Anderson and Edward S. Schmid members of a committee to make the necessary arrangements for this event. It is planned to have this a victory banquet. For many years it was the custom of the club to give a banquet annually, at which time the officers were installed.

B. F. L.

Rochester, N. Y.

SALES SHOW INCREASE DESPITE LENT.

There has been an increase in business during the past week, despite the fact that the Lenten season is now here. Cut flowers are not very plentiful as yet and roses are still scarce with carnations not very abundant. Bulbous stock is keeping up with the demand, but there is no surplus. Violets are unusually good. Orchid sweet peas are of excellent quality but the call for them is not heavy. Everything points to an abundance of flowers for Easter, with the exception of lilies.

NOTES.

H. E. Wilson had the decoration for one of the large retail stores of this city, the arrangement being elaborate and tasteful. Albert Young, of this establishment, has been ill for several days.

Fred Mossgraber has replanted his range with carnations and will resume his greenhouse trade. He has been employed in a munitions plant during the winter.

Irondequoit growers have commenced to restock their ranges for the spring and summer trade.

H. P. Neun had orders for decorations for the Sibley, Lindsay & Curr stores. CHESTER.

Omaha.

AUTO SHOW BRINGS BRISK DEMAND.

The automobile show brought a rush of business to the florists this week, when the biggest automobile display ever held here was put on at the municipal auditorium. Great quantities of ferns and palms were purchased or rented for the week to decorate the auditorium itself. Then there was a good general demand for cut flowers and palms up and down Farnam street, where all the automobile concerns had arranged special decorations for the display on their sample floors, for all expected many visitors. It was here that the florists did a big business during the week. In general, trade is keeping up strong, though the sick rooms and funerals are not drawing as heavily as they did some weeks ago when influenza was still raging in this section. Some of the florists closed part of their greenhouses during the winter and therefore did not get all varieties started early in the season in as great quantity as they ordinarily did. They expect the supply to come faster now, however, since an abundance of sunshine has greatly stimulated growth.

A. E. L.

Cincinnati.

MARKET CLEANS UP FAIRLY WELL.

Business continues to hold up well. Everything that comes into the market sells quickly and realizes good prices. The supply, as a whole, is fair but hardly equal to the demand for stock. Shipping business is very good. The roses that arrive find a ready sale and the same is true of carnations. Sweet peas are fairly plentiful. They are excellent and sell readily. Easter lilies, callas, and rubrums meet with an excellent demand. Bulbous offerings include jonquils, daffodils, tulips and freesias. Other receipts are snapdragons, calendulas, orchids, baby primroses, wallflowers and forget-me-nots.

NOTES.

Burglars entered the store of the Cincinnati Cut Flower Exchange sometime last Sunday night. Their only loot consisted a few dollars in cash.

Geo. Hampton, representing the Jos. G. Neidinger Co., Philadelphia, Pa., called on his trade in this city recently.

E. G. Gillett and wife went to Springfield, O., last week to attend the funeral of a relative who had passed away.

P. J. Olinger has been ill for several days, but now is on the road to recovery.

Arthur Becker was confined to his home for several days last week by illness. H.

Wichita, Kan.

FEBRUARY TRADE SHOWS GOOD INCREASE.

Business has been running true to form and the February sales will probably show an increase of about 60 per cent over former corresponding periods and March seems to lack the usual dullness customary to that period. There has been a gratifying demand for flowering plants and such stock has brought very good prices, astilbes, cinerarias, cyclamens, primulas and bulbous stock meeting many friends during the past two weeks. The prospects for Easter plants are not flattering and much stock will doubtless be shipped in from the outside. Easter lilies have ceased to be a source of worry. The florist says: "I do not know, as yet," but adds, "We will be lucky if we have any at all."

The Late Frank A. Friedley.

This city is still on the traveling men's map, among the visitors of the week being Thomas D. Long, representing Vaughan's Seed Store, Chicago; Robert Soch, of M. Rice Co., Philadelphia, Pa., and representatives of the W. W. Barnard Co., Chicago; the Lindley Box Co. and S. A. Weller & Co. C.

Boston.

LENTEN DULLNESS IS NOTICEABLE.

With the arrival of the Lenten season, business has taken on a quiet tone, and a number of dull days are anticipated. The market is not crowded with stock and prices are dropping to normal. American Beauty, however, is a scarce item and commands high figures. There is also a good call for English daisies and primroses, ranunculus and anemones. Among the excellent stocks coming from the growers in this vicinity are Tausendscon roses, Climbing American Beauty, acacias, several varieties of heather and amaryllis in pots, French hydrangeas and genistas.

NOTE.

William Sim is planning to devote one house to violets and the balance of his range to carnations for another year. S. K. G.

OBITUARY.

Frank A. Friedley.

Frank A. Friedley, of The Friedley Co., Cleveland, O., state vice-president of the Society of American Florists for Ohio, north, in which office he was serving his second term, one of the younger generation well known to the trade throughout the entire country, passed away at his home, March 10, death resulting from a combination of tonsilitis and bronchitis. He was a native of New Albany, Ind., born in that city, November 15, 1881.

As a pupil of E. G. Hill, Richmond, Ind., at whose establishment he started his career in 1897, remaining there for five years, Frank Friedley from the start showed marked ability and promise, and his death in the prime of life at the threshold of a future bright with assured success, will cause deep sorrow in the hearts of a host of friends attached to him by his agreeable personality, also to the trade in general, in whose activities he had ever taken a keen interest. In addition to his able efforts in the interests of the national society, his loss will leave a place hard to fill in the ranks of the Cleveland Florists' Club, of which organization he was secretary for a number of years, and to his untiring effort much credit in establishing that body's undisputed position as a leader among the florist clubs of the United States, is due.

Following his connection with E. G. Hill, Mr. Friedley was employed by the Miami Floral Co., Dayton, O.; Frank Huntsman and the Wm. Murphy Co., Cincinnati, O.; The Chicago Carnation Co., under James Hartshorne, Joliet, Ill., and at the establishment of Miss Belle Miller, Springfield, Ill., resigning the position as foreman at the last named place to become superintendent of the extensive range of the J. M. Gasser Co., at Rocky River, O., later taking over the greenhouses formerly conducted by James Eadie, which business through his long and varied experience and executive ability was highly successful from its inception. Whatever he grew, both plants and cut stock, showed splendid culture, and his capability as an executive, surmounted the many difficulties that have been the lot of the trade during the trying times of wartime restrictions and shortages.

Mr. Friedley was married in 1909 to Miss Drehse. He was a member of the Masonic, Elks' and Moose lodges and was a companionable and generous man whose friendship was much valued.

Mrs. John M. Thielmann.

Mrs. John M. Thielmann, wife of a retired Brooklyn florist, died March 8, of pneumonia, following influenza. Her death, and that of a daughter-in-law, occurred within the space of 24 hours, of the same disease. The son, husband of the younger woman who is a lawyer, is said to be seriously ill. The Thielmanns are among the oldest florist families in Brooklyn, John M. having, before his retirement, been in business on Broadway, Brooklyn, for 30 years or more, and we believe that his parents had also been engaged in the business. Another brother, now deceased, had for years, a store on Graham avenue, which is still conducted by members of the family. A. F. F.

TEXARKANA, ARK.—Following a dispute over payment of 60 cents charges on an express shipment of flowers said to be in a damaged condition, an express driver shot and killed Peter W. Mackley, owner of the Majestic Floral Co., and shot his wife three times.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Illinois State Florists' Association....381
—Chicago next meeting place....381
—The next meeting....381
—Secretary Ammann's report....382
—The attendance....382
—Officers (portraits)....382
The retail trade....382
—Next week in the flower shop....382
—Stimulating business....383
Plant notes....384
—Iceland poppies....384
—Seeds for March sowing....384
—Lilies for Easter....384
—Rambler roses....384
Winter-flowering sweet peas up-to-date....384
The carnation....385
—Carnation ideals and successes....385
Florists should support the F. T. D....386
Manure storage....387
National publicity for flowers....387
New York Florists' Club....387
Florists' Club of Philadelphia....388
Florists' Club of Washington, D. C....389
Rochester....389
Cincinnati....389
Wichita, Kan.....389
Boston....389
Obituary....389
—Frank A. Friedley....389
—Mrs. John M. Thielmann....389
Ladies' Society of American Florists....390
Society of American Florists....390
Plant production....390
Advertising and subscription rates....390
Montreal....392
Cleveland....394
Chicago....396
Chicago Florists' Club....399
Albany....401
Pittsburgh....401
Milwaukee Florists' Club....402
Washington....402
The seed trade....414
—Seeds in Europe....414
—Catalogue Mailing Troubles....414
Market gardeners....420
—Celery running to seed....420
Pennsylvania Horticultural Society....420
Nassau County Horticultural Society....427
The nursery trade....422
—Trees free for reforestration....422
Lake Geneva Gardeners' Association....422
Wilmington Florists' Club....422

SEE nursery department for reduced Dutch freight rates.

VISITS to Belgium by American business men are urged by Minister Brand F. Whitlock as a means of hastening the restoration of normal trade conditions there.

Personal.

President Ammann, of the Society of American Florists, Edwardsville, Ill., expects to leave for New York next week.

Ladies' Society of American Florists.

The following appointments have been made by the president, Mrs. J. A. Peterson:

Members of board of directors for a term of two years—Mrs. J. F. Ammann, Edwardsville, Ill.; Mrs. J. J. Hess, Omaha, Neb., and Mrs. Charles H. Totty, Madison N. J.

Members of the introduction committee at the 1919 convention—Mrs. Fred Breitmeyer, chairman; Mrs. Philip Breitmeyer; Mrs. E. A. Scribner and Mrs. Robert Jean.

MRS. H. G. BERNING, Sec'y.

Society of American Florists.

PRESIDENT AMMANN URGES BOOSTER PLAN.

President J. F. Ammann has sent the following letter to all state vice-presidents of the society, under date of February 20, 1919:

"It is my sincere opinion that the board of directors, at the recent meeting in Detroit, launched a movement that will give our state vice-presidents an opportunity, such as they never had before, to be of real service in boosting the Society of American Florists. The plan is as follows:

"First: To have a state florists' association organized in every state in the Union.

"Second: To secure enough members in both the state association and the Society of American Florists to make the state president eligible to serve as a director on the national board.

"Third: The work of perfecting such state organization is up to the state vice-president, and he is also to assist a committee consisting of Joseph Hill, Richmond, Ind., chairman; Chas. E. Critchell and C. C. Pollworth, in making an estimate of the number of members required for the state, based upon the number of floral establishments in the state, to make the state president eligible to serve on the national board. This committee is to report to the convention in August.

"I sincerely hope you will see the great value of this organization plan, both for your state and for the national body, and will heartily cooperate with the above committee."

Plant Production.

In the history of the trade there has never been such a demand for all kinds of greenhouse stock, both for forcing for cut flowers and bedding plants for the coming spring, as at the present time. Nearly all the smaller growers who closed their entire ranges are getting ready to resume, while those who shut down a portion of their houses are now running, or will soon have all filled to capacity.

Orders for geranium cuttings have fairly swamped all dealers in this class of stock, who are months behind in delivery. It is much the same all along the bedding plant line; anything saleable in rooted cuttings or two-inch pot plants is sold as soon as offered. Orders are being booked for rooted carnation cuttings in very large quantities. The popular varieties will surely bring high prices, as there will not be enough to supply the demand.

Seed-Catalogue Chorus.

The gardening merchants, aided by their color-printing friends, have beaten both frogs and bluebirds to it in chanting the first hymns of our spring. Gaudier than promoters' promises, more alluring than a movie vampire, their roseate catalogues now compete with the valentines in heart interest and set suburbanites longing for the abolition of the month of March. This business activity relies on a deep-seated instinct that stirs even in the souls of those confined to paved courts and "move-on" regions of our cities. We have no doubt that when the glacial ice-cap had receded ever so little Madame Cave Dweller bustled out with a few choice bulbs and shrubs (long cherished in the innermost caverns of the Dordogne) and set her husband to making ready the warmer patches of soil that then became available. So it was that our civilization began. So our hardy ancestors drove their hardy garden-making north in the blue hall bedrooms and penned within the shadow of the ice and implanted a racial habit that asserts itself today in the window-boxes of tenants as well as in the janitor's more pretentious horticulture. This is the time of the vision and the plan—there arn't many plant pests out before St. Patrick's day—and your 1917 summer's crop is just as big and bright now as anything the seed catalogues can show. What are you going to do with that patch of garden earth in the next few weeks, and what will you have planted in it by the time baseball starts up?—Collier's Weekly.

Embargo Dangers.

Whatever the excuse in the particular case of exports of fats may be, there is a heap of truth and sound common sense in the remark by B. E. Reuter of the fats and oils division of the food administration. "Once a country gets into the habit of placing embargoes," said he, "it is getting away from the country's good." It is refreshing to hear such straight talk from an official of the administration. Obviously, embargoes are sometimes needed as a war measure. But let us not get the habit of using the weapon as a club to direct and control trade in ordinary times, when the current of outgo and of imports should be left to natural laws. Only an emergency can ever justify an embargo.—New York Sun.

Advertising and Subscription Rates.

On and after March 15, 1919, the advertising rate in THE AMERICAN FLORIST will be $1.50 per single column inch, each insertion, with the usual 30 per cent discount on run-of-the-paper advertisements inserted continuously through the year. Prices for preferred location on application.

Ready reference or classified advertising 12 cents net per line, each insertion.

Domestic subscriptions $1.50 per year.
AMERICAN FLORIST CO.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Grand Rapids, Mich., March 17.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Orange, N. J., March 17, 8 p. m.—New Jersey Floricultural Society, at J. O. W. A. M. hall. George W. Strange, secretary, 84 Jackson street, Orange.

Boston, Mass., March 18, 7:30 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Pittsburgh, Pa., March 18, Noon.—Retail Florists' Association of Pittsburgh District. Lunch at Seventh Avenue Hotel. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Portland, Ore., March 18. Portland Floral Society, at Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Toronto, Ont., March 18, 8 p. m.—Gardeners' and Florists' Association, at St. George's hall. Elm street. Geo. Douglas, secretary, 309 Merton street, Toronto.

Lancaster, Pa., March 20, 8 p. m.—Lancaster County Florists' Association, at Chamber of Commerce. Albert M. Herr, secretary, Lancaster.

Dobbs Ferry, N. Y., March 22, 8 p. m.—Dobbs Ferry Horticultural Society, at Odd Fellows' hall. Henry Kastberg, secretary, Dobbs Ferry.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—As superintendent, head gardener; florist for private estate or park; first-class gardener; references; of good habits; American; single. Denver, Colorado, preferred. Address

Key 367, Care American Florist.

Help Wanted—Grower of pot plants. Good wages. Apply at **6101 Broadway, Chicago,** or call Edgewater 1004.

Help Wanted—Helper with experience in roses, $55 per month and board.

Goerger Brothers,
Arlington Heights, Ill.

Help Wanted—Good storeman for a Chicago retail store. Must be able to speak Bohemian. State salary and full particulars when writing. Address

Key 366, Care American Florist.

Help Wanted—At once. Grower for chrysanthemums, carnations and pot plants. Good, steady position. State age, references and wages wanted. Address,

Millers' Greenhouses, Muncie, Ind.

Help Wanted

Rose grower for our range at Hinsdale, Ill. Apply at

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago, Ill.

HELP WANTED

Experienced saleslady and designer for our store in the Blackstone hotel. Must come well recommended. Splendid opportunity for the right party. Apply

MANGEL FLORIST
17 East Monroe Street, CHICAGO

HELP WANTED

A qualified florist experienced in landscaping, pot plants, ferns, etc. Good salary with board and lodging. Permanent position. Large institution in South. Write application in own hand, giving education and experiences. Furnish letters of reference recently written as to your character, habits and ability in above lines, so as to avoid delay in decision. Address

C. PIERSON, Supt., Jackson, La.

WANTED.

Rose growers with ability to produce high class stock. Permanent position and a desirable connection for the right parties. State age, experience and salary expected in first letter.

ROLF ZETLITZ CO.,
Successors to Miami Floral Co.. DAYTON, O.

Help Wanted

Experienced salesman and designer Must be Al man and come well recommended. Apply

MANGEL FLORIST
17 East Monroe Street, CHICAGO

FOR SALE

35 boxes 16x24 double strength greenhouse glass at $6.75 per box.
20,000 feet cypress rafters.
5,000 feet cypress bench lumber, nearly new.
150 heavy 3-bar hotbed sash at $3.00.
Address

F. L. HESS, 12220 Stewart Ave., Chicago

FOR SALE

Six Greenhouses to take down, 15x75 feet; every span is in good condition. A. D. Glass, 18 inches wide. Address

Key 363, care American Florist.

Help Wanted

Foreman for our plant department at Morton Grove. Must be expert grower and come well recommended. Splendid opportunity for a capable man.

POEHLMANN BROS. CO.
MORTON GROVE, ILLINOIS

Help Wanted

Thoroughly experienced vegetable gardener, competent to grow succession crops of vegetables on a large scale. Salary $100 per month and cottage for family. Write

C. F. APPLEGATE,
Superintendent Mt. Pleasant State Hospital, MT. PLEASANT, IOWA.

OPPORTUNITIES

The writer knows of several modern ranges of glass near Chicago that are for sale. Buyers must have at least $25,000 to $50,000 cash to secure possession. These are worth investigating, but don't waste my time or yours if you cannot produce the necessary money, for we will not go into particulars unless you have.

Key XX, care American Florist.

WANTED! TO BUY

Established greenhouse business near Chicago, 15,000 to 50,000 feet of glass. State full particulars in first letter.

OTTO H. AMLING

Telephone, Melrose Park 2340.

MAYWOOD, ILLINOIS

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

⅔ Natural Size.

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$20.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Panama, First	32.50	Vaughan's Florist Mixed, First Size	16.00
Mrs. Frank Pendleton, First	45.00		
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips.....$13.00 1000 Pips.....$25.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Montreal.

FUNERAL WORK BRINGS BIG DEMAND.

The retail florists had an exceptional busy week. The passing from us of Sir Wilfred Laurier caused a demand for funeral work never experienced before. Several florists went to Ottawa to superintend the placing of their designs personally. A member of McKenna, Ltd., stated that it was impossible to describe the numerous designs, but the words "We loved him" were conspicuous everywhere in the work. Cut flowers are more plentiful and the quality of roses and carnations is really good. Bulbous stock is scarce, but there are some single daffodils offered, with a few tulips, but somehow they look as if they are forced for the second year. In flowering plants there are good cyclamens, cinerarias and primulas offered, also Roman hyacinths in pots.

NOTES.

At the Montreal Gardeners' and Florists' club March meeting A. E. Wilshire exhibited a bowl of splendid pansies, beautifully marked and of extraordinary size. W. R. Whiting had a vase of hybrid freesias grown from seed. The flowers were of different colors and attracted much admiration.

Joseph Bennett, of Lachine had the misfortune of hurting his arm, which developed into blood poisoning. He was taken to the hospital, and for a time his case was considered serious but his friends will be glad to learn that "Joe" is on his way to recovery.

T. Hill, under the name of The Montreal Floral Products Co., has opened a wholesale commission house. Tom is well known to the local florists, having been for many years with the Montreal Floral Exchange on Mansfield street.

The Westmount greenhouses at present are a sight worth while to see, and being always open to the public, are greatly admired. Our old friend, John Kirkwood, hale and hearty as always, is in charge of the growing end.

The Montreal Gardeners and Florists Bowling Club has presented to R. Scott, a silver cup, donated by the Montreal Floral Exchange. This cup can not be won outright but must be defended when challenged.

Harry Meeks, for the last four years gardener in Lachute, is back with us. Harry will try his luck in town for the next four years, as he had enough of the country.

A social evening will be held at the recently opened premises of Harry's Seed Store. As Harry is very popular among the boys, a large attendance is expected. J. L.

SELECT HOLLAND STOCK

For Florists and Nurserymen

Rhododendrons, hardy American sorts (can select good plants for pots, from 18-24 inch grade). Any quantity.		
18-24 inch, 8 to 12 buds		$1.25 each
24-30 inch, 12 to 15 buds		2.00 each
Boxwood, bush form,	12 inches high	.60 each
" " "	18 inches high	1.00 each
" " "	24 inches high	1.50 each
Boxwood, pyramid,	42 inches high	3.50 each
" "	48 inches high	4.50 each
" "	54 inches high	5.50 each
Boxwood, globe,	16 x 16 inches high	3.25 each
" "	18 x 18 inches high	4.00 each
" "	20 x 20 inches high	5.00 each
Azalea Mollis, 15 to 18 inches, full of buds		.75 each
Azalea Pontica, 18 inch, named colors, full of buds		1.00 each
Kalmia Latifolia, 18 to 24 inch, full of buds		1.25
" " 24 inch, full of buds		1.75
Aristilochio Sipho (Dutchman's Pipe), 4 foot tops		.40
Magnolia Soulangeana, 4-5 feet, well budded		2.50

THE STORRS & HARRISON CO.

PAINESVILLE, OHIO

WASHINGTON, D. C.—The United States department of agriculture announces an opening for the position of assistant horticulturist at a salary of $1,800 to $2,000 per year. The civil service commission will hold an examination for same March 18.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is 17/6 per 100 lbs., free on board Liverpool. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE. Colors: Green, Brown, Purple. Price, $2.00 per carton; in 5 carton lots, $1.75 per carton; 100-lb. cases, $24.00.

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE. Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS. Always handy when natural flowers and greens are scarce. Price, $3.50 per 10-lb. carton.

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

Fort Wayne, Ind.

EXCELLENT BUSINESS CONTINUES.

Business continues excellent, with a slight increase in the supply of flowers and plants as a result of the warm weather, and bright sunshine. Everything cleans up well each day, no surplus existing in any line. Carnations are just about equal to the demand, and prices remain firm. Roses are somewhat more plentiful, especially in Russell, and Killarneys. There has been a good supply of sweet peas the past week, which helps considerably in the shortage of other small flowers. There is a moderate supply of Easter lilies and rubrums, which find a ready market. Callas are more plentiful, but are only equal to the call for them.

NOTES.

The Flick Floral Co. had the decorations for the entire building of the Wolf & Dessauer store for their opening, March 10. Hundreds of plants, both foliage and blooming, were used, as well as many baskets and tall wicker vases of lilacs, lilies, Russell and Columbia roses, which were the main flowers used, besides spring blooms in hampers and small baskets.

A. J. Lanternier & Co. are featuring some very attractive cinerarias in their window. They report a very heavy demand, with funeral work in the lead, on account of the many casualties resulting from the influenza epidemic, which is again raging here, and claiming more victims than during the first outbreak last fall.

The Freese Floral Co. reports the first week in Lent the busiest one this season, with the store force working over-time to keep up with the orders. This firm had many orders for the large department store opening, including corsages for the different salespeople of the organization.

Edgar Wenninghoff sent a large number of baskets and bunches of cut flowers to the formal opening of a department store. Everyone has been working evenings, in order to get out the funeral work, and other orders.

Park Superintendent Adolph Jaenicke is giving a series of lectures to the public at the Auditorium on the care of the garden, both vegetable and flower, and the culture of shrubs and hedges. H. K.

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Cleveland.

GOOD STOCK MOVES FREELY.

Business has been good all week, winding up Saturday with a final spurt that cleaned the market of nearly everything salable, but there was an accumulation of odds and ends of the poorer grades of stock that went to the street merchants, who were rather busy on that day. There is now available in sufficient supply nearly everything needed by the retailer to make his stock complete. Roses in all colors and lengths are quite plentiful with prices nearly normal. Carnations, too, are selling at a slightly lower level, but good flowers still bring $6 per 100. Violets are moving slowly. Sweet peas are cleaning up and in good demand. Some very good freesias are on the market, also some excellent calendulas. Bulbous stock has dropped in price somewhat, due to the general increase in supply of other offerings, but the demand for them continues good. Excellent cut hyacinths and tulips are shown. Governor Herrick, single violets meet with a good sale. Greens of all kinds are in better supply.

NOTES.

Arlington Ely, one of the sons of Mrs. Ely, who lives in Nottingham, O., and grows stock for the wholesale houses of this city, was shot while walking with his fiancee, March 5. Mr. Ely was recently discharged from the United States aviation service, and is now hovering between life and death at St. Luke's hospital, where his mother and two nurses are constantly in attendance. His assailant escaped.

Peter Salago, owner and manager of the Sixth City Wire Works, located on High avenue, died of the influenza March 6. This is the second time he had been down with it.

W. H. Temblett, nurseryman and florist, is opening a retail store on Euclid avenue, near East 105th street. He also has a stand in the Euclid-East 105th street market. C. F. B.

OUR entire greenhouse plant, consisting of forty acres under glass, is now in full operation.

This wonderful plant, which is the largest in the world and equipped with every known modern appliance, makes it possible for us to offer at all times flowers of dependable quality.

Weekly Price List
sent upon request.

Poehlmann Bros. Co.

62-74 East Randolph Street
Chicago, U. S. A.

Thirty-four years
delivering
Quality and Service
at Fair Prices

Heavier Supply-Lower Prices.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $3.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST

RUSSELL

$8.00 to $25.00 per 100, according to length of stems.

HOOSIER and OPHELIA

Long	$15.00 per 100
Medium	$8.00 to 12.00 per 100
Good short	5.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	8.00 to 10.00 per 100
Short	5.00 to 6.00 per 100

ROSES—OUR SELECTION.

Per 100 $5.00

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is more plentiful this week than it has been for many months, which gives the retailer an opportunity to stock up more heavily and make his old time store displays. American Beauty roses are in fair supply, but are moving nicely. Roses in general are in good quantity, among which are noticed some choice Killarney, White Killarney and Mrs. Chas. Russell, in addition, of course, to fancy stock in the other leading varieties. Carnations are in good demand considering the general market conditions, but prices in some instances have dropped considerably on this item. Lilies are quite plentiful, but appear to be holding their own, which is true of callas. Sweet peas are good property, and were scarce in the wholesale market, March 8. Violets sold well the latter part of last week, but there were more than enough to go around. Snapdragons are having a good call and clean up nicely. White and yellow daisies, Paper White narcissi, pussy willows, sweet alyssum, calendulas, freesias, pansies, mignonette, forget-me-nots, tulips, jonquils and other miscellaneous stock is to be had. Orchids are in good supply, and the receipts of lily of the valley seem to be large enough to take care of the demand. Taking everything into consideration, business has been fair so far during Lent, and while stock is in larger supply at present, the majority of the wholesalers are looking forward to an improvement in trade.

NOTES.

A meeting of the growers shipping to the local wholesale cut flower market was held at the Briggs House, January 10, at 2:30, which was called by David E. Johnson, counselor, 1438 Marquette building. Those present were in favor of forming a permanent organization so a committee was selected consisting of Walter Amling, chairman; Otto Amling, Peter Pearson, George Ball and Joseph Kohout to draw up the constitution, etc., and report at an adjourned meeting to be held within a week or 10 days. The committee met at Mr. Johnson's office Thursday afternoon, March 13, at 3 p. m.

C. L. Washburn, of Bassett & Washburn, Chicago, and Roy Wilcox, of J. F. Wilcox & Sons, Council Bluffs, Ia., at Sierra Madre, Calif., Where Bassett & Washburn's Palm Ranches are Located.

P. W. Peterson, manager of the Chicago Carnation Co., Joliet, was a visitor March 10. He is a firm believer in advertising, and will increase his billboard space quite extensively in the near future, many choice locations being available, owing to the failure of the liquor houses to renew their contracts. Mr. Peterson's firm recently invested $100 in the national publicity campaign for 1919.

Miss Florence Keenan has the distinction of being the first lady to apply for a membership in the florists' club. There are quite a number of young ladies employed in the retail and wholesale trade here, and it is surprising that some of them have not tried to start a ladies' florist club.

Some members of the Florists' Club are talking of organizing a baseball team and entering one of the commercial leagues this spring. Those who would like to be given a tryout should notify Allie J. Zech, president, or the secretary, A. T. Pyfer.

T. E. Waters, of Poehlmann Bros. Co.'s supply department, says the activities of the Great Harvester throughout the land has increased the sale of wheat sheaves many fold.

Miss Irene Anderson, formerly with the Wells' Flower shop, is the latest addition to the force of Mike Poletsos, 35 East Adams street.

William Welch is back on the job with Ronsley, after being confined to his home for several weeks with the influenza.

Sam Seligman has notified his customers here that he is now with the S. S. Pennock Co., Philadelphia, Pa.

It is rumored that a new wholesale house will be opened here in the near future.

Fred Dubois is with H. C. Rowe, in the Mallers building.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

IN GOOD SUPPLY

Extra Fine Russell Roses

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS RUSSELL	
Extra Special	$30.00
Specials	25.00
Select	20.00
Medium	$12.00 to 15.00
Short	8.00 to 10.00
RICHMOND	Per 100
Select	$15.00
Medium	$10.00 to 12.00
Short	8.00
MILADY	Per 100
Select	$15.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Specials	$15.00
Select	12.00
Medium	8.00 to 10.00
Short	5.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations	$ 4.00 to 6.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch	$1.00
Ferns, per 1,000	5.00
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Unexcelled stock at attractive prices. There is no more complete line of Cut Flowers and Greens than what you will find here.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

The civil service board of the West Park Commissioners will hold an examination for gardener Class G, Rank 2, Division Z at Garfield Park pavillion, at 9:00 A. M., March 27, 1919, open to men 21 years or over, regardless of residence. Applications must be filed in the office of the board in Union Park before 5:00 P. M. March 26. The original entrance pay is 37½ to 50 cents per hour. The duties of gardener include the planting, pruning and general care of trees, shrubs and perennials, lawns and outside gardens, and occasional supervision of laborers in related work.

The Lewis & Rocca Co. will open a new retail store at 55 East Jackson boulevard next month in the Cable building. The proprietors are Miss Gertrude Lewis and Tony Rocca, who have been in the employ of Mangel, the Palmer House Florist, for a large number of years. The new store is just off Wabash avenue between the Fleischman Floral Co. and Ronsley the Florist.

Miss Olga Tonner has recovered from a severe attack of inflammatory rheumatism and is again attending to her duties at O. A. & L. A. Tonner's store. Her many friends are pleased to find her back on the job.

The Weiss-Spandikau Co. has placed an order for four new houses 36x400 feet with the American Greenhouse Manufacturing Co. to be erected at Maywood.

George Wienhoeber celebrated his thirty-sixth birthday, March 10.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION..... 7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

CARNATIONS W. N. Rudd's famous seedlings in all shades. We are exclusive agents for his stocks. Try us on your regular orders.

The Florists will bowl the Elks Wednesday evening, March 19. Allie Zech will bowl with the Elks and there promises to be something doing judging from the scores the boys in the trade made last week in the North Chicago League. The contest will be staged in the Elks club rooms.

The Retail Florists' Association held its regular monthly meeting Tuesday evening, March 18, when 10 new members were admitted making a total of about 75. Advertising was one of the topics of the evening. Another campaign is well under way particulars of which will be published later.

The committee on the organization of the cut flower growers called a meeting for March 20, at the Briggs House at 8 o'clock. The committee expects that the constitution will be adopted and the organization perfected at this meeting.

The Alpha Floral Co. lowered its show windows at its South Wabash avenue store which makes a great improvement to the place. The basement which was acquired recently is being placed in condition for occupancy.

A committee representing the Wholesale Cut Flower Association and a committee representing the Retail Florists' Association met at E. C. Amling Co's. store on the afternoon of March 10.

The Adolph N. Nielson Co., of Pana, has placed an order for three new houses 34x200 feet with the American Greenhouse Manufacturing Co.

A. L. Vaughan & Co. received a shipment of gladioli from Florida last week which was the first to reach this market this season.

J. E. Pollworth, manager of Kennicott Bros. Co., is back on the job after being at home for about a month with eye trouble.

Mrs. Allie Zech will be operated upon for appendicitis next week at the Chicago Union hospital.

H. N. Bruns is out of the hospital and is greatly improved in health.

EVERYTHING IN

Cut Flowers and Greens

Sweet Peas, Spring Flowers, Roses, Carnations, Pussy Willows, Etc.

A. T. Pyfer & Company

164 N. Wabash Ave., Formerly at 30 E. Randolph St. L. D. Phone Central 3373. **CHICAGO**

Mention the American Florist when writing

OPENING NEW QUARTERS, MARCH 20

LOTOS MFG. CO.

(Successors to Walter Vollman)

1550 North Halsted Street, CHICAGO

Artificial Flowers, Waxed Flowers

ASK FOR SAMPLES NOW

A meeting of the Wholesale Cut Flower Association was billed for Thursday evening, March 13.

John Sinner is serving on the jury in Judge Sabbath's court.

Visitors: W. A. Kennedy, of the C. C. Pollworth Co., Milwaukee, Wis.; Louis Turner, Senior and Junior, Kenosha, Wis.; Ed McCallum, of McCallum Co., Pittsburgh, Pa.; John M. Carey, Detroit, Mich.; J. Higgins, Philadelphia, Pa.; George Smith, Pittsburgh, Pa.

GALESBURG, ILL.—Walter E. Pillsbury, who has returned from service in France with the United States engineers corps, has been relieved from military service and has returned to his duties at the I. L. Pillsbury greenhouses.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Good Supply of Everything You Need in Cut Flowers and Greens

Stock is more plentiful, and we are managing to take mighty good care of all of our customers.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

Florists' Wire Nos. 18 to 22—12 x 18 $2.00 per box	**Asparagus Sprays** $3.00 and $4.00 per 100	PERCY JONES INC. 56 East Randolph St. CHICAGO	**Magnolia Leaves** Best in Country $1.60 per carton	**Leucothoe Sprays** $6.00 per 1000
Best Quality Chiffon All Colors 4 inch, plain, 7c a yard 6 inch, plain, 9c a yard	**St. Patrick's Dye** Enough for 400 Carnations $1.00 per package		**Corsage Pins** 5 inches long All Colors $1.25 per gross	**Meyer's Silkaline** 8 spools to box $1.75 per 1 lb. box

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, March 6, President Zech in the chair. There was a good attendance and a large list of nominations for membership as follows: Peter Hoefelder, 172 North Wabash avenue; D. F. Simonds, 1917 West Harrison street; Chas. Grabig, 1843 Irving Park boulevard; Michael Redden, 820 West Garfield boulevard; Roy White, 2544 North Clark street; John Curres, 1457 Thorne avenue; A. T. Eichel 4226 North Crawford avenue; Miss Florence Keenan, 1306 East Sixty-third street; B. E. Gould and R. J. Gould, Glen View, and F. W. Elverson, New Brighton, Pa.

Chairman Waters, of the good-of-the-club committee, complained of the lack of appreciation on the part of the supply houses in taking advantage of the opportunity to display their seasonable novelties without charge for space.

Chairman Lautenschlager, of the advertising committee, presented his very satisfactory report on the closing-out sale of posterettes, showing a very substantial balance in the club's favor.

Resolutions on the death of W. H. Amling, Nicholas Karthauser, Conrad Frauenfelder and Thomas McAllister were presented by the resolutions committee James Morton, E. A. Ollinger and Eric Johnson. The resolutions were adopted, everyone present being deeply sensible to the great loss sustained in the passing of so many well beloved members.

Chairman Lange, of the publicity committtee, spoke at length of the great sucess of the recent co-operative advertising for St. Valentine's day business and urged its continuance by the organizations interested, declaring that advertising pays, but that it takes time to obtain results.

Chairman Johnson of the carnation convention committee, reported that the banquet hall and ballroom of the La Salle hotel had been secured for the annual meeting and exhibition of the American Carnation Society, with such additional space as may be needed. The dates are January 21-22, 1920, subject to the approval of the national society. The Illinois State Florists' Association will be requested to hold its annual meeting at the same time and place.

Peter Pearson read a valuable paper on the production of Dutch bulbs in Chicago.

M. Smith, of the W. W. Barnard Co., read an interesting letter from his brother, war correspondent of the Tribune, describing his trip as the first man of the allied armies to reach Berlin.

A representative of the Association of Commerce addressed the meeting on the advantages of membership in that organization.

Poehlmann Bros. Co. made a fine display of St. Patrick's day and Easter novelties.

H. R. Hughes exhibited grass growing babes.

BEAUMONT, TEX.— Mrs. Bessie Weissinger, of the Beaumont Floral Co., will make an eastern trip, March 16.

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites, Tulips, Iris, Daisies, Callas, Mignonette, Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.
We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

St. Louis.

BUSINESS FAIR FOR LENT.

The past week's business held up fairly well considering the Lenten season, with a slight decrease of social functions. Funeral work has been fairly heavy. The supply has been good. Bulbous stock has crowded the market a trifle, but not sufficiently to become a glut. Sweet peas are coming in fairly heavy but have an excellent sale. Carnations are just about equal to the demand and command good prices. Roses are in fair supply, with Ophelia leading in quantity and quality. Violets are plentiful and do not sell any too well. Callas are coming in heavy, but are disposed of readily. Lily of the valley and Harrisii continue scarce. Novelties, such as stocks, calendulas and forget-me-nots have a good call. Greens of all kinds are plentiful.

NOTES.

The recent masquerade dance given by the local florists was a huge success, in point of attendance and having a good time. Many interesting features were on the programme, such as special vaudeville acts, refreshments, etc. The prizes offered were won by Ed. Niebling of the Bergstermann Floral Co., Miss Mabel Allen and Mrs. Hagerman.

The local joint publicity committee held its final session of the current year and retired from the working committee. The new members will be selected by the various organizations and hold their initial meeting the third Tuesday of this month. The personnel will represent the growers, wholesalers, retailers and the florists' club.

The following greenhouses are to be erected in St. Louis county: For O. C. May, Sappington, two houses, 32x286 feet; Phil Goebel, three houses, 27x150 feet; W. A. Rowe, two houses, 36x300 feet. W. W. Ohlweiler also contemplates putting up three new houses, but has not as yet closed a contract.

Blooming plants of all kinds have been having an unusual call the past few weeks. Bulbous plants, cinrarias, deutzias and a few azaleas about covers the variety of blooming plants to be had.

J. J. W.

CUT FLOWERS--GREENS
FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it NOW.

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies,
30 E. Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Buffalo.

DEMAND AND PRICES HOLD UP WELL.

Trade in this city has been very satisfactory ever since the holidays and prices have maintained a level which made it possible for the florists to live and meet the increased cost of labor. On the other hand there were no complaints from customers. Social activities have not been as numerous as in other years, but other things have helped out the general situation. The call for flowers on all of the holiday occasions was far greater than in other years, and following the short Lenten rest, Easter should be the best in many years. Lilies will not be in abundance and the same may be said of azaleas, but nevertheless the trade in this city will be well prepared with a supply of excellent plants that will doubtless prove good property. As to the supply of cut flowers there is no doubt. The retail stores are now very attractive with their window displays. S. A. Anderson in addition to his usual showing of flowers, has a model of an aeroplane, with propellers and other mechanism working.

NOTES.

Friends of Joseph Streit and wife were pleasantly surprised by the announcement of the marriage of their daughter, Susan B. to Mr. Edward F. Leuchtmann. Congratulations are extended to the happy couple.

W. A. Adams, of the S. A. Anderson force, will pass part of the Lenten season doing jury duty.

Visitors: Charles Vick, Rochester, N. Y.; Wm. Riley, of the Heepe Co., Akron, O.

BISON.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES

Cecile Brunner

LILIES

A heavy all-the-year-round supply of choice stock.

MISCELLANEOUS.

Callas

CARNATIONS

Valley Cattleyas

Calendulas

Single and Double Violets

White and Yellow Daisies

Forget-Me-Nots Pansies

SNAPDRAGONS

Paper White Narcissus

Freesia Jonquils

TULIPS SWEET PEAS

Darwin Tulips

GREENS.

Plumosus Sprengeri

Galaz, bronze Galax, green

Ferns

Adiantium Smilax

Mexican Ivy

Boxwood Leucothoe

RAEDLEIN'S SPECIALS

No. 1.

25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.

12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.

15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Albany, N. Y.

CLUB ARRANGES FOR FLOWER SHOW

At the March meeting of the florists' club, Fred A. Danker, chairman of the special committees, reported that at the meeting on the night of April 3, the members will have a flower show for which exhibits of interest to the retailers are invited. Mr. Danker said he hoped to have on exhibition specimens of the new rose, Premier, and perhaps some new carnations from out-of-town growers. On that night, the wives and women friends of the members will be welcome. The entertainment committee, Louis H. Schaefer, chairman, will provide refreshments. In the matter of cost production data, for which information is sought from the growers and florists of the country, by Charles H. Totty, a former president, and John Young, secretary of the Society of American Florists, the club decided that the subject is a good one, but that at the present time the members have no data they can furnish. It was decided to write Secretary Young that the members are interested and expect to do something later in the season. The club voted to give the sum of $10 from the treasury to the playground fund of the Albany Mothers' Club for the season of 1919. Fred. A. Danker told of the visit to Ithaca in February during the meeting of the State Federation, at Cornell University. Mr. Danker was accompanied by Fred Henkes and Joseph Traudt, two other members. One of the most impressive things at the meeting, was the address by Robert Pyle, president of the Conard & Jones Co., West Grove, Pa., on rose gardens. The address was illustrated with many beautiful slides. Mr. Danker asked Mr. Pyle if he could come to Albany to deliver the lecture in the state education building with a view to stimulating the growing of roses by amateurs in the city. Mr. Pyle said he would be glad to consider the matter, but he added that he has engagements for his lecture booked almost for a year ahead. On the return from Ithaca, the delegates from the local club visited growers' establishments at Elmira and Binghamton and also at Syracuse.

R. D

Pittsburgh.

RECEIPTS LARGEST OF THE SEASON

Business during the past week has been very good, with the largest cut flower receipts of the season. Roses are more plentiful and of good quality with prices lower, $4 to $20 per 100 being asked for most varieties. American Beauties are still poor, with nothing but the shorter grades coming in. Carnations clean up every day at from $4 to $6 per 100. Sweet peas seem to be trying to crowd everything else from the market, consequently there has been a drop in prices, the best grades bringing $10 and $15 per 1,000. Easter lilies and callas are sold before they arrive at $20 and $25 per 100. Some very fine Iris Tingitana is coming in and sells for 20 and 25 cents per bloom. Jonquils, tulips, snapdragons, mignonette and calendulas are received in limited quantity and clean up readily at fair prices.

NOTES.

The force at Randolph & McClements has been kept on the jump the past week with funeral work, and several large decorations. To make it worse some of the help have been on the sick list.

James Higgins, local representative of A. L. Randall Co., Chicago, and E. J. McCallum, of the McCallum Co., are visiting in Chicago at the present writing.

Jos. Thomas and Wm. Loew have returned after spending a month visiting Florida points of interest. They report a very delightful trip.

Ed Blind, of this city and Geo. Wessenauer, of Sewickley, motored to Philadelphia, visiting all points of interest along the route.

M.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Milwaukee Florists' Club.

The regular meeting of the florists' club was held March 6 with most of the regulars on hand. Otto Spidel, city forester, who consented to give an illustrated lecture on trees was unable to attend. The resignation of Walter Hummel, who is out of the florist's business entirely, was accepted. while the names of Henry Weil and Oscar Sherer were proposed as new members. It was decided to hold the annual exhibition of cut flowers and plants at the April 6 meeting. These affairs are always very instructive and help to increase the attendance of members and visitors. H. V. Hunkel, chairman of the state fair committee intends, for the sake of variety, to get the fair board to arrange the horticultural exhibits in such a way as to permit staging of five or more table decorations at this year's fair; while our committee, through untiring efforts, made a very creditable showing the past year by adding new features in the line of decorations, the present plan will undoubtedly serve as a good drawing card. A lengthy discussion on the cost of production of any certain crop of cut flowers took up a good part of the time with unsatisfactory results; in fact, it was decided to continue this topic at the next regular meeting, thus giving the members a little more time to gain further information. The subject of plants for the spring trade was also taken up. Due to the increased cost of production, it is only natural that prices will have to be advanced over former seasons in order that the grower will get his. From present reports, certain varieties are already on the short side and may remain thus for this season. Should the demand slacken, due to higher prices asked for beautifying the home grounds, we believe that the extra call for the many victims of the influenza epidemic during last fall and winter will more than offset the former, so the motto should be "grow just as much or more," and if the quality is there, the increase in price will not lessen the demand.

E. O.

Washington, D. C.

DEMAND SUFFERS AS LENT ARRIVES.

Last week found the local market undergoing a terrific slump, both as to prices and demand. The beginning of Lent killed the call for cut flowers. This of itself would have the effect of keeping the market well supplied, but with the opening of the dull season came fair, warm weather. This brought flowers into the market literally by the wagonload. There is really too much of everything. With social activity at a standstill, the growers and wholesalers must depend upon the street men and retailers to the extent of their funeral business. The price on all flowers has dropped. Carnations can be had at $6 and less, and roses which formerly averaged $12 per hundred can now be had for $8 or less. It is decidedly a buyer's market and few reasonable offers are turned down. Violets have been selling for $5 per thousand and even less in quantity after the first day or two of their presence in the market. Pansies were moved at $1 per hundred. Generally speaking, spring flowers have been holding their own because of the very small supply this year.

THE 4 —POINTS—

FIRST—The S. A. F. endorsement of the **Wholesale Florist Credit Association.**

SECOND—The organization of the **Chicago Wholesale Cut Flower Association.**

THIRD—The organization of the **Chicago Retail Florist Association.**

FOURTH—The Final Triumph of an organization about to be formed of **Cut Flower Growers** shipping to the Chicago Market—

This completes a chain for the Right Kind of Co-operation. The above program is formulated in the demands made in the Famous Growers' Petition of 1916, whose resolutions were Then as Now Exclusively—Endorsed—Accepted—Enforced by us, contributing our share towards the progress made—

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

KENNICOTT BROS. CO.
Signed H. B. Kennicott, Pres.

P. S. **Get a Copy** of "The Wholesale House of the future" of which a trade paper says in part "Let us hope that the work of the night will not cease with the reading of this paper but that organizations will be affected which will shortly **bring into being** the Wholesale House of the **Future,** not alone in Chicago but in all our great civic centers."

NOTES.

W. E. McKissick, of the Baltimore branch of the Leo Niessen Company, "chaperoned" a number of florists from the Monument City on a trip to the capital in his automobile. They visited a number of local greenhouses.

Many of the boys formerly employed by local florists, who went into the army, navy and marine corps, are returning home following the demobilization of their various commands.

Robert Baggott, son of one of the employes of the botanic gardens, who was with one of the units in France, has returned to the United States and has been discharged from the service.

George Gouldman is back with the Louise Flower Shop. He left that store to join the "Devil Dogs," and has since been stationed at the marine camp at Quantico, Va.

Miss Louise Daugherty, of the Louise Flower Shop, has been seriously ill with the flu.

B. F. L.

Chicago Bowling.

Fred Price of the Centrals, which is the name the florists are using this season in the North Chicago League, bowled a wonderful game Thursday, February 28, when he set a new high game mark and new high individual average. His average for his three games was 238 1-3 and his high score was in the third game when he mowed down the maples to the tune of 288. The team score:

Player	1st Game	2nd Game	3rd Game
Lorman	167	171	201
Lieberman	155	170	149
Huebner	169	161	233
Wolf	171	194	158
Price	223	205	288
Totals	885	901	1029

CHICAGO FLOWER GROWERS' ASSOCIATION
182 N. Wabash Avenue
L. D. Phone Randolph 631
The Foremost Wholesale House of CHICAGO

WILD SMILAX
$2.50 per 50-lb. case.
Over twenty years' experience in business. Prompt service. Good weights.
F. & S. LEE, Marion, Ala.

NEWPORT, R. I.—Arthur T. Bunyard, the well known New York florist, has again leased the store on Bellevue avenue, which he has occupied for several summers, for the 1919 season.

TORONTO, ONT.—All retail florists in the Dominion have been invited to meet in this city in August at the time of the convention of the Canadian Horticultural Association, to aid in forming a retailers' organization of national scope.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Green Goods

QUALITY GUARANTEED

Bronze Galax	per 1000,	$1.50; per case (10,000),	$ 8.00
Green Galax	"	1.50; per case (10,000),	10.00
Fancy and Dagger Ferns	"	2.50; per case (5,000),	9.00
Extra Large Bronze or Green Leucothoe Sprays	per 1000,		4.50
Good Medium Bronze or Green Leucothoe Sprays	"		4.00
Good Small Bronze or Green Leucothoe, 10 to 14 inches	"		2.00
Hemlock Branches, 30 inches	"		5.00
Mountain Laurel Branches, 18 to 24 inches	"		4.00
Rhododendron Leaves, like Magnolia	"		1.00

If you want the best and prompt shipment, send to us. Cash with order.

TAR-HEEL EVERGREEN CO., - Elk Park, N. C.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	10.00@	40.00
" Hoosier Beauty	8.00@	30.00
" Killarney Brilliant	6.00@	20.00
" Killarney	6.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	8.00@	25.00
" Prince de Bulgarie	8.00@	25.00
" My Maryland	8.00@	25.00
" Mrs. Geo. Shawyer	8.00@	25.00
" Milady	8.00@	30.00
" Sunburst	8.00@	25.00
" Mrs. Aaron Ward	6.00@	15.00
" Hadley	8.00@	25.00
" Ophelia	8.00@	20.00
" Double W. Killarney	8.00@	25.00
" Mrs. Moorfield Storey	8.00@	25.00
" Champ Weiland	8.00@	25.00
" Stanley	8.00@	25.00
" Francis Scott Key	8.00@	25.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		6.00
Violets, per 100	.75@	1.00
Carnations	4.00@	8.00
Cattleyas, per doz.	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Paper Whites	4.00@	5.00
Yellow Narcissus	6.00@	8.00
Snapdragon, per doz.	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz.	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns	per 1,000 $5.00	
Galax "	$1.50@ 2.00	
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax, per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

INCREASED SUPPLY IN ALL LINES.

The market has had its really first full load to carry in the production of the past week. Prices have declined from 10 to 15 per cent. In every line, there was increased production, with sweet peas far in advance in quantity shipments. The quality of these latter in all grades was so good, however, that they formed a large item of every dealer's purchases and were cleaned up daily at prices about one-third less than a week ago. Killarney roses are coming strong, and for the first time this season, shorts have sold as low as $2 per 100. Medium grades of all varieties are in demand, particularly Russell. A cross between White Killarney and Russel might produce an everbloomer of good color and medium length stems that would help out wonderfully during the midwinter scarcity. Richmond, Ind., papers please copy. High grade American Beauties are scarce, but there appears to be a good many shorts, with more or less imperfect buds, which are well handled by a few of the street men. Larkspur, which has been in for about three weeks, brought 50 cents per spray. The grower who had the vision to put this in, and the ability to grow it, has something besides wishes for his bank account. It is now becoming more plentiful, but still brings good money. Growers had better take another look over the garden borders. First they found snapdragons, then lupines, now larkspur, and the end is not yet. Very good snapdragon is now offered in its various shades of white, pink, yellow and orange. There is no better stock. The beautiful Iris Tingitana is not meeting with its first "sell on sight demand." It appears to take little of a choice flower to over stock the market. Lilac is in good supply and demand, and very fine stock is now seen. Cattleyas are a trifle scarcer. Violets are draggy. Calendulas, daisies, mignonette and all small flowers are plentiful, but seem to find a market. Carnations are not increasing in quantity, but have fallen in price in sympathy with the market and to hold their place with the sweet peas. All kinds of green appear to keep just a little below the demand. As one of the wholesalers put it, the past week has been a buyer's market, and he was glad to say some of the live ones had taken a chance on buying considerable stock at the low prices and made good. If the stock is carried, it can be sold. This was exemplified by one of the large wholesale houses, who filled a hurryup order for 1,000 long pussy willow sprays, which hardly made a dent in its reserve stock.

March 10.—Early morning shipments were generous, there being a good supply of all stocks, with heavy cuts of Killarney roses, white and pink. There was, however, brisk buying, showing the stores to have had good week sales. Prices were about the same as the closing of last week.

NOTES.

They are still talking about last week's club meeting—the dinner, the beautiful display of cut flowers, the large attendance, the interesting literary features, and last, but not least, the list of 25 applicants knocking at the door for admission. It was clearly a step forward. Our telegraphic report became mixed in the transmission, as it was Mr. Theiss and not Mr. Brinton who gave his ideas as to why

Air Plants

Per dozen bunches $1.00
Per 100 bunches 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls $4.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Mar. 12.		Per 100
Roses	Beauty, Special	75.00@100.00
"	Fancy	60.00@ 75.00
"	Extra	40.00@ 50.00
"	1st	15.00@ 35.00
"	Killarney	6.00@ 15.00
"	My Maryland	6.00@ 15.00
"	Sunburst	6.00@ 15.00
"	Ward	6.00@ 8.00
"	Ophelia	6.00@ 20.00
"	Russell	8.00@ 20.00
"	Shawyer	6.00@ 15.00
Lillies		15.00@ 20.00
Cattleyas		40.00@ 60.00
Carnations		3.00@ 5.00
Sweet Peas		1.00@ 2.00
Asparagus Sprengeri .35@ .50		
Violets		1.00@ 1.25
Mignonette		6.00@ 8.00
Ferns	per 1,000	3.00
Calendulas		3.00@ 5.00
Freesias		2.00@ 5.00
Paper Whites		3.00@ 4.00
Callas		15.00@ 25.00
Romans		4.00@ 6.00
Golden Spur		4.00@ 5.00

BOSTON, Mar. 12.		Per 100
Roses,	Beauty	20.00@60.00
"	Killarney Queen	4.00@ 6.00
"	White and Pink Killarney	8.00@12.00
"	Double White Killarney.	6.00@12.00
"	Killarney Brilliant	2.00@ 8.00
"	Hadley	8.00@20.00
"	Mock	6.00@10.00
"	Mrs. Chas. Russell	8.00@12.00
"	Taft	6.00@12.00
"	Milady	6.00@12.00
"	Ward and Hillingdon	6.00@10.00
"	My Maryland	2.00@12.00
Carnations		4.00@ 8.00
Easter Lilies		12.00@20.00
Valley		6.00@10.00
Gladioli		4.00@ 8.00

CINCINNATI, Mar. 12.		Per 100
Roses,	Killarney	4.00@15.00
"	Mrs. Chas. Russell	6.00@20.00
"	Ophelia	4.00@15.00
"	Richmond	4.00@15.00
"	Sunburst	4.00@15.00
"	Shawyer	4.00@15.00
"	Columbia	6.00@15.00
Lilium Giganteum		12.50@15.00
Carnations		4.00@ 8.00
Callas		12.50@15.00
Sweet Peas		1.00@ 2.00
Narcissus		4.00@ 6.00
Lily of the Valley		4.00@ 6.00
Violets		1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

many retailers do not push carnations. The April meeting will be just as interesting, the feature being "Dollars and Cents, and How to Get and Make the Most of These Great Sinews of Business." Dr. Moxey, Jr., head of the accounting department of the Wharton school of Finance, the University of Pennsylvania, will be the essayist. The committee is to be congratulated in having secured such an able speaker. There will also be an exhibition of their best Easter novelties by the noted plant growers of this city.

The Pennsylvania Horticultural Society has been apportioned 10 acres in Fairmount park, which is to be turned into a botanical and ornamental garden. This section is to be under their absolute control, and will become, as fast as it can be intelligently planned and planted, one of the beauty spots, not only of the park, but of the country. President Boyd is an enthusiastic lover of outdoor gardening. His private collection of peonies and irises is one of the finest in the country. He is intensely interested in the work of the society which is making great strides under his direction.

Edward Reid is proud of the many letters and telegrams received from his old customers and friends in the trade, congratulating him on the successful rounding of his twenty-fifty anniversary as a wholesale florist. His record of steady growth is due to his untiring efforts to get, and give, the best results to grower and dealer alike. He has silver in his pocket, and silver in his hair, but is still going strong Good luck to him.

A dealer, who attended the recent carnation meeting of the florists' club, and heard the complaints of the mixed grades in the bunches, was emphatic in his denunciation of the practice. He said: "They do not make a cent by it, and all the complaints come to us. Growers should grade their stock honestly; two or three short or weak stemmed flowers, or splits, take half the value from an otherwise good bunch."

Theodore Wirth, superintendent of parks, Minneapolis, Minn., was an interesting visitor the past week, his mission to this city being to purchase ornamental shade trees to be planted in that city as memorials to the war heroes of that community. He said that in no other section of the country could such well grown or finished trees be purchased as were offered in the nurseries of this neighborhood.

Harry Marchant, near Ivy Hill cemeteries, Chestnut Hill, who had closed

Wholesale Flower Markets

PHILADELPHIA, Mar 12.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	5.00@ 12.00
" Hadley	10.00@ 50.00
" Sunburst	8.00@ 15.00
" Wards	6.00@ 15.00
" Ophelia	8.00@ 25.00
" Columbia	10.00@ 15.00
Carnations	2.00@ 6.00
Cattleyas ....each $0.50@$0.60	
Easter Lilies	15.00@ 20.00
Callas	15.00@ 25.00
Snapdragons	8.00@ 15.00
Calendulas	2.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Daffodils	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	4.00@ 5.00
Tulips	4.00@ 5.00

ST. LOUIS, Mar. 12.	Per 100
Roses, Hadley	3.00@12.50
" Killarney	3.00@10.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@20.00
" Russell	6.00@35.00
" Sunburst	6.00@15.00
" Ward	3.00@ 6.00
" Mrs. Shawyer	3.00@ 9.00
" Sunburst	6.00@12.50
Ferns	4.50
Carnations	3.00@ 8.00

MILWAUKEE, Mar. 12.	Per 100
Roses, Killarney, W. Killarney	8.00@15.00
" Ward	6.00@12.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@20.00
" Columbia	10.00@35.00
" Hoosier Beauty	10.00@25.00
Carnations, assorted	5.00@ 8.00
Cattleyas, per doz	6.00@ 6.00
Sweet Peas	.75@ 1.50
Violets	.75@ 1.50
Paper Whites	4.00@ 6.00
Narcissus	6.00@ 8.00
Callas, per doz	2.50@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Mar. 12.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@20.00
" Sunburst	6.00@20.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	5.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	1.00@ 2.00
Calendulas	4.00
Daffodils	6.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

his houses after marketing his crop of chrysanthemums, has fired up again, and will be ready with all kinds of bedding plants, such as phlox, petunias, lobelias, alyssum, marigolds, salvias, and the like that are grown from seed, when planting out time arrives.

The S. S. Pennock Co. has put another car on the street. This is an Overland, on the side panels of which is prominently displayed the slogan: "Say it with Flowers." Let every florist follow suit. This phrase should be bill boarded in every community at the expense of the local craft. It would bring big returns.

A new competition has presented itself in shipments of cut callas from Florida, very good flowers, but a trifle coarse. They had carried well, and were in quite salable condition, another handicap for the local grower.

The first Premier rose shipment has been received by the Joseph Heacock Co. No rose ever introduced has created as much interest in the trade, or had such a large sale as this last offering of the E. G. Hill Co.

David Rust spent several days at State College, Pa., the last week in February, where he delivered several lectures on floriculture and kindred subjects. K.

New York.

STEAMBOAT STRIKE CURTAILS SUPPLY.

What the weather sharps call "increasing cloudiness" is a pretty good figure of speech to illustrate the condition of the wholesale market during the past week. The beginning of Lent makes quite a difference in this market, and this year it is remaining true to form. As "striking" seems to be both an indoor and outdoor sport in this city and vicinity, it was but natural for the harbor and river steamboat men to have their turn. At one stage of the strike, only one railroad ferry was running from the Jersey shore. As by far the largest supply of roses reaching this market comes from New Jersey, the strike caused considerable inconvenience. On several days, stock which under normal conditions, should have reached the market by 9 a. m., did not arrive until 2:30 p. m., which was like offering a man his dinner after he had got too hungry to eat. By March 7, the railroad ferry strikers had concluded to return to work, which, so far as the florists were concerned, terminated the unpleasantness. It was emphatically a dull week, but not so bad under the conditions, as it would have been had the demand been heavier. There was a considerable drop in rose prices, though they cannot yet be said to be very cheap as compared with mid-winter figures. Carnations, too, were cheaper than during the previous week, with a downward tendency all along the line. The weather has been generally moderate and fair, which is increasing the supply, but a light demand is the main factor in the dullness. A few American Beauty roses, specials, wholesaled for $1 each, but more went cheaper. However, there is no ground for complaint, as prices have held up well. As above stated, nothing is yet very cheap, and it may be hoped that the situation will not grow worse, though it is undeniable that the tendency of the market is downward. There is considerable activity in apple, peach and other flowering shrubbery or tree stock, and the retailers make good use of it for window decoration. The pussy willow market has this winter shown an activity that almost amounts to a business by itself. A dozen years ago, a little Frenchman used to come in periodically, with a bundle of short "pussies" on his back; now "they all do it"—but do not carry them that way, for it is not unusual to see great bundles five and six feet in length.

March 10.—There is a fair amount of buying, but nothing above the ordinary. Nearly all varieties of tea roses are decidedly cheaper, and special stock drags. The tastes of the buyers seem to be inclined more to spring flowers than to roses though as a matter of course, retailers must keep up their rose stock. With the possible exception of gardenias, there is an abundance of all stocks to supply the demand. The first arbutus of the season reached the Cut Flower Exchange from North Carolina, March 6.

NOTES.

It is now very difficult for a mere American to get a passport to go abroad, but aliens are getting them by the thousands, through their consuls, which, all things considered, may be a blessing to this country. The special agent of the state department, in charge of the issuing of passports from this city, recently stated: "We are issuing passports abroad almost solely to business men, who are going abroad to make a preliminary survey of the field, without any intention of remaining abroad. The wives of these men are not allowed to accompany them. On the other hand, since January 1, passports have been granted to more than 10,000 aliens, residents of this country, through the New York office of the customs intelligence bureau.

Though the lives of many never reach beyond the allotted "three score and ten," there eventually comes the "inevitable hour," which casts a dark shadow on the home and circle of friends. But when a man in the prime of life is cut down at a time when bright prospects were before him, we are more affected by thoughts of the stroke. Such have been the reflections of the writer on hearing of the death of Frank A. Friedley, of Cleveland, O. Spending the winter of 1912 in Cleveland, I came to know him well, as a genial, hospitable and generous man.

Manager McCarthy, of James Weir, Inc., 324 Fulton street, Brooklyn, has taken time by the forelock, and handsomely decorated their store for the parade of the returned Brooklyn soldiers, which will take pdace, March 23. The store is profusely decorated with bunting and "Welcome Home" inscriptions, and he has gathered together a large collection of the implements of war, which are on exhibition in the show window.

We have learned with sincere regret of the recent death of Chris. Penek, one of the proprietors of the Rosery Floral Company, 167 Market street, Newark, N. J. He was clever, active and enterprising; a young man of foreign birth, whose adaptability had made him a worthy American. He is survived by several brothers, also Newark florists. One of them, Peter Penek, continues the business of the Rosery Floral Co.

The steamship Nieuw Amsterdam, from Rotterdam, via Brest and Falmouth, docked at Hoboken, March 9. From Brest she brought 2,217 men of the American overseas army, largely New York troops, that were in the last great battle. Hospital Unit No. 17, established by Harper hospital of Detroit, Mich., comprising 123 nurses and a number of casual officers, was also on board.

Charles Knight, who is a valued member of the New York Florists' Club, has, for the past five years, been superintendent of "Westbrook," the estate of Mrs. Olivia M. Cutting, Oakdale, L. I. On March 1, he received a very appreciative letter from Mrs. Cutting, ac-

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28TH ST. NEW YORK.
Consignments Solicited

Telephone 9760 Chelsea.
Traveling Wholesale Floirst
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specially

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 1532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.
Mention the American Florist when writing

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Mar. 12. Per 100

Roses, Beauty, special	75.00@100.00
" " extra and fancy	40.00@ 50.00
" " No. 1 and No. 2	12.00@ 25.00
" Hadley	6.00@ 4.00
" Hoosier Beauty	5.00@ 15.00
" Francis Scott Key	12.00@ 60.00
" Columbia	4.00@ 20.00
" Prima Donna	4.00@ 20.00
" Alice Stanley	4.00@ 20.00
" Mrs. Geo. Shawyer	4.00@ 12.00
" Double White Killarney	5.00@ 15.00
" Killarney	4.00@ 12.00
" " Queen	4.00@ 12.00
" " Brilliant	4.00@ 12.00
" Aaron Ward	5.00@ 15.00
" Sunburst	5.00@ 15.00
" J. L. Mock	5.00@ 15.00
" Ophelia	4.00@ 15.00
" Mrs. Chas. Russell	4.00@ 35.00
Cattleya orchids, special	50.00@ 75.00
Rubrums	8.00@ 10.00
Lilies, Longiflorum and Formosum	12.00@ 15.00
Lily of the Valley	2.00@ 5.00
Adiantum Croweanum and Hybridum	1.00@ 1.50
Carnations	3.00@ 6.00
Gardenias, per doz.	3.00@ 9.00
Violets	.25@ .50
Paper White Narcissus, per doz.	.50@ .60
Snapdragons, per doz.	1.50@ 2.50
Callas, per doz.	1.50@ 2.50
Sweet Peas	.50@ 2.50
Mignonette, per doz.	.75@ 1.50
Golden Spur narcissus, per doz.	.60@ .75
Fresias	1.50@ 3.00
Narcissi Giant, per doz.	1.50
Tulips, per doz.	.25@ .50
Tulips, Darwin, per doz.	1.50
Iris, per doz.	1.50@ 3.00
Gladiolus, per doz.	.75@ 2.00
Daisies, yellow	1.50@ 3.00
Asparagus Plumosus, doz. bchs.	3.00@ 5.00
Smilax doz. strings	1.50@ 2.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORISTS
24-30 STONE STREET,
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

For Immediate Delivery

PANDANUS VEITCHII.
7-inch, 24-inches high, each .$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... 1.50

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

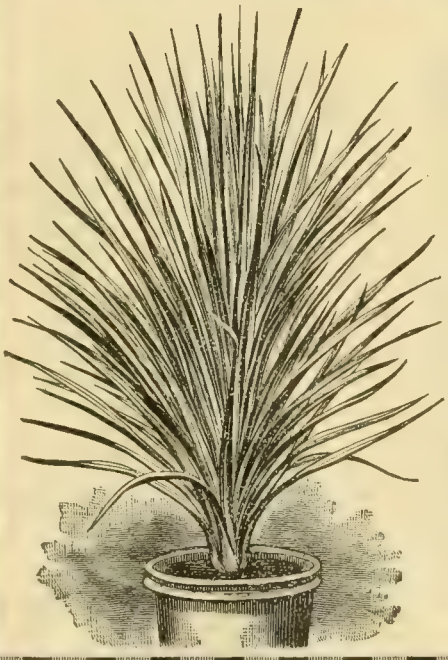
RACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

For Delivery March 15



This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for March 15 delivery.

BOSTON FERNS.

6-inch.....each, $0.60
7-inch.....each, 1.00
8-inch.....each, $1.50
9-inch.....each, 2.00
10-inch.....each, $2.50

DRACAENA INDIVISA.

5-inch.....each, 35c $300.00 per 1000 lots. 500 at 1000 rate.

The George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

companied by a $500 4¼ per cent United States government bond.

N. J. Lales, president of the Greek-American Florists' Association, has received a communication from George D. Nicholas, who went to the Paris convention some time ago, as an adviser to the Greek delegation, relating to the condition of the Greeks residing in Turkey. He reports a favorable outlook.

James Halikias, who for a number of years has been well and favorably known as a buyer in the wholesale district, has bought, and is now conducting the retail store at 406 Myrtle avenue, Brooklyn, which for many years was successfully conducted by the late M. T. Keenan.

Senator George F. Thompson, of Niagara, and Assemblyman Franklin A. Coles, of Nassau county, have introduced a bill, at Albany, empowering the Roosevelt Memorial Association of Oyster Bay to acquire by condemnation necessary lands and property for a memorial park.

Corporal Wm. A. Scharf, former head man for Alex. M. Westwood, the Pennsylvania Terminal florist, who has been with the United States army in France for some time, is expected to resume his place in the store in time for the Easter business.

We regret to learn of the illness of Wm. F. Gude, of Washington, D. C. Aside from his industry as the Washington representative of the Society of American Florists, he is a national figure in the trade, always cheerful and obliging and a prince of good fellows.

Steve Masur, of 256 Fulton street, Brooklyn, feels that he has been officially recognized as a first-class florist. A letter reached Brooklyn the other day addressed to "Any first class florist," and it was delivered to "Steve."

J. Smith, formerly in the retail business, but who retired for a time, has opened a new and attractive store on East 86th street, near Lexington avenue.

An attractive retail store has just been opened at Third avenue and 183d street, the Bronx, under the name of the Rochester Floral Co.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Members of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.
FALLON, Florist.

Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists; We are in the Heart of New York.
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1502

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention

Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

Send your telegraph orders to us for delivery in Chicago and vicinity.

Member of F. T. D.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
1221-1223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY.

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F.T.D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points

NEW YORK CITY

McKENNEY
503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders In or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June, 1919.

SEE nursery department for reduced Dutch freight rates.

C. S. BURGE, of Toledo, O., is spending his winter vacation at Orlando, Fla.

NEW YORK.—Liberal lots of cabbage and cauliflower seeds arrived from Denmark last week.

BUFFALO, N. Y.—The Queen City Seed & Nursery Co., recently incorporated, has leased quarters at 33-35 East Chippewa street.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade March 12 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

CHARLES W. WITBECK, of Albany, N. Y. formely with Stumpp & Walter Co., New York, is now with the Ferguson Farms Co., Sherman, Tex.

ALBANY, GA.—The J. C. Smith Seed Co. of Columbus, Ga., will open a branch in this city and will build a range to take care of local florists' needs.

NITRATE OF SODA.—Arrangements have been made for the sale of government stocks of nitrate of soda at market prices, the expense of sales to be paid by the government.

ONION SETS in the Chicago district have been in greatly increased demand this week. Whites are up to $2.50 and $3. One lot, over 100 bushels, was lost by freezing en route last week.

BOSTON, ENG.—W. W. Johnson & Son, Ltd., have shipped a large quantity of vegetable and farm seeds to Siberia. Their warehouses have presented a busy appearance day and night.

GROWERS in the Grand Junction district, Colorado, representing 10,000 acres, have served notice on the Great Western Sugar Co., that unless a flat rate of $10 a ton is paid, they will plant their entire area to wheat.

SOME Dutch growers have accepted three per cent discount from their American customers for payment of fall bills in December, conceding the full discount because of delayed movement from September to November.

CLOVER AND TIMOTHY.—According to W. H. Small, of Evansville, Ind., it will not be a question of price on clover in April, but where it can be bought. Timothy, he says, will go to $6.00 this season and to $8.00 or $9.00 in 1920.

THE Dutch Bulb Growers' Syndicate is reported to have sued the forwarding agents who carried on the business of moving Dutch bulbs via England last fall, for overcharge in price of exchange on drafts for freights and other charges.

TOLEDO, O.—The clover market closed steady March 11, at $26.45, registering a gain of 85 cents during the preceding seven days. March was quoted at $26.25 and April at $21.75. Timothy was a trifle higher, cash being offered at $5.00, March, $5.00, April $5.02½, May $5.02½ and September $5.55.

HOWARD M. HENDERSON now has the title of general manager of Peter Henderson & Co., New York.

SEED POTATOES.—Early official reports to the department of agriculture indicate that the acreage planted to potatoes in the southeastern states this season will be reduced materially. The demand in the south for seed stock from Wisconsin, New York, Idaho, Colorado and the northwest has been light. Seed stock from Maine, however, has been moving faster than during the early part of last season, when the movement was hampered by car shortage and severe weather.

Catalogue Mailing Troubles.

J. Bolgiano & Son, Baltimore, Md., write as follows regarding the order of Third Assistant Postmaster General Dockery, issued June 3, 1918, which specifies sizes for catalogue and other envelopes:

"We are informed by our local superintendent of mails, that while this article is framed in terms of a suggestion, it is in fact an order that will be rigidly enforced, and that he cannot receive any catalogues after March 31 weighing less than eight ounces that are over 4x9 inches in size. He claims that this order is general throughout the United States. Catalogues weighing more than eight ounces of course come under the Parcel Post regulations. If this order is defined correctly by our local superintendent of mails, it certainly will work a hardship on a large number of seedsmen for the mailing of their catalogues this year after date stated above as well as seriously affect their plans for next year's catalogue. It means that they will have to fold in two, beautifully lithographed covers, and in this way seriously mar their effectiveness when they reach prospective customers."

Seeds in Europe.

The seed survey conducted in Great Britain has revealed the fact that with but few exceptions the quantity of each of the kinds of agricultural and garden seeds available this season is greater than that available last season. Even in the case of red clover Great Britain's supply seems to be in excess of its own planting requirements, and some of the French and Italian seed that had been imported to Great Britain is being exported.

Letters and cablegrams from the representatives of the United States department of agriculture who have been in Europe for the past two months, do not indicate that there will be an early active demand in England for any of the seeds commonly exported by the United States, except meadow fescue. It is possible that Russia and a few of the other countries might need a considerable quantity of our seeds, but by the time transportation, monetary, and other difficulties clear up it is thought that European surpluses of various kinds of seeds gradually will filter into Russia and elsewhere, thereby leaving no appreciable opening for American seed.

It is understood that the acreage planted to root crop seeds in England is larger than usual, but some of these crops have suffered somewhat from unfavorable weather, which also has had its effect on delaying the threshing of some of the important vegetable seed crops.

Seed Packets in Catalogues.

The post office authorities at Chicago advise that packets of seeds, if in transparent envelopes, may be mailed with catalogues at the rate of postage applicable to books.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

Mention the American Florist when writing

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Mention the American Florist when writing

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Trade Directory

Price: $3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Imports at New York.

The following horticultural goods were received at the port of New York, week ending March 8:

Via S. S. Niagara from Bordeaux:
A. Rolker & Sons, 25 cases plants.
McHutchison & Co., 13 cases plants.

Via S. S. Lorraine from Havre, France:
McHutchison & Co., 40 cases plants.
A. Rolker & Sons, 25 packages plants.

Via S. S. Malaneka, from London, Eng.:
A. W. Schisler Seed Co., 36 bags seeds.
W. Beckert, 70 bags seeds.
H. Frank Darrow Co., 57 bags seeds.
Peter Henderson & Co., 7 bags seeds.
To others: 75 bags seeds, three cases and two bundles trees and one case plants.

Via S. S. Nieuw Amsterdam, from Rotterdam:
Stumpp & Walter Co., 15 bbls. vegetable seeds.
McHutchison & Co., 139 cases plants.
T. C. Kuyper & Co., 133 cases plants.
John Scheepers & Co., one case roots.
F. B. Vandegrift & Co., six cases plants and shrubs.
R. F. Lang, 147 cases bulbs, etc.
W. E. Marshall & Co., two cases bulbs.
To others: 250 bbls. grass seed, 81 cases plants and shrubs, 20 cases roses and 227 cases bulbs and roots. The bulbs, it is understood, are largely gladioli.

Via S. S. Chicago, from Bristol, Eng.:
Meadows & Co., three bags seed.
A. J. Brown Seed Co., five bags seed.

British Export Restrictions Modified.

The London Board of Trade announced February 18, relaxation of the existing prohibitions of export on the following seeds from Class A to Class C, which denies export only to countries in the neighborhood of enemy territory: Beet, broccoli, carrot, chicory, kale, kohl rabi, lettuce, parsnip, shallot, spinach and tomato.

Catalogues Received.

Martin Kohankie, Painesville, O., perennials; Advance Co., Richmond, Ind., sash operating devices and greenhouse fittings.

Sluis & Groot's, Enkhuisen, Holland, seeds.

THE Seed World devotes an entire page to reasons for advising the seedsmen to arbitrate. If this journal had lived a little longer, or knew a little more about the history of the American Seed Trade Association, it would know that for many years the arbitration committee has been available to all members of the association.

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

"GOOD STUFF"

We Got It.

Get Some.

WRITE TODAY

ALL VARIETIES of GARDEN SEED

BEETS

	Lb.
Crimson Globe	$0.60
Crosby's Egyptian	.40
Detroit Dark Red	.40
Early Blood Turnip	.40
Edmand's Blood Turnip	.40
Dewing's Blood Turnip	.40
Arlington	.40
Swiss Chard	.60

All Cabbage Seed as listed is of 1917 Crop of reliable growth and high germination and has been proven in our trials this past season—suitable for the most critical trade.

CABBAGE

	Lb.
Jersey Wakefield	$5.00
Glory of Enkhuizen	8.00
Fottler's Brunswick	4.00
Premium Flat Dutch	3.75
All Seasons	5.00
All Head Early	6.00
Charleston Wakefield	5.00
Copenhagen Market	11.00
Lupton	4.00
Vandergaw	4.00
Autumn King	4.00
Early Dwarf Flat Dutch	4.00
Early Winnigstadt	5.00
Drumhead	4.00
Surehead	4.00

CARROT

	Lb.
Danver Half Long	$0.45
Ox Heart or Geurande	.50
Chantenay	.50

SPINACH

	Lb.
Long Standing	$0.40
Victoria	.40
Bloomsdale Savoy	.40
Round Thick Leaf	.40
Viroflay	.40

ONION SEED

	Lb.
Peacock's New Yellow Globe	$2.00
Southport Yellow Globe	1.40
Southport Red Globe	1.50
Southport White Globe	1.75
Michigan Yellow Globe	1.50
Yellow Globe Danvers	1.35
Yellow Flat Danvers	1.60
Ohio Yellow Globe	1.50
Prizetaker	2.00
Yellow Cracker	1.60
Austrialian Brown	1.15
Large Red Wethersfield	1.50
Yellow Strassburg	1.60
White Portugal	1.75
Crystal White Wax	1.50
Red Bermuda	1.10
White or Straw Col. Bermuda	1.10

WATERMELON

	Lb.
Tom Watson	$0.33
Kleckley Sweet	.33
Kolb's Gem	.33

WRITE FOR OUR 1919 CATALOG TO-DAY

EVERETTE R. PEACOCK CO.

SEEDSMEN

4013 Milwaukee Ave., CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

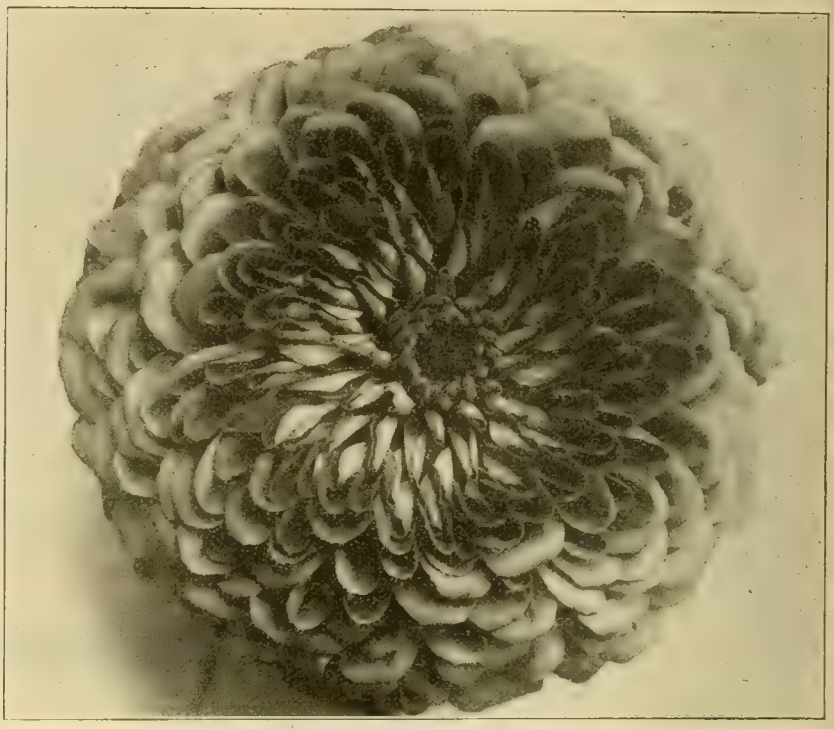
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Dreer's Reliable Hardy Perennial
FLOWER SEEDS

Hardy Perennials are becoming more popular each season; there is a big demand for the plants and many sorts are splendid for cutting. For best results seed should be sown in spring as soon as the ground is in good condition. We offer below a short list of the best kinds that can readily be grown from seed. For complete list see our Wholesale Price List. Copies free to Florists on request.

	Tr. Pkt.	Oz.
Achillea Ptarmica Fl. Pl. "The Pearl." Double White	$0.50	$2.50
" **Millefolium Roseum.** Rosy Milfoil	.15	.50
Agrostemma Coronaria. Bright crimson	.10	.25
Ampelopsis Veitchi. Boston Ivy	75c per ¼ lb.	.10 .25
Anchusa Italica Dropmore Variety. Rich deep blue	.25	1.00
Aquilegia Chrysantha. Yellow	.30	1.50
" **Dreer's Long Spurred Hybrids.** Extra fine mixture	.30	1.50
" **Single Mixed.** Good quality	.10	.25
" **Double Mixed.** " "	.10	.30
Boltonia Asteroides. White	.25	1.00
" **Latisquama.** Pink	.25	1.00
Campanula Carpatica. Blue	.25	1.00
" " **Alba.** White	.25	1.00
" **Medium Calycanthema Mixed.** Cup and saucer Canterbury Bells	.30	1.25
" " **Single Mixed.** Canterbury Bells	.10	.25
Shasta Daisy "Alaska." The finest of all	.40	2.00
Coreopsis Lanceolata Grandiflora. Golden yellow, extra fine strain	.10	.25
Delphinium Belladonna. Turquoise blue	.50	3.00
" **Gold Medal Hybrids.** An extra fine strain of large-flowering hybrids	$2.50 per ¼ lb.	.20 .75
Dianthus Latifolius Atrococcineus Fl. Pl. Double rich scarlet	.25	1.00
Digitalis Gloxinaeflora Mixed. Spotted Foxglove	.20	.60
" **Maculata Superba.** An extra fine spotted strain	.20	.60
" **Monstrosa.** Mammoth Foxglove	.20	.75
Gaillardia Grandiflora Superb Mixed. One of the popular perennials	.10	.40
Geum Atrosanguineum Fl. Pl. Double scarlet	.25	.75
Gypsophila Paniculata. Baby's Breath	.15	.40
Hibiscus New Giant. A grand strain of mixed colors	.15	.50
Hollyhock Double Bright Rose	.20	.75
" " **Maroon**	.20	.75
" " **Red**	.20	.75
" " **Salmon Rose**	.20	.75
" " **White**	.20	.75
" " **Yellow**	.20	.75
" " **Mixed**	.20	.60
" " **Newport Pink.** A beautiful pure pink	.25	1.00
" **Allegheny.** Fringed Hollyhock, mixed colors	.20	.75
Lathyrus Latifolius Mixed. Everlasting Hardy Pea	.15	.40
Lavandula Vera. The true sweet lavender	.20	.75
Lupinus Polyphyllus Roseus	.20	.75
" " **Blue**	.10	.20
" " **White**	$0.10	$0.20
" " **Moerheimi.** Light and deep rose	.25	1.00
" " **Mixed**	50c per ¼ lb.	.10 .15
Lychnis Chalcedonica. Bright scarlet	.10	.30
Physostegia Virginica. Pink. Very popular	.15	.50
Platycodon Grandiflora. Blue	.25	1.00
" " **Alba.** White	.25	1.00
Poppy Nudicaule Mixed. Iceland Poppy	.20	.75
" **Orientale.** Scarlet-crimson Oriental Poppy	.15	.40
Pyrethrum Hybridum Single Mixed. All colors	.30	1.25
Sidalcea Candida. Pure white	.10	.30
Sidalcea Rose Queen. A fine new clear rose	$0.30	$1.5
" **Rosy Gem.** Bright rose	.15	.50
Statice Latifolia. Sea Lavender	.25	1.00
Stokesia Cyanea, Blue. Cornflower Aster	.20	.75
" " **Alba.** White	.25	1.00
Sweet William, Single Mixed	75c per ¼ lb.	.10 .25
" " " **Newport Pink**	.30	1.50
" " " **Scarlet Beauty**	.30	1.50
" " **Double Mixed**	$1.50 per ¼ lb.	.15 .50
Tritoma Hybrida. A splendid mixture of early-flowering varieties of the Red-hot-Poker	.25	1.00

TRITOMA HYBRIDA.

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

BRITISH SEEDS
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS LANGPORT, Eng.
Cable Address: "KELWAY, LANGPORT."

Onion Sets White Yellow Red

Brown (Late keepers)

Write or Wire for Prices

Vaughan's Seed Store

CHICAGO NEW YORK

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

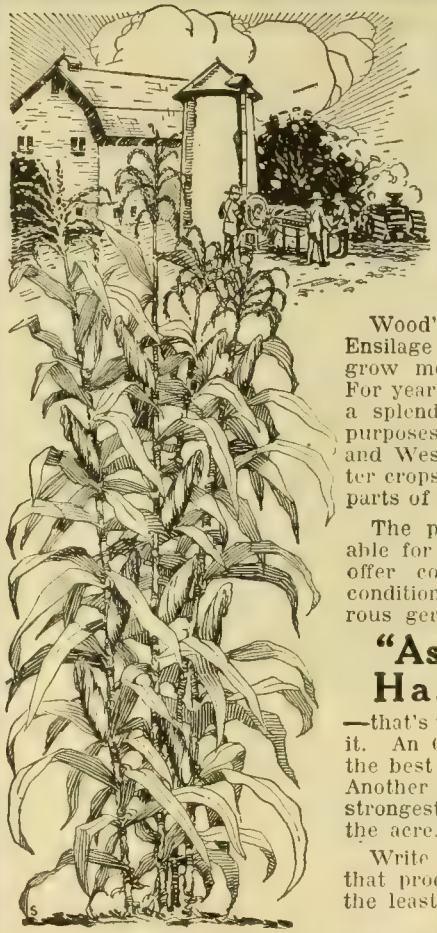
Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

Commercial Vegetable Seed Acreage.

From reports which have been received by the seed reporting service of the bureau of markets figures have been compiled showing the estimated total acreage planted and to be planted for harvest in 1919 and the acreage planted and actually harvested in 1918 as follows:

Kind of Seed.	Total planted and to be planted for harvest in 1919.	Planted for harvest in 1918	Actually harvested in 1918.
	Acres	Acres	Acres.
Beans—Dwarf snap	55,035	71,067	65,068
Beans—Garden pole (not including Lima)	6,337	7,133	6,294
Beet—Garden	3,092	2,813	2,724
Beet—Mangel	911	403	334
SEED			
Cabbage	2,135	1,292	374
Carrot	3,849	4,834	4,678
Celery	133	159	159
Cucumber	3,767	2,811	2,433
Kale	83	44	24
Lettuce	2,439	2,222	1,748
Muskmelon	1,720	1,215	1,051
Watermelon	4,879	10,436	10,129
Onion seed	7,232	7,450	6,892
Onion sets	3,163	3,324	3,232
Parsley	285	139	120
Parsnip	336	232	225
Peas—Garden	96,829	101,230	93,445
Pepper	412	610	607
Pumpkin	1,231	1,418	924
Radish	9,537	8,719	7,826
Salsify	152	105	96
Spinach	2,288	4,154	3,151
Squash—Summer	1,065	936	654
Squash—Winter	2,044	2,284	1,359
Sweet corn	14,057	14,470	13,220
Tomato	2,904	6,126	5,382
Turnip—English	2,441	530	376
Turnip—Swede	766	402	69



WOOD'S

Famous Southern Ensilage Corns

Wood's Famous Southern Grown Ensilage Corns enable farmers to grow more silage on every acre. For years these corns have enjoyed a splendid reputation for ensilage purposes, particularly in the North and West—making larger and better crops than corns grown in other parts of the country.

The past year was very favorable for curing and maturing. We offer corns cured under natural conditions—unsurpassed in vigorous germination.

"As a Silo Filler It Has *No Equal*"

—that's what one farmer says about it. An Ohio farmer writes: "It is the best silage corn I ever raised." Another writes: "Some of the strongest land made 100 bushels to the acre."

Write for prices of these corns that produce the most silage from the least land and labor.

T. W. WOOD & SONS

Richmond *Seedsmen* **Virginia**

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

PANSIES

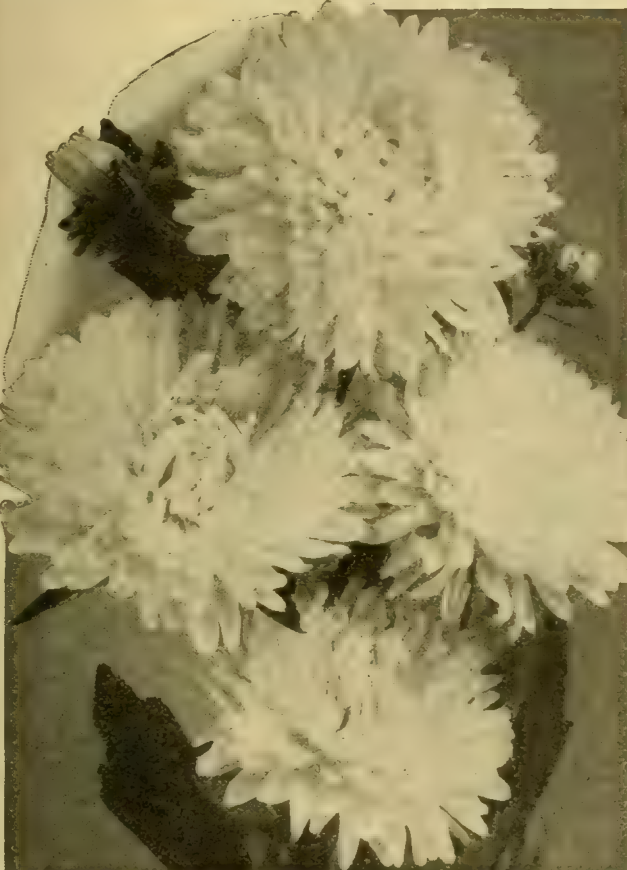
Cool greenhouse grown seedlings. $4.00 per 1000.

Alyssum Double Giant, 2-inch, $2.00 per 100.

Geraniums, booked ahead at this time.

Elmer Rawlings, Allegany, N.

Vaughan's ASTER SEED for Florists



ASTER—Giant Branching.

GIANT COMET		Trade pkt.	Oz.
Shell Pink, Purple, Rose, Crimson, Lavender, Light Blue, Dark Blue, White.			
Any of above		$0.20	$1.20
Mixed, all colors	1 lb., $12.00	.15	1.00

OSTRICH FEATHER		Trade pkt.	Oz.
This is the finest type of Aster for all purposes, especially for market cut flowers. Crimson, Light Blue, Lavender, Pink, Light Pink, Silvery Lilac, Dark Blue, Rose, White.			
Any of above	¼ oz., 40c	$0.25	$1.40
Mixed, all colors	¼ oz., 35c	.25	1.20
QUEEN OF THE MARKET — The Standard Early Flowering Type			
White, Crimson, Pink, Dark Blue, Flesh, Scarlet.			
Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., 10.00; ¼ oz., 20c	.10	.60
GIANT BRANCHING			
White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak, (Mary Semple) Purple, Deep Violet.			
Any of above	per lb., $10.00; ¼ oz., 25c	.10	.80
Mixed, all colors	per lb., .8.00; ¼ oz., 20c	.10	..60
CREGO			
This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties, and are twisted and curled. White, Crimson, Shell Pink, Azure Blue, Dark Pink, Purple, Lavender.			
Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 35c	.25	1.20
THE ROYAL (Early Flowering Branching)			
This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. White, Shell Pink, Rose Pink, Lavender, Purple.			
Any of above	¼ oz., 40c	.25	1.40
Mixed, all colors	¼ oz., 40c	.25	1.40
THE KING			
The habit is similar to the Branching, vigorous in growth, long stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader. Rose, Pink, Violet, White, Crimson, Lavender.			
Any of above	¼ oz., 45c	.25	1.60
Mixed all colors	¼ oz., 45c	.25	1.50
OTHER AMERICAN ASTERS			
Lavender Gem. The flowers are of a true lavender shade and the petals are gracefully curled and twisted..		.25	2.00
Sensation. The reddest of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in sunshine like a live coal; free branching		.25	1.80
Mammoth Non-Lateral Branching White, 2 ft. This is the largest Aster on the market. The plants grow about two feet high, with a low branching habit, and the flowers, which are borne on non-lateral stems, are full, with petal curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching	⅛ oz., 60c	.50	4.00
Mammoth Non-Lateral Branching Blue, 2 ft. Very like the preceding except the flowers are a medium shade of blue	⅛ oz., 50c	.35	3.20
American Beauty. Rose Pink, 2½ ft.	¼ oz., 65c	.35	2.50
American Beauty. Purple	⅛ oz., 60c	.50	4.00
ASTERS IN MIXTURES			
Vaughan's Florists' Mixture		.25	1.40
White Tall Varieties.. Mixed		.25	1.40

Florists' Catalog Now Being Mailed. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK. 31-33 W. Randolph St., 803 W. Randolph St. **Chicago**

Dracaena Canes

Last chance to import Canes before "Plant Exclusion Act" becomes effective June 1st.
All the best commercial varieties including

Lindeni	**Massangeana**	**Terminalis**
Fragrans	**Imperialis**	**Sanderiana**
Amabilis	**Lord Wolseley**	**Etc., Etc.**

Write for prices. Spring shipment.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors, Tr. pkt., 30c; $1.25 per oz.
SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.
EARLY ROYAL BRANCHING, in separate colors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown. EXTRA QUALITY.
Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00
Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.
CORRESPONDENCE SOLICITED
Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS
Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.
GROWERS FOR THE TRADE
226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

DR. WALKER, of the University of Wisconsin, lectured last week to Cook county gardeners on diseases of cabbage and onion sets, illustrated with stereopticon views.

Prices of Indoor Fruits and Vegetables.

Chicago, March 11.—Cucumbers, 2-dozen box, $4.00 to $4.75; celery, Florida, crate, $5.00 to $6.00; leaf lettuce, per box, 40 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $5.50 to $6.50.

New York, March 10.—Celery (Florida), per case, $4.00 to $7.00; cucumbers, $2.00 to $2.25 per dozen; mushrooms, $1.00 to $2.25 per three-pound basket; tomatoes, per pound, 25 to 60 cents; lettuce, per package, $1.00 to $6.00; radishes, per 100 bunches, $4.00 to $6.00.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period March 4-10, indicate prices fairly steady with shipments heavy. In potatoes, price changes were slight and generally upward. No. 1 northern white stock followed a wide fairly steady range of $1.60-$1.80 sacked and bulk for carlots at Chicago and $1.75-$1.90 in jobbing markets. Minnesota Red River Ohios continued steady at $1.25 f. o. b. Moorhead. Colorado No. 1 sacked whites were a strong feature, reaching $1.25-$1.35 f. o. b., a gain of 10-15 cents, and reached $1.85-$1.95 in carlots at Oklahoma City. Eastern onion markets showed signs of hesitation after the recent price advance and there was a slight reaction in New York producing sections, ruling $4 f. o. b. for No. 1 sacked yellow stock. Eastern consuming markets ranged about steady for whites at $3.25-$4.25. Middlewestern markets and New Orleans threatened a further advance to $4.25-$5.75. Cabbage values held firm and old bulk stock strengthened to $33-$40 per ton f. o. b. western New York producing sections. Leading eastern consuming markets held at $35-$45 and Wisconsin stock held firm in the west, although $60-$65 was reached in St. Louis. New Florida in 1½-bushel hampers was steady in producing sections at $1.25-$1.50 and $2-$2.50 to northern consumers. Florida celery was firm in producing sections at $4.75-$5.10 per crate with a range of $5-$6 in markets. California Golden Heart ranged steady to consumers at $8.50-$11 per crate.

Celery Running to Seed.

Hardly ever a meeting of market gardeners passes without some one seeking information in regard to celery running to seed the first season. It is generally considered a condition that follows a severe check to the young plants, probably the most serious check to such plants being a severe frost in early spring. Others contend that drying out of young plants or seedlings, induces them to bolt to seed, while still another view blames careless transplanting, especially "doubled up" roots. We have had many years of experience and have had all these things happen without causing any of the crop to run to seed, and we have had celery go to seed when not a single one of the above factors could be proven. Therefore, we must look for still another cause, and one more influential than any one of these.

Many years ago, when the writer was a boy, an old grower made this remark: "Never plant celery seed too early, as it is sure to cause them to run to seed." By too early, he meant a start under glass, say in January or February. We had a striking illustration of this a few years ago. We produce our own celery seed each season from select stock plants. To guard against any chances, we do this under glass. Now in one corner of a house, where this seed was produced, some seed shelled out. In December, among our lettuce there came thousands of celery seedlings. We saved a few, and finally potted them into three-inch pots. They made a fine growth, but before March 1 each one had developed a seed stem. The same seed that produced these plants was planted for the main crop about March 15 and not one went wrong. We have seen entire lots of Golden Self Blanching, sown in February, go to seed in August and September. We would say that for the northern states any start earlier than March 1 is risky. However, we have been told by growers, who specialize in early celery, to be sure to grow the young plants in a warm greenhouse similar to tomato plants, and avoid setting in the field before danger of frost is over. Endive is also subject to this same trouble. The line of safety is often only a few weeks. Thus, we have seen lots sown July 1, come along all right, while another, from the same seed, planted June 15, would all go to seed. It seems that any undue lengthening out of the growing season is an inducement to the plant for seed production. For the information of the inexperienced, we wish to add that any of these plants that bolt to seed are worthless; hence, a total loss. To a celery grower, no greater calamity can happen than to have an entire crop go to seed. MARKETMAN.

Truck Gardeners Seek Market House.

Growers of garden truck and produce who retail their own goods, are seeking a site for a market in Cleveland. O. Geo. L. Cooley, formerly president of the Cuyahoga county farm bureau, has been made chairman of the central exchange or market association committee. Such well known men as Geo. Rose, president of the farm bureau; Martin Reutenik, of the Cleveland Fruit and Vegetable Growers' Association; C. W. Laughlin, of the Dover Fruit Growers' Association; Chas. Glendenning, of the Cleveland Market Growers' Association, and John Hoag, Cuyahoga county grange, are members of this committee. Ralph Jordan, county agricultural agent, says all five associations are now combined and very enthusiastic over the proposed solution of the market site problem. C. F. B.

Pennsylvania Horticultural Society.

SCHEDULE OF EXHIBITIONS FOR 1919.

The Pennsylvania Horticultural Society, the office and library of which are now located at 606 Finance building, South Penn Square, Philadelphia, has announced the programme of exhibitions for the year as follows:

June 3-4 at Bryn Mawr, Pa.—Peonies, outdoor cut flowers and hybrid tea roses.

June 24-25 at Jenkintown Club, Jenkintown.—Sweet peas, hardy perennials and hybrid perpetual roses.

September 16-17 at Masonic Hall, Ardmore.—Dahlias, outdoor cut flowers and vegetables.

November 5-8 at First Regiment Armory, Philadelphia.—Annual Exhibition and chrysanthemum show.

At all of the above exhibitions, prizes will be awarded for vegetables in school garden and war garden classes.

Further information may be obtained upon application to the secretary, David Rust, at the office of the society.

Providence, R. I.

Business during the past week has been good with a call for funeral work that keeps all hands busy. Cut flowers sell well and are offered in good variety, such as daffodils, Easter lilies, callas, sweet peas, violets, snapdragons, carnations, excellent roses, marguerites, calendulas, Chinese poppies, etc. Plant sales are unusually good. The favorites are hyacinths, daffodils, tulips, cinerarias, small palms, crocuses and a few cyclamens. H. A. T.

HANCOCK, MICH.—A flower store is to be opened in this city by David P. Anderson.

SASKATOON, SASK.—Professor Alexander R. Greig will let sub-contracts for one house, 25x60 feet, to be added to the range at the University of Saskatchewan.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

VIOLETS

Rooted Runners

For April and later delivery.	100	1000
Princess of Wales	$3.50	$30.00
Lady Campbell	3.50	30.00

FRENCH PUSSY WILLOW

What could be more profitable to grow than French Pussy Willow? **It's just like finding money.** Everybody uses it. Grown outside with practically no work or attention. 3 to 4-eye rooted cuttings for April delivery. $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

MORE AND BETTER

KENTIAS

than ever.

Joseph Heacock Company

WYNCOTE - PA.

WRITE FOR PRICES

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Seasonable Stock

READY NOW

Achyranthus Herbsti, (dwarf, brighest red)	$ 4.00 per 100
Ageratum, Little Blue Star and White Cap	3.50 per 100
Abutilon, Daydawn (Pink)	5.00 per 100
Asparagus Plumosus, 1½ in., $3.00 per 100; 2½ in.	4.00 per 100
Asparagus Sprengeri, 5 in., long top	20.00 per 100
Coleus. Golden Crown	3.50 per 100
Cuphea Platycentra (Cigar Plant)	3.50 per 100
Dracaena Indivisa, heavy, 6 in. specimens	.75 each
Dracaena Indivisa, 7 in. specimens	1.00 each
Ficus Elastica, 5 in. pots, 18 in. high	.75 each
Lantana Weeping	4.00 per 100
Parlor Ivy	3.50 per 100
Manettia Bicolor (Manetta Vine)	4.00 per 100
Salvia Splendens, Zurich and Bonfire	$3.50 per 100; 30.00 per 1000

The Storrs & Harrison Co., Painesville, Ohio

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

CANNAS

Dormant roots all sold. We have a few hundred well established plants from 3 inch pots, **King Humbert,** $6.50 per 100; **Yellow King Humbert,** $8.00 per 100.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

PAINESVILLE, O.—Robert George returned from California March 7, reporting he had a splendid trip and enjoyed every minute of it.

HAVERFORD, PA.—Joseph R. Connell has been awarded a verdict of $7,280 for trees destroyed by the Western Union Telegraph Co., in extending its lines.

NORWICH, CONN.—Edward A. Smith, a well known florist of New London, has been appointed superintendent of Mohegan park in this city, effective April 1.

WE are advised under date of February 10 from Boskoop that the Holland-America line has reduced ocean rates on nursery stock to New York to 25 Dutch guilders for 40 cubic feet.

THE United States department of agriculture has issued Farmers' Bulletin 1016 entitled "Propagation and Culture of the Date Palm," giving concise practical directions for establishing a bearing orchard.

JAPANESE nurseries report low freights from Yokohama to Pacific coast points, $9 per ton by the Commander line, and $15 per ton by the Free line, except to Portland, where the rate is $4 per ton higher.

"GROWING Fruit for Home Use" is the title of Farmers' Bulletin 1001, issued by the United States department of agriculture dealing with widely grown varieties contributing to the health and pleasure of the average family at a small outlay of money.

MINNEAPOLIS, MINN.—During Park Superintendent Wirth's absence last week, the work of cutting down the city trees was suspended pending investigation upon his return. C. M. Loring has offered to establish a fund yielding $2,500 yearly for tree maintenance on the Grand Rounds.

Trees Free for Reforestration.

According to Commissioner George D. Pratt of the New York conservation commission, the state has 10,000,000 young trees in its nurseries for shipment to persons throughout the state for purposes of reforestration. The varieties include white pine, Scotch pine, Norway spruce, red pine, white cedar, European larch, white ash and black locust. The trees will be sold at about the cost of production, from $1.50 a thousand for seedlings to $4.50 a thousand for the largest transplants. No orders will be filled for less than 500 trees. To municipalities and charitable institutions in the state, the commission will furnish trees for the cost of packing; about 50 cents a thousand. The commissioner says the trees should be planted as soon as the frost is out of the ground; that is, from about April 15 to May 20.

Lake Geneva Gardeners' Association.

OFFICERS FOR 1919 INSTALLED.

The feature of the monthly meeting of the Lake Geneva Gardeners' and Foremen's Association, held at Lake Geneva, Wis., March 1, was the installation of the recently elected officers for the ensuing year as follows: F. W. Sparks, president; R. J. Sampson, vice-president; Axel Johnson, treasurer; F. Brady, secretary. Directors: W. Longland, A. Martini, A. J. Smith, J. Balsdon and R. J. Niles. Retiring President Martini in an appropriate speech thanked the officers and members of the association for the support given him during his administration and asked for a continuance for the incoming president, who upon assuming office made suitable reply.

The secretary read a number of articles relating to the proposed plant quarantine order and a letter from Theodore Wirth, superintendent of parks at Minneapolis, Minn., met with much approval, a motion being made and unanimously carried that a letter be written to him expressing the approval of the association with his suggestions. F. W. SPARKS.

Holyoke and Northampton Club.

The regular meeting of the club was held March 4, with H. E. Downer at Smith College plant house, Northampton, Mass. There was a good attendance with President Harold Keyes in the chair. The evening was taken up with a discussion of the horticultural import prohibition, which came in for a great deal of criticism. Members who had not written a protest to their local congressmen, as the club had voted on the previous meeting, were urged to do so immediately.

Wilmington Florists' Club.

The above organization held its monthly meeting February 24 at the office of William N. Potter, Wilmington, Del., with an excellent attendance. Several new committees were appointed, one of which will secure suitable and permanent quarters. The feature of the evening was an interesting address by B. Frank Brinton, of G. W. Brinton & Son, his topic being "Plant Exclusion." The subject was handled in an able and comprehensive manner and was followed by a general discussion, which resulted in resolutions of protest being passed, copies of which were ordered sent to Chairman Marlatt of the federal horticultural board, Secretary of Agriculture Houston, Senator Walcott, Senator-elect Ball and Congressman Layton.

The club's officers for the present year are: William N. Potter, president; Henrietta Kuratle, vice-president; Roy G. Brinton, secretary, and C. Harley Simon, treasurer.

Peonies, 30 acres; Iris, 1 acre.
No advanced prices. Write for catalogue.
Gilbert H. Wild, Sarcoxie, Mo.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc., Introducers of BOX-BARBERRY NEW HAVEN, CONN.

DAHLIAS
of QUALITY and DISTINCTION
Write for Wholesale Price List of latest cut flower varieties

Awarded at N. Y. 1918.
DAHLIADEL NURSERIES
VINELAND, N. J.

All in Field-grown Clumps.

	Each	Dozen	100
Ayesha	$0.30	$3.00	$20.00
Breeze Lawn	.60	6.00	45.00
Crystal	.35	3.50	25.00
Dreer's Yellow	.25	2.50	18.00
Duchess of Marlboro	.35	3.50	25.00
Etendard de Lyon	.50	5.00	35.00
Frances White	.35	3.50	25.00
Gen. Pershing	.50	5.00	40.00
Irine Satis	.50	5.00	35.00
Kalif	.50	5.00	35.00
Mina Burgle	.20	2.00	15.00
Mme. Eschenauer	.35	3.50	25.00
Mrs. C. H. Breck	.35	3.50	25.00
Oregon Beauty	.25	2.50	18.00
Pierrot	.50	5.00	35.00
Sherlock	.20	2.00	15.00
Sweetbrier	.35	3.50	25.00
Wodan	.25	2.50	20.00

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, O.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

AMARYLLIS.

Amaryllis. Can ship these showing bud, freshly dug, at $4.50 doz., $32.50 per 100. When you get them with bud, the flower is sure. 50 at 100 rate.

TAIT BROTHERS COMPANY
P. O. Box 556
Brunswick, Ga.

ASPARAGUS.

ASPARAGUS Plumosus Nanus. Extra strong and bushy 3-inch pots, $7.00 per 100; Sprengeri, 3-in., $6.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 1½-in., $3.00 per 100; 2½-in., $4.00 per 100. Sprengeri, 5-in., long top, $20.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1. $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

Asparagus plumosus, 3-inch, 7c; Sprengeri, 4-inch, 10c. WOLFE, THE FLORIST, Waco, Tex.

BULBS.

Paper Whites. Wil contract for all stock we have. 12 centimeters and up. Write for prices.

TAIT BROTHERS COMPANY
P. O. Box 556
Brunswick, Ga.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

CANNAS.

CANNAS CHOICE STOCK.

Two to three eye, plump, dormant roots. Order early so as to protect your supply.
King Humbert.....$4.50 per 100; $40.00 per 1000
Chas. Henderson ... 2.50 per 100; 22.00 per 1000

PETER PEARSON
5734 Gunnison St. Chicago
Phone Kildare 6418

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1,000. W. W. Coles, Kokomo, Ind.

Cannas. Large flowering. Strong dormant roots—2 to 3 eyes. For varieties and prices see display advertisement elsewhere in this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	4.00	35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.
Now ready for shipment.....$8.00 per 100

BASSETT & WASHBURN
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO

CARNATIONS.

Matchless. Out of Soil. $4.00 per 100; $35.00 per 1,000.

CHICAGO CARNATION CO.
Joliet, Illinois

Rooted Carnation cuttings. 800 Matchless, 1,000 Ward, at $4.00 per 100; $35.00 per 1,000. 1,000 Ward Carnations in 2½-in. pots, $5.00 per 100; $50.00 per 1,000. THE PARK FLORAL CO., Denver, Colo.

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store & Office, 178 N. Wabash Ave. CHICAGO.

Chrysanthemums. Rooted cuttings and 2-in. stock, ready March 15. For varieties and prices see display advertisement on front cover page of this issue. W. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Chrysanthemums. 2½-inch, Mensa, Silver Wedding, Curisty Mathewson, Mrs. Weeds, Pres. Taft, Com. Mathew, Chapolora, $4.00 per 100; $35.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per doz., $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

Coleus. Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-in., to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias of quality and distinction. All field-grown clumps. Write for wholesale price list of late cut flower varieties. Dahliadel Nurseries, Vineland, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Paris, Queen Alexander, 3-inch, 7c each. WOLFE, THE FLORIST, Waco, Tex.

DRACAENAS.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50. Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Canes. All the best commercial varieties. Write for prices. Spring shipment. McHutchison & Co., 95 Chambers St., New York.

Dracaena Indivisa, heavy, 6-in. specimens 75c each; 7-in. specimens, $1.00 each. The Storrs & Harrison Co., Painesville, O.

Dracaena Rotheana, 7-in., each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy, Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 6-in., 60c; 7-in., $1.00; 8-in., $1.50; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GLADIOLUS.

Gladiolus. 2,000 Primulinus Hybrids at $12.00 per 1,000, 250 at 1,000 rate. No other gladiolus to offer.
TAIT BROTHERS COMPANY
P. O. Box 556
Brunswick, Ga.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Cut Flowers. Will be ready to ship these in May. If interested write for prices.
TAIT BROTHERS COMPANY
P. O. Box 556
Brunswick, Ga.

GREENS.

Green Goods. Stock of best quality and guaranteed to please. For list and prices see display advertisement elsewhere in this issue. Tar-Heel Evergreen Co., Elk Park, N. C.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received. $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. The Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

ONION SETS.

ONION SETS
Red at $2.50, Yellow at $2.50 per bushel of 32 lbs. Choice quality. J. C. ZAPLEWSKI & CO., Norwood Park, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies and Iris. Write for catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

Pansies. Cool greenhouse grown seedlings, $4.00 per 1,000. Elmer Rawlings, Allegany, N. Y.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifers, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS NURSERY, Minneapolis, Minn.

ROSES.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 Takes the Lot.
WEISS-MEYER CO.,
Maywood Ill.

RICHMOND BENCH PLANTS
$8.00 per 100; $75.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

ROSE CUTTINGS.
Elegant cuttings of Columbia, $12.00 per 100; $110.00 per 1,000. Cash please.
ALBERT F. AMLING CO.,
Maywood, Illinois.

Rose Premier. Own roots, March delivery, 2½ in., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown 1918 crop.	Per lb.
Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50
Cauliflower seeds, Danish grown.	Per oz.
Extra Early Dwarf Erfurt, selected stock	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY,
Racine, Wis.

Seeds. Dreer's reliable, hardy perennial flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Seed. Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumbers, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott St., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed and Irrigation Co., Fremont, Neb.

Seeds: Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed, flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Asparagus plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed. Wood's famous Southern ensilage corns. Write for catalogue and prices. T. W. Wood & Sons, Richmond, Va.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100; $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VIOLETS.

Violets. Rooted runners. Princess of Wales, Lady Campbell, $3.50 per 100, $30.00 per 1,000. April and later delivery. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

ZEBRINA.

Wandering Jew any color, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Tex.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Rito, the energizer for soil bacteria. 17/6 per 100 lbs., free on board Liverpool. The Molassine Co., Ltd., East Greenwich, London, Eng.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 90c postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Bauer Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 109-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists's supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave. Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

GREENHOUSE CONSTRUCTION

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Pots. Standard flower. For sizes and prices see display advertisement elsewhere in this issue. Kay & Kay Co., 4011 W. 26th St., Chicago.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for $1, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph St. Detroit, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000; 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermuller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidlinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

NEPONSET
Waterproof Paper FLOWER POTS

DO you want to save all loss from pot breakage? Speed up rooting, transplanting, handling and shipping? Save several hundred percent of first cost? Greatly reduce freight and express bills? Then buy Neponset Waterproof Paper Pots.

Tough and durable. Hold moisture better than clay pots. Made in standard sizes of scientifically treated *waterproof* paper. Weight one-tenth as much as clay pots. Now is the time to order pots for early planting. Immediate shipments. Endorsed by leading florists. You owe it to yourself to try Neponset Pots in your work. If your dealer cannot supply you, send for

FREE
Sample and Booklet

BIRD NEPONSET PRODUCTS TRADE MARK REG. U.S. PAT. OFF.

BIRD & SON, Inc. East Walpole Mass.

BIRD & SON
East Walpole
Mass.

Send me Free Samples and prices of Neponset Waterproof Paper Flower Pots.

Name.....

Address .....

Aphine
The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THOMSON'S
VINE, PLANT & VEGETABLE
MANURE

FAMOUS
FOR OVER 30 YEARS

Ensures success in your garden; so compounded from the finest ingredients procurable as to combine **STIMULATING** with **LASTING** effects, and produces in every crop vigorous, healthy and fruitful growth.

The direct result of **LONG PRACTICAL** experience in gardening.

Used by Amateur and Professional Gardeners the world over.

ALSO

THOMSON'S SPECIAL CHRYSANTHEMUM AND TOP DRESSING MANURE.

For Special Terms to American Trade Apply to

SOLE MAKERS
Wm THOMSON & SONS LTD CLOVENFORDS. N.B.

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers o

FLOWER POTS

Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

Nassau County Horticultural Society.

The twelfth annual dinner of the Nassau County Horticultural Society was held at the Glen Head hotel, Glen Cove, N. Y., February 26. There was an attendance of more than 100 members and friends who sat down to a sumptuous repast which reflected great credit on the dinner committee, Ernest J. Brown, Ernest Westlake and John W. Everitt. For the time being the high cost of living was forgotten as well as the impending prohibition. The tables were all tastefully decorated with pot plants which enhanced the beauty of the setting. The dinner was opened with a short address of welcome by President Joseph Adler, and after the inner man had been well taken care of and the Havanas were being enjoyed, the excellent and entertaining toastmaster, Charles H. Totty, of Madison, N. J., was introduced, who opened his remarks by speaking of the reconstruction now in progress at home and abroad. He also referred to the unfavorable ruling of the federal horticultural board which threatens the importation of certain plants and bulbs. A touch of patriotism was rendered at this time when one verse of "America" was sung. President Adler then presented Robert Jones with a gift as a token of appreciation of his excellent administration during the past year. Toasts were responded to as follows: "Our Country," James H. Cocks; "Nausau County Horticultural Society," Past President James McCarthy; "Oyster Bay Horticultural Society," J. Walker; "Westchester and Fairfield Horticultural Society," P. W. Popp; "City of Glen Cove," R. Frank Browne; "Local Press," J. C. F. Davis. Practically all of the prominent nursery and seed firms of the country were represented by members or their travelers. It was unanimously agreed that this was the most successful dinner in the society's history, and the eventful evening closed with the singing of "Should Auld Acquaintance Be Forgot."

HARRY GOODBAND, Cor. Sec'y.

WORCESTER, MASS.—The greenhouses on the Gordon estate at Grafton have been leased by Edward L. Farnsworth, of the county farm bureau.

Mechanical Sash Operating Device and Greenhouse Fittings that are the best, can be secured only from the

ADVANCE CO., Richmond, Ind.

Get our catalogue.

Mention the American Florist when writing

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Mention the American Florist when writing

DREER'S
Florists' Specialties

New Brand "RIVERTON HOSE" New Style

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST –
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
½-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

KAY & KAY CO.

Standard Flower Pots

Per 1000		Per 1000
2 -inch..$5.00	4 -inch..	$12.50
2¼-inch.. 5.50	4½-inch...	15.50
2½-inch.. 6.25	5 -inch...	21.00
3 -inch.. 8.00	5½-inch...	27.00
3½-inch.. 9.75	6 -inch...	34.00

Cash with order. Prices F. O. B. Chicago.

4011 W. 26th St., CHICAGO

Mention the American Florist when writing

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

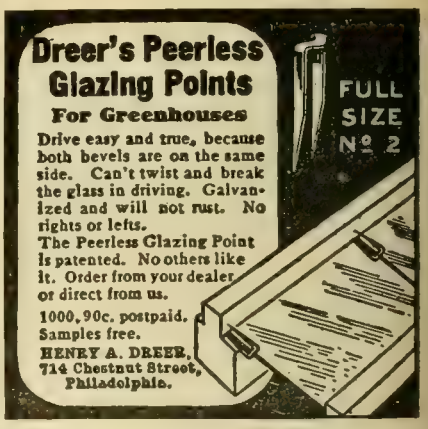
TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Index to Advertisers.

Advance Co.....427
Alfred Lozier Rosery.412
Allen J K.....407
Alpha Floral Co.....411
Amer Bulb Co..... I
Amling E C Co.....403
Anderson S A.....412
Angermueller G H Co.....404
Aphine Mfg Co.....426
Astoria Florist.....410
Avenue Floral Co...412
Baer Julius.....411
Barnard W W .Co...421
Bassett & Washburn.396
Baumer Aug R.....413
Baur Window Glass Co..... IV
Bayersdorfer H & Co.405
Begerow's..... 410
Berger Bros.....404
Berning H G.....404
Bird & Son Inc.....426
Bodger J & Sons Co..416
Boland J B.....413
Bolgiano J & Son....418
Bramley & Son.....413
Braslan Seed Growers Co..... 414
Breitmeyer's J Sons. 410
Briggs Floral Co....412
Broadway Florist...411
Brown A J Seed Co..414
Brown Bag Filling Machine Co.....416
Bryan Alonzo J.....421
Buchbinder Bros....IV
Buckbee H W.....412
Budlong Co J A.....400
Burpee W A Co.....418
California Florists...411
Central Floral Co...413
Chicago Feed & Fertilizer Co.....428
Chicago Flower Growers Assn.....402
Clark E B Seed Co..418
Clarke's Sons D.....412
Clay & Son.....III
Coan J J.....407
Coles W W.....421
Conard & Jones Co..422
Cooke Geo H.....413
Cottage Gardens Nurs Inc.....422
Cowee W J.....III
Coy H C Seed Co....421
Craig Robt Co.....421
Dahliadel Nurseries.422
Danker Fred A 412
Dards Chas.....410
Dietsch A & Co.....IV
Dominion Floral Co.410
Dorner F & Sons Co.421
Drakos Co.....409
Dreer H A...417 427 428
Duluth Floral Co....412
Dunlop John H.....410
Eble Charles. 409
Edwards Fold Box..III
Elm City Nursery Co 422
Erne & Co..... 402
Excell Laboratories. II
Eyres H G.....409
Fallon Florist.....409
Fish Henry Seed Co..418
Foerster Co Joseph..397
Foley Greenhouse Mfg Co.....III
Ford M C.....407
Ford William P.....407
Fox J M & Son Inc..411
Fraenfelder C 412
Freeman Mrs J B....411
Frey C H.....412
Frey & Frey 412
Friedman 413
Froment H E..... ...407
Futterman Bros.....406
Galvin Thos F.....411
Gasser J M Co.....410
Giblin & Co.....III
Gnatt The Ove Co...394
Godineau R & M....416
Goldstein I.....407
Gorham Printery Inc.III
Grakelow Chas H...410
Grand Rpids Flo Co. 412
Grimm & Gorly.....413
Grossberg-Tyler-Finnermann Co....400
Gude Bros.....409
Habermehls Sons J J.409
Hardesty & Co.....411
Hart George B.....407
Hart Henry.....409
Haven Seed Co The.421
Heacock Jos Co.....421
Heinl John G & Son.412
Henderson A & Co ... I
Henderson Lewis ...410
Henry Co The John.403
Henshaw Floral Co.407
Hentz & Nash.....406
Herr Albert M.....421
Hess & Swoboda....410
Hession.....411
Hews & Co A H.....427
Hill D Nurs Co.....422
Hollywood G'rdens.410
Holm & Olson.....410
Holton & Hunkel Co.405
Hort Advertiser.....428
Hort Trade Journal..III
House of Flowers...409
Hurff Edgar F.....419
Hurst & Son 416
Huscroft G. L.....413
Ickes-Braun Mill Co.IV
Idlewild Greenhs 413
Jahn Hugo.....410
Jones Percy. 399
Joy Floral Co.....409
Kahler Pottery Co..427
Kasting W F Co..... I
Kay & Kay Co.....427
Keller Pottery Co Geo.....427
Keller Sons J B.....411
Kelway & Son 417
Kennicott Bros Co..402
Kervan Co The.....407
Kessler Wm.....407
Kottmiller A.....409
Kroeschell Bros Co..III
Kruchten John.....403
Kuehn C A.....405
Kuhl Geo A.....421
Landreth Seed Co...421
Lang Flo & Nur Co.412
Lange A.....409
Leborius J J.....411
Lee F & S.....402
Leonard Seed Co....419
Levy Jos J.....406
Liggit C U.....421
Littlefield Florist ...412
Lockland Lum Co...IV
London Flow'r Sho .413
Long Island Flo Co.409
Lotos Mfg Co.....398
Louis Simon Freres & Co.....420
Louise Flower Shop.411
McCallum Co.....405
McGill R C & Co....416
McHutchison & Co. .419
McKenney 412
Mackie William.....407
Malandre Bros.....412
Mangel.....413
Matthews the Flo'st.411
Matthewson J E.....409
May & Co L L.....413
Meconi Paul.....407
Metairie Ridge Nursery.....412
Michell Henry F Co.....419
Michigan Cut Flower Exchange 394
Millang Joseph A. ..406
Miller Floral Co.....412
Miller & Musser.....403
Molassine Co The...393
Moninger J C Co IV
Murray Samuel.....413
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...404
Newell A.....412
N Y Cut Flower Ex..407
N Y Floral Co.....413
Nicotine Mfg Co.....III
Niessen Leo Co.....404
Okmulgee Window Glass Co.....IV
Orchid Florists.....412
Palmer W J & Son...411
Pappas D J.....411
Park Floral Co 411
Peacock Dahlia Fr..422
Peacock E R Co.....415
Pearson E W.....412
Pedrick G R & Son..416
Penn The Florist....413
Peters & Reed Poty..427
Philadelphia Wholesale Floral Ex.....405
Philips Bros.....412
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....414
Pikes Peak Flo Co...412
Pillsbury I L.....III
Pittsburg Cut Flo Co 404
Podesta & Baldocchi.413
Poehlmann Bros Co.395
Pollworth C C Co ...405
Polykranas Geo J....407
Potter Floral Co....409
Pressing Seed Co W C.....414
Pulverized Manure Co The.....426
Pyfer A T & Co.....398
Raedlein Basket Co..401
Randall A L Co.....403
Randall's Flow Shop.413
Randolph & McClements.....412
Rawlings Elmer.....418
Ready Reference....423
Reed & Keller.....III
Regan Ptg House....III
Reid Edw.....404
Reinberg Geo.....403
Reinberg Peter.....397
Rice Bros.....405
Rice Jerome B Seed Co.....415
Riedel & Meyer.....407
Robinson J C Seed Co.417
Rock Wm L Flwr Co..412
Rodgers J W.....409
Rohnert Waldo.....418
Rosery The Flor'l Co413
Routzahn Seed Co . 421
Rusch G & Co.....405
Saake O C.....409
Salzer Seed Co.....413
Sceery Edward.....411
Schiller the Florist..411
Schillo A Lum Co ...IV
Schlatter W & Son 411 428
Schmidt Chas L.....413
Shaffer Geo C 413
Sharp Partridge & Co..... 428
Sheppard H W.....413
Sheridan Walter F..407
Siebrecht George C.407
Simon & Son I N....417
Situation & Wants...391
Skidelsky S S & Co.. I
Smith A W & Co....410
Smith & Co E D.....421
Smith & Fetters Co..412
Smith Henry.....412
Storrs & Harrison... .....392 421
Stumpp G. E. M.....411
Tar Heel Evergreen Co.....403
Thomson Wm & Sons.....427
Thorburn J M & Co .416
Tonner O A & L A..400
Totty Chas H 421
Traendly & Schenck.407
Traveling Wholesale Florist 406
Trepel Jos.....411
Turner Bros.....427
United Cut Flo Co..407
Vaughan A L & Co..399
Vaughan's Seed Store .....I 392 418 419
Vick's Sons Jas.....421
Vincent R Jr & Sons Co..... I
Walker F Co.....409
Weber F H.....412
Weidemann H G....411
Weiland & Risch ...403
Weir James 409
Western Seed & Irrigation Co.....415
Wietor Bros.....398
Wild Gilbert H 422
Williams Mrs E A...41
Winterson Co E F. 398
Wittbold G Co 408 409
Wolfskill Bros & Morris Goldenson.409
Wood T W & Sons..418
Woodruff S D & Sons. 16
Yokohama Nurs Co.418
Young A L & Co....4.6
Young John & Co....407
Young & Nugent....409
Zech & Mann...401 403

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.



Mention the American Florist when writing

SPECIFY
Magic Brand Fertilizers

Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
Precipitate Bone Phosphate
Magic Blood and Bone

QUALITY SERVICE THE SOIL POWER MAGIC BRAND FERTILIZER ECONOMY PRODUCTION

Pure Pulverized Sheep Manure
Natures Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

Mention the American Florist when writing

Before

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

After

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Trade Directory

—OF THE—

Florists, Nurserymen, Seedsmen

OF THE

United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,
440 S. Dearborn Street
CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MARCH 22, 1919.** **No. 1607**

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901.
Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y., President; WM. J. KEIMEL, Elmhurst, Ill., Vice-President; PROF. E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

SUGGESTIONS FOR PLANT GROWERS.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ to 3-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later, after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denote their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds sown in a 3-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouse over the ones sown in the cold ground will be quickly seen upon trial. They can be grown so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them will be more than recompensed by having fine flowers at a time when most of the stock is in poor condition. The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away from the supports they should be fastened to them.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the "Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45° to 50°, and the constant care throughout the year that all hard-wooded plants require. The large specimens which are grown for cut blooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The smaller plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not require repotting often, and when done the shift should be to only one size larger, and this should be done just after the plant is through flowering, for it then starts

to make its growth for another season. When the growth starts the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days of summer frequent syringings are required, which also greatly assists in keeping down mealy bug and scale, the only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry some time during its growth. During the summer, heavy shade over the plants will be required, and an abundance of air should be provided at this time.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room for the growth from now on will be rapid and unless constantly watched and cared for the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country may be delayed until the first of April, but the plants should not be allowed to get badly potbound, and they should be given plenty of growing room. The propagating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good location for growing on. Now is the time to take account of stock and see of what kinds there is going to be a shortage and of what there will probably be an oversupply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an oversupply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

JOLIET, ILL.—At the Labo range, several large houses that were closed last fall, are being prepared for reopening.

KENOSHA, WIS.—With the return of Louis Turner, Jr., from service overseas, the range of L. Turner & Sons will be reopened after being closed during the winter.

Lilies for Easter.

THIS YEAR, APRIL 20.

All eyes are now turned towards the popular floral holiday, which on account of the great curtailment in varieties of stock usually offered in quantity, will tax the various branches of the trade to the utmost to meet the demand. At this writing, nearly all the standard stocks have already been engaged, especially lilies, which perhaps are not sold but just reserved to be parcelled out to the more or less important buyers of other stock. Although, due to the embargo declared by the United States shipping board, the lily is everywhere the shortest stock in the plant market, yet a prominent grower in the vicinity of Philadelphia, Pa., has managed to secure one of the largest lily stocks ever forced by a single producer for the Easter market. There is now a growing stock of 100,000 bulbs, all cold storage giganteums. He has been forcing lilies extensively for the past three years, gradually increasing his stock so that customers could depend on this supply the year round. The war came on, and this season it was two-year carried over cold storage stock or nothing. Many conservative growers dropped out, but this one was game. He continued forcing with varying success, some lots showing good profit, with others indifferent, and some very bad. In the final cleanup of nearly all stocks not forced for Christmas, he got together the bulbs now being brought forward. He took a great chance, as there was no precedent, no knowing whether there was vitality enough left in the bulbs to get them to grow, or carry an average of flowers that would pay. At this writing, results appear to verify his judgment, as the stock looks very promising. Ten thousand of the bulbs are in 4 and 5-inch pots, and some in 6-inch. All are up nicely with very few misses. Those advanced far enough, show a good proportion in buds of twos and threes, some with four, and a few carry five. Many of the pots, possibly one-fourth, show two stems and some three. They look as if they would be a fair height; from 12 to 18 inches, and some higher.

The balance of the bulbs have been planted in flats, from 24 to 30 bulbs to a flat. As seen together on the benches they present continuous banks of green, with only here and there a gap showing inferior stock. The vitality evidenced by the vigorous growth and heavy setting of buds, would gladden the heart of any grower. In a number of the flats, every bulb appears to have grown and set from one to three buds, mostly twos, although many threes and fours, and even fives are seen.

A lot of 9-10 bulbs now cutting were very heavily flowered, appearing as if they would average three to a plant, with stems 18 to 24 inches. These were planted out on a table, and had been top dressed with well rotted manure which had helped the top or stem roots. The temperature of the lily houses is 60° at night. They are not allowed to go

LILIES FOR EASTER.
Thirty Thousand Cold Storage 7-9 Giganteums. Center Bench Plants in 4-inch Pots. Side Bench Stock in Flats. Photo Taken March 13.

LILIES FOR EASTER.

Forty Thousand Cold Storage 7-9 Giganteum Lilies in Various Stages, Mostly in Flats. Photo Taken March 13.

below this or suffer for water. All ventilating drafts are avoided, and the atmosphere kept close and moist. We shall report the progress of this large crop and final averages later, as it is a matter of much interest to the trade.

An innovation is a crop of 3,000 Delphinium Belladonna, grown in 6-inch pots for Easter. They carry from five to seven shoots, the strongest of which are now setting buds. They are beautifully clothed with foliage, and should, when in flower, prove ideal plants, their lovely shade of blue making them very desirable. A table of lupines planted out in the same house, was wonderfully fine. These stocks are grown in a night temperature of 45°. Iris Tingitana is a feature; 50,000 bulbs are coming along all growing in flats. Cutting has commenced, and it is hoped, will last until Easter. It is found advisable to trim their foliage as they grow, as it gets very long and breaks down of its weight. All the stock is French, of which about 90 per cent appears to have set buds. Ten thousand Iris filifolia is also forced and will soon be in.

A carnation house, 55x300 feet, which contained 30,000 plants, is a pleasing sight, being a mass of buds and flowers. Matchless, Benora, Beacon and Mrs. Ward are the varieties. There are a few hundred Laddie, the first flowers of which so impressed this grower that he at once ordered 10,000 young stock, and now has them growing vigorously ready for the field.

There is also a stock of 8-inch pot French hydrangeas, carrying from 15 to 20 flowers, which are perfect in every way.

The superintendent of this establishment is also a skillful and painstaking grower, one who loves plants and takes a delight in having them at their best. The whole place reflects careful management.

K.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

It has been no uncommon thing to see three or four florists' cars parked at any of the growers of Easter plants, the past couple of weeks, while the owners are inside inspecting the stock and ascertaining their chances as to how much of their order will be filled. The new buyer meets with a cool reception this year. "Yes, we are all sold out; very sorry, but you can look around." A large grower of Easter plants, when asked how his stock was going, said: "We were practically all sold out before the season opened. Our regular trade, that looks to us every year for our specialties, or any novelties we may work up, will this year, with reduced variety, take everything salable, and then not have near enough. We are doing our best to divide it up equitably."

As there will be so few azaleas, lilies and spireas, which have formed almost, if not quite, half of the Easter stock, there must be something hunted up to take their place. Nicely filled plant baskets or pans can be used as substitutes, and appear to come as near to filling the bill as anything that can be found. The difficulty will be in getting enough flowering plants to brighten up the foliage stock, of which there is an abundance. There is nothing better for this purpose than small well flowered plants of the baby ramblers, single stemmed hydrangeas in four-inch pots, hyacinths, if they hold out, small heathers, etc. Geraniums, primulas, lobelias, ageratums, daisies and coleus, if well colored, can be used to help out. A little experimenting at this time is well worth while. Nothing is quite so depressing as to see good money walking out of the store for want of something to invest it in.

Pansy plants and giant English daisies are now offered, well covered with bloom. Nicely trimmed pans of these will be found very salable at this time. It is now in order to make a bid for refilling the winter indoor boxes with pansies and daisies. Begin by filling those at the store. Make them look full and showy, they will be sure to attract attention. A box the length of the windows, on the pavement close to the building, will be noticed by those on that side of the street, who might miss the display over the cornice.

The continued mild weather is bringing in samples of Easter stock in heather, genistas, daisies, cinerarias, rhododendrons, Japanese azaleas, rambler roses, etc., all of which should be well featured as they give a good decorative effect to the store and bring to mind the fact that Easter will soon be here.

Outdoor pussy willows are now to be had in quantity. These, if tied in bundles, and put in cold storage and held for use at Easter, will be found very useful in trimming plant baskets, and for cut flower boxes. There will be none available a month from now unless stored in this way.

Give the windows every attention. A display that does not attract no matter how complete it seems, should be changed at once. Remember the little window cards with short snappy sentences about the display, or calling attention to the F. T. D. out-of-town service. Does the fernery need refilling?, and a hundred and one things that can be brought to the notice of the passersby in this way should always have prominent space.

Never let a lady customer or caller go out of the store without a flower to wear, and always something for the children who are along. It is a little courtesy that will be remembered.

Cut pansies and English daisies can be made into very artistic miniatures in any of the great variety of small vases, low handle baskets and hampers. The little cradles and cribs are just the thing for these short stemmed flowers. There is a charm about all things in miniature that makes them especially attractive. The small colonial bouquets are an example. These little conceits, made up for the most part of scraps, snapped off roses, loose snapdragons, sweet pea florets and the like, use up material that would for the most part go to waste. They are always admired and if displayed a few in the window, or at the customers' writing desk, will be found quite a source of revenue.

Feature boxes of spring flowers, daffodils, tulips, pansies, daisies, forget-me-nots, sweet peas, irises, pussy willow sprays, etc. Arrange a box or two for the window or in the case. The attractive decorative setting has much to do with the sale of flowers, bringing the various colors harmoniously together. Customers often spend more than they had intended, when this "art" in flowers has made them so attractive.

Do not neglect to exploit the F. T. D., out-of-town delivery of flowers. It is opening up and establishing an avenue of new business that is, and will continue increasingly, to be of the greatest benefit to the whole trade. Those who are most energetic in this propaganda, will find it very profitable, the larger their city the greater their returns. The firm that does not connect up with this organization, is losing a great opportunity.

Easter Preparations.

Every spare moment should now be put into the preparation of all the various necessities, or staples, that are sure to be required in the quick handling of the Easter business. Too much importance cannot be given to the making up of a stock in the various sizes of magnolia or oak leaf wreaths, which, when decked with flowers, are so largely used for cemetery decoration. With mossed frames at hand, these can be made up in the store between the waiting on customers without attracting much attention; to have to devote valuable time to this work during the holiday rush, shows very bad management.

Shallow wooden tubs, 8, 9, 10, 11 and 12 inches in diameter, first soaked to swell them up tight, painted in self colors of white, green or light blue, with the iron bands gilded, are not expensive, and are very decorative and salable when filled with all of one kind or a combination of Easter plants. They can be sent out to the growers to be filled, with a number at the store for last minute work.

The plant baskets that are to be used, if not on hand, should be selected at once. The wholesale houses will paint these a distinctive color, if given the order in time. Many stores take pride in offering something different to their customers each year, styles or coloring in baskets that are not to be found in any other shop.

A good supply of all kinds of pot covers and fancy or plain jardinieres should be on hand; much old stock, if touched up can be made to look like new and worked off at these rush times when customers are often hurried and not so particular. Many plants are sold, and the jardinieres as well, because of the combination.

Crepe paper can be cut into lengths to fit various sized pots and pans, pulled and pleated ready for use. Packed away, each size in a box, this stock will be found a great time saver when every minute counts.

SAUCERS IMPORTANT.

Fibre saucers in all sizes will be found salable. If they can be forced into general use, they will be a great factor in increasing the culture of plants in the home. Instruct customers that no plant should stand in a heated room without resting in a saucer of water. The watering is then automatic; when the saucer is dry, the plant needs water, but while wet, no attention is required. Many plants without saucers die from want of water, because so little is given for fear it will run through. Many Easter plants, such as rambler roses, hydrangeas, spiræas, and in fact, all full flowered stock, are generally pot bound, and with the demands of their full foliage and flowers will, if not thoroughly wet when delivered, wilt down over night, and be reported as dead the next day. A saucer, with instructions on sticker in the bottom to "Keep this always full of water," will insure long life to the plant and satisfaction to the recipient. The "Water Me" tags to be attached to all flowering plants are also good as reminders, and carry the name of the firm quite often into new territory.

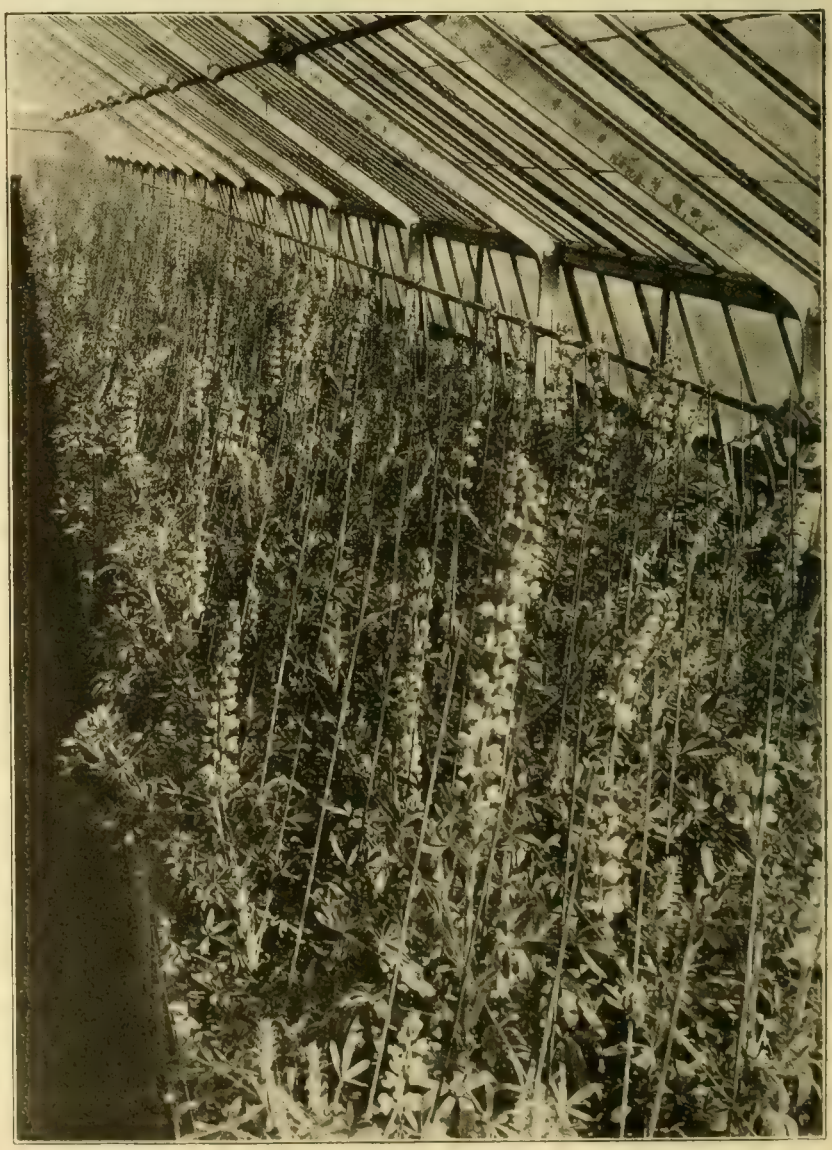
Mats in the various colors give good decorative effects; blues with pink flowers, greens with white and yellow, white with all colors or combinations and many other color schemes can be worked out with different shades. In all cases where the mat is drawn up from below, covering the entire pot, it should first be placed in a saucer.

Birds, butterflies, small figures and garden sticks add a decorative feature to plants and plant baskets, that make good selling points. Small natural or artificial birds' nests with imitation or candy eggs, nestled in the branches of a rambler rose, or placed in a combination plant basket, are sure to attract favorable comment.

How about order sheets, delivery tags, customers' blank cards and envelopes, and the tag envelope, which combines both card carrier and address tag? Are there plenty to carry you through this busy time? If the stock in any item is low, it should be ordered at once, so as to allow for the printer's delay.

PUBLICITY.

Is the Easter announcement ready? There is no time in the year when one's



LUPINES FOR CUTTING.

A Considerable Quantity Had Been Cut Before Photo Was Taken March 13.

LILIES FOR EASTER.
Cold Storage 7-9 Giganteums Ready and Cutting. Photo Taken March 13.

business can be brought to the attention of customers, and a selected list of likely buyers, with more profit, than at this season. This can be just a cordial invitation to visit the store in its gala attire, can be called "our annual spring exhibition of Easter plants," or may take the form of a special list of all the plants in season, with or without prices. Newspaper advertisements, calling attention to the display and special mention of a combination basket, choice hydrangea, or an Easter corsage at a price, are quite sure to bring the business. All advertising matter should be short and snappy, with a high light describing novelty or price feature, with an illustration if possible, something that catches the eye and is read almost at a glance. The announcements should be all out before Palm Sunday, and the advertisements several days previous, and strong the early days of Easter week.

Plan to decorate the front of the store. As a publicity feature, there is no one thing that will be more effective. A well planned decoration is like a great sign "Buy your flowers here." No other store in the block in other lines, will be featured in this way, so that from the moment it comes into sight, the attention of everyone who passes is attracted, and a favorable impression made. Place mossed boards, filled with laurel or hemlock and white and purple immortelle bunches, either side of the building, from the pavement up to and over the cornice. The cornice boxes and those on all windows above, should be filled with plants in full flower, preferably white and purple hyacinths, the Easter colors, and plenty of vinca vines. Pavement boxes below the show window with spring bulbous stock, and filled garden vases at the curb, finishes one plan, but there are a great many others, depending on location and character of the building that can be carried out with stunning effect.

W. F. Therkildson.

If the plant stock has not all been secured, there is scarcely a moment to lose. The only quantity stocks are hydrangeas. It is a question if the mild winter, together with the so far, very open spring, will not, on account of the late Easter date, bring the Holland stock in before that time. Soft full blown hyacinths and wide open tulips will be very unsatisfactory should there be a hot spell at this time. So it is well to look out for substitutes, such as pans of English daisies, pansies and forget-me-nots, and even geraniums, which are very showy when in full flower.

All of the above reminders are details of the work that can and should be completed at the earliest possible moment, and which will be found of the greatest assistance when the busy season opens.

Therkildson Advertising Specialist.

W. F. Therkildson, well known as the former advertising and sales manager of the W. Atlee Burpee Co., has joined the staff of N. W. Ayer & Son, advertising experts, of Philadelphia, as head of the agricultural, horticultural and farm implement division.

Mr. Therkildson first came into trade prominence while with the Storrs & Harrison Co. in his excellent work on the postal laws committee of the American Seed Trade Association. It was largely due to his efforts as advertising manager that the Fourth National Flower Show of the Society of American Florists, held at Philadelphia in 1916, made the triumphant record in a series of wonderfully successful exhibitions, and similar results attended his work for the show of the American Rose Society in the same city the following spring.

Mr. Therkildson's committee report presented at the New York convention of the Society of American Florists, and the generous subscription of the late Joseph Heacock, were the principal factors in launching the national society's great publicity campaign.

With these laurels, Mr. Therkildson's future in the advertising field seems assured, and we cordially wish him the full measure of success he so well deserves in his new sphere.

DANVILLE, ILL.—F. L. Henry has purchased the range which he has leased for several years and will make numerous improvements.

LOUISVILLE, KY.—The Kentucky Society of Florists has changed its regular meeting night from the first to the second Wednesday in each month.

GREENBURG, IND.—Overhead irrigation systems have been installed at the establishments of Ira Clark & Co., Wm. C. Kercelman and the Henningsen Floral Co.

CHRYSANTHEMUMS

Preparations for Another Season.

It is now time to start the propagating for the coming season's requirements. Before this is done, the stock plants should receive attention according to their needs. If they have been carried over since their flowering season in a light, cool place and held a little to the dry side at the roots, serving as a moderate rest period for the plants, they will be in first class condition with a good supply of cuttings as needed and do not require any further attention beyond a little higher temperature and more moisture applied to their roots, so as to encourage more growth for cuttings, but if they have been carried over winter in flats stored under the benches or in any other out of the way place, they will now need to be brought to the light and any dead or diseased foliage removed from them.

In these days, when so much of the grower's attention has to be given to controlling the insects which attack chrysanthemum plants, it pays to be extra particular and sure that every cutting that goes into the propagating bed is clean and free from insects. Clean culture is the surest means of keeping the plants free of insects, but under the strictest vigilance some insects are bound to appear. Spraying with the nicotine preparations will control the aphis, but for the chrysanthemum midge or leaf tyer, more strenuous measures have to be resorted to, and one grower of large quantities of chrysanthemum stock informs me that it has cost him hundreds of dollars to keep a man continually picking over the stock plants to keep the midge and leaf tyer under control. It has been the duty of this man to go up and down the bench of stock plants and examine every plant for any trace of the pest and pick it off. By being strictly vigilant in his efforts, they feel that they have their stock clean. These are strenuous measures to have to take, but what has to be done to control any insect pest should be done thoroughly. From personal observation, the writer is of the opinion that too many growers do not pay strict attention enough to controlling the insect pest during the winter months when the plants are partially dormant. This year we gave some of our stock plants a treatment that has proved very satisfactory. Having three benches of seedlings in their third year trial, which we thought too valuable to throw any of the plants away, the string and wire supports were removed and the plants and the surface of the beds thoroughly cleaned of any decayed foliage. The plants were then treated to a spraying of the nicotine preparation and a few evenings later to a vaporizing from the steam pipe of the same form. After this the house was run cool both day and night and the water withheld from the plants. The soil became so dry that it cracked away considerable from the sides of the benches, and the growths on the plants would wilt quite a bit during bright sunshine. This treatment was kept up until the week after Christmas, when it became neessary to lift the plants and close them up more together so as to obtain space for other stock. After the transplanting, they were given moderate waterings about once a week. The stools are now carrying as fine a stock of strong, healthy cuttings as the writer has ever had.

The insects are not so active during the winter season, and once the plants are rid of them, it will take considerable less trouble to control them by preventative measures during the balance of the year. The greatest mistake lies in allowing the plants to become badly infested with any kind of insects before attempting to fight them. Another good plan before taking off any cuttings from the stock plants is to fumigate two or three evenings in succession, so as to be sure that the plants are thoroughly clean.

PREPARING PROPAGATING HOUSE OR BED.

Growers who propagate large quantities of chrysanthemums have a propagating house especially fitted up for the purpose of propagating not only chrysanthemums, but other lines of stock, as well, and the chrysanthemum cuttings usually follow after carnations or some other variety of plants, but not so with the man who raises a few thousand. It is generally up to him to fit up a bench in one of the growing houses for propagating his chryanthemums. The essential requirements necessary for the work are a clean, sharp sand, a section of a bench with good drainage out of the way of the direct draughts of the ventilators and where a sand temperature of 56 degrees and a house temperature of 52-54 degrees can be maintained.

To guard against the cuttings wilting, provision must be made for shading during bright days. It should be the aim of the man in charge of the propagating to see that the cuttings do not wilt from the time they are taken from the stock plants until they are rooted. A good watering in of the cuttings at the time they are put in the sand, with light spraying once a day afterward, generally suffices for the cuttings until they are rooted. Later in the season, they will need more, but at the present time the sand remains moist for a considerable period.

VARIETIES TO START FIRST.

Nearly all of the exhibition varieties need to be propagated early and given a long season of growth for their best development and should be among the first cuttings to go into the sand. Many of them are such strong, husky growers that they need more space in the sand than do the general run of commercial varieties. As a matter of fact, any grower undertaking to try his hand at growing exhibition chrysanthemums for cut blooms should be prepared to allow them ample space from the time they start out in the cutting bench until maturity. If not started early, and given plenty of space and the best of care, only partial success can be obtained.

The early varieties need also to be started at this time so that they can be worked along into 3 or 3½-inch pots for May and early June planting. The earlies can be classed into three groups, the first being Smith's Advance, Golden Glow, Unaka, Early Rose and Early Frost, all of which need early propagating with the exception of Early Frost, which is one of those hard wooded varieties that bud up on every few inches of growth and do best from later propagated stock or grown three flowers to a plant. The second group of earlies, which also should be propagated now, are Polly Rose, Glory of Pacific, Pacific Supreme, Alice Day and Golden Queen, followed by the third group, consisting of Chrysolora, Mrs. C. C. Pollworth, Ivory Pink, Ivory Onconto, Chas. Razer and Marigold, or any other variety in season during the month of October.

As soon as the early varieties are attended to, the early mid-season sorts can receive attention and after them the pompon and singles, followed on by the late and very late varieties, so that they are all taken care of during the months of March and April.

TREATMENT AFTER CUTTINGS ARE ROOTED.

After the cuttings have made roots of ½-inch long, they should be taken from the sand and potted. None of the plants suffer quicker than the chrysanthemums when left in the sand after they are rooted. They grow rapidly, stretching out to a thin, spindly growth and wirey roots, which receive a big check when taken out. The best soil to use for the rooted cuttings, when taken from the sand, is a fresh garden soil that does not contain any great amount of organic matter. Pot firmly, and water thoroughly after potting. Give them a light place in a cool house, shading for a few days during bright sunshine. After the young plants have become established in the soil pay close attention to the general routine care and shift into larger pots as they need it.

C. W. JOHNSON.

National Publicity for Flowers.

The spring schedule for our campaign advertising in magazines has been settled, and contracts placed as follows:

PUBLICATION	SPACE	ISSUE
Literary Digest	One page	March 22
Outlook	200 lines	March 29
Red Book	200 lines	April
Collier's	½ page	April 12
Hearst's	200 lines	April
Literary Digest	One page	April 19
Cosmopolitan	200 lines	May
Sunset	200 lines	May
Everybody's	200 lines	May
Quality Group—		
Atlantic Monthly		
Century		
Harper's	Full page	May
Review of Reviews	Colors	
Scribner's		
World's Work		
Munsey's		
Collier's	½ page	May 3
Literary Digest	2 columns	May 17
Metropolitan	Full page colors	June
American Magazine	200 lines	June

The copy arranged for these advertisements is most attractive, and some of it along lines not previously exploited. Certain of the advertisements will be adapted to local newspaper advertising, and the promotion bureau now has in preparation a series of new electrotypes for use simultaneously with the issue of the magazine advertisements, all intended to link up with the national publicity. Readers of the magazines in every locality will easily recognize the connection, which is to the advantage of all florists using the electrotypes.

Three of these advertisements will also be featured in a new series of slides for use in the "movies." The series will also include suitable slides for Easter and Memorial day. They will be of the same high quality as to color and design as the set previously issued, and which is still in good demand, so much so that our bureau has just placed an order for an additional supply.

Both slides and electrotypes will be fully described in a broadside which is to be sent out in a few days, but to be sure that a copy will be received, florists are asked to make special request of the secretary for a copy.

Flat copies of the colored advertising pages without printing on the back and suitable for framing and display, will also be mailed on request.

Florists must remember that this year the campaign fund is set at $100,000, over one-third of which is already subscribed. We are, however, approaching the end of the first quarter of the year, and should therefore be much farther advanced. The policy of making contributions need no longer be questioned. Results have proved that the campaign has been a wise move, and the object of the committees now is to extend it, so as to increase the benefit within reach. The producers of citrus fruits inaugurated their publicity campaign with a levy of one cent per box on all shipments, for publicity. They now gladly pay 10 cents per box, so great has been the resulting benefit to their industry. This will be, without a shadow of doubt, our own experience—it might be said that it is already.

What the committees really want, is early support. More can be done with a fund in the substance than in the shadow. If the whole fund were available now, a better disposition could be made of it, and advantage taken of possibilities which cannot be expected to recur.

Florists everywhere, growers, wholesalers and retailers, who have not already subscribed, and there are many of them, are urged to help the committees to complete the fund at the earliest possible date, so that best results may be secured.

If you, Mr. Reader, have not yet subscribed, now is the time when your subscription will insure its fullest value.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years unless otherwise stated:

E. G. Reimers & Co., Louisville, Ky.	$ 10.00
F. Walker, Louisville, Ky. (1 yr.)	10.00
P. Pearson, Chicago (add'l sub. 1 yr.)	20.00
Alex Henderson, Chicago (1 yr.)	25.00
Stuppy Fl. Co. (add'l sub. 1 yr.)	100.00
Florists' Telegraph Delivery, Detroit	1,500.00
T. Metcalfe, Jr., Madisonville (1 yr.)	5.00
Tong & Weeks Co., Ashtabula, O. (1 yr.)	15.00
W. Pinchbeck, Ridgefield, Conn. (1 yr.)	10.00
Emil Buettner, Park Ridge, Ill.	50.00
	$ 1,745.00
Previously reported	32,360.50

JOHN YOUNG, Sec'y.

The 1919 Vision.

Wherever flowers are grown and sold, there is seen an atmosphere such as never before presented itself; that of looking forward to greater and better business than at any time in our history, and all this out of the greatest chaos which our industry has had happen since we went into the war.

Why? Because we were put to a test of understanding our own possibilities. The grower, for instance, with the coal restriction, was forced to do certain things certain ways; labor shortage caused other hardships to be overcome; also increased cost of production, and these lessons of experience will never be forgotten, and will tend to remake many establishments which might have gone to seed.

Then the retailers, who had been doing things in the same way, year in and year out, until the same condition struck them that hit the grower, and they had to make changes to meet the conditions, the scarcity of flowers with the higher costs, as well as everything else that enters in the retail-store, such as supplies, etc. These all had to have consideration, so that out of all this also has come a condition that changed business principles and made one scratch his head a bit, so that he could meet everything with equal energy to carry on.

Has not something entered into our flower selling end that helped us to partly combat that which we were so sadly lacking? "Publicity"? Has it not given our business an added impetus to create more buyers, both new and old, so that we were able to overcome our troubles, and helped build for a bigger and better business than we had ever encountered up to now?

Shall we not now give a little credit to the publicity campaign and our slogan, "Say it with Flowers," so that it can keep on doing more and more, and do you not think it merits a contribution if you have not given already?

Think it over and send your contribution to our secretary, John Young, with a word of cheer so that your neighbor may also appreciate it in like manner.

It is just a vision for 1919. What think you?

HENRY PENN,
Chairman Nat'l Publ'c'ty Campaign.

Society of American Florists.

EXECUTIVE BOARD MEETING.

The mid-winter meeting of the executive board of the society was held at the Hotel Statler, Detroit, Mich., January 31-February 1, 1919, President J. F. Ammann officiating at all the sessions. President Ammann opened the meeting with a short address, after which the credentials of the representatives from the different clubs and societies were filed and accepted. In response to roll call, the following were found to be in attendance: J. F. Ammann, president, Edwardsville, Ill.; E. A. Fetters, vice-president, Detroit, Mich.; John Young, secretary, New York; J. J. Hess, treasurer, Omaha, Neb.; Wm. F. Gude, Washington representative, Washington, D. C.; and the following directors: Joseph Manda, West Orange, N. J.; Chas. E. Critchell, Cincinnati, O.; Joseph H. Hill, Richmond, Ind.; C. C. Pollworth, Milwaukee, Wis.; C. H. Totty, past president, Madison, N. J.; Philip Breitmeyer, F. T. D., Detroit, Mich.; Chas. S. Strout, president, American Carnation Society, Biddeford, Me.; Philip F. Kessler, president, New York Florists' Club; Edmund A. Harvey, president, Florists' Club of Philadelphia; Allie J. Zech, president, Chicago Florists' Club; Benjamin Hammond, president, American Rose Society, Beacon, N. Y.; August Hummert, president, St. Louis Florists' Club; Chas. J. Graham, president, Cleveland Florists' Club; Geo. Asmus, chairman, national flower show committee, Chicago; Henry Penn, chairman, publicity committee, Boston, Mass., also the following visitors: H. G. Dillemuth, Toronto, Ont.; Carl P. Baum, Knoxville, Tenn.; Walter Taepke, Detroit, Mich.; Chas. H. Grakelow, Philadelphia, Pa.; W. J. Palmer, Buffalo, N. Y. Major P. F. O'Keefe, Boston, Mass.; W. L. Rock, Kansas City, Mo.; Irwin Bertermann, Indianapolis, Ind.; R. C. Kerr, Houston, Tex.; Albert Pochelon, secretary, F. T. D., Detroit, Mich.; W. R. Nicholson, Framingham, Mass.; Allan Pearce, Waltham, Mass.; Geo. B. Arnold, Woburn, Mass.; Fred Lautenschlager, Chicago; S. S. Pennock, Philadelphia, Pa.; J. F. Sullivan, Detroit, Mich.; E. G. Hill, president, Florists' Hail Association, Richmond, Ind.

The secretary read his financial report which was accompanied by a certificate of audit. On motion, the report was referred to a committee of three for official audit, President Ammann appointing the following as such committee, Benjamin Hammond, C. C. Pollworth and Jos. A. Manda. Treasurer J. J. Hess then presented his report. In making his presentation, he pointed out that expenses had exceeded the general fund to the extent of $4.875, and asked that something be done to increase the revenue of the society, in so far as this fund was concerned. The expense of the secretary's office had largely increased on account of the great amount of work now connected with it. The deficiency was fully discussed, the discussion bringing out the fact that the national flower show, which was abandoned in the spring of 1919, was responsible for an expense of $2,100.00, and other expense had also been entailed which was not likely to occur again. The treasurer produced certificates from the banks verifying the bank balances. The report was, on motion, referred to the audit committee. The work of the publicity committees was then taken up, reports received and considered, and the situation fully discussed, as reported recently in the trade papers.

SECOND SESSION.

Promptly after luncheon, President Ammann called the board to order for the second session. The publicity campaign was further discussed. The outcome was the passing of a motion by J. J. Hess that the board recommend the adoption of an equitable plan on lines such as practiced in Milwaukee, and described by Mr. Pollworth, the same to be devised by the publicity finance committee with a view to its operation another year.

CREDITS AND COLLECTIONS BUREAU REPORT

R. C. Kerr, chairman of the committee on credits and collections bureau, made a verbal report covering the work of the committee since the St. Louis convention. The report was lengthy and showed that considerable progress had been made toward the inauguration of a service which, it was hoped, might ultimately meet the requirements of the trade. A resolution was passed endorsing the work of the committee and recommending that it continue, with full power to act.

Secretary Young presented and read a report, as superintendent of the St. Louis trade exhibition which was duly accepted and ordered to be audited and filed.

ACCOMMODATIONS FOR CONVENTION.

Vice-President E. A. Fetters reported the selection of a hall for the housing of the convention next August. The Arcadia dance auditorium, on Woodward avenue, within 15 minutes' walk of the Hotel Statler, he believed would furnish ample accommodations. He stated terms and other particulars in regard to its rental for the purpose. The board arranged to make a visit of inspection next day. Mr. Fetters also reported as to the situation in regard to the 1919 convention garden explaining the difficulties met with concerning its establishment, and the lack of interest evident, on the part of prospective exhibitors. Philip Breitmeyer also discussed the situation, and recommended that the idea of a convention garden be abandoned, at least for 1919. It being reported that the florist interests of Cleveland, where the 1920 convention is to be held, were also in favor of entire abandonment, the board, after full discussion, on motion

of George Asmus, decided to recommend that at the next convention the constitution be so amended as to eliminate the convention garden committee.

The matter of the preparation of the convention programme was discussed and the board decided to leave it in the hands of the secretary and the local committee. If it was thought desirable to provide speakers the secretary and committee were empowered to meet expenses, which should not exceed $200.

The auditing committee presented treir report, which was, on motion accepted.

Chairman W. F. Gude, of the committee on tariff and legislation, then made a report which dealt largely with the work of the committee in reference to the action of the federal horticultural board in establishing a quarantine against importations of plants, etc. He presented the brief prepared by the committee for signature by the directors, and the same was completed and put in readiness for official presentation. Mr. Gude further recommended that J. D. Eisele, of Henry A. Dreer, Inc., Riverton, N. J., and F. R. Pierson, Tarrytown, N. Y., be added to the committee on tariff and legislation. and, on motion of Joseph A. Manda, the president was empowered to make the appointments.

Secretary Young asked for a ruling by the board as to the proper interpretation of the new by-law covering plant registrations, instancing a case where descriptions of some delphiniums had been sent in for registration, but the same did not appear to cover any varietal differences, such as to make the plants separate and distinct from other varieties. The board discussed the matter at some length, and expressed the opinion that the intent of the by-law was quite plain, and anyone who had a plant, which was rejected for registration, and believed that the by-law did not cover the case, could come before a committee of judges to be appointed by the society to examine and report in the matter.

After a general discussion of other matters, which included national flower show prospects, the society's new journal and the conveniences of the society's office in New York, the board adjourned to the Detroit Athletic Club, where the members were guests of Mr. Breitmeyer at a very enjoyable dinner, tendered by him. There were also present as guests of Mr. Breitmeyer, the directors and executive officers of the Florists' Telegraph Delivery Association.

THIRD SESSION, FRIDAY EVENING.

After the dinner, the board went into session and again opened the proceedings with the publicity campaign as a topic for further discussion, Albert Pochelon, secretary of the Florists' Telegraph Delivery Association, and other officials of that organization, taking part. Major P. F. O'Keefe, by request, spoke at some length of the plans that had been mapped out for the 1919 campaign, describing the advertisements it was proposed to insert in a list of national magazines, the illustrations to appear in connection with them, and the new features to be introduced. He also referred to the paragraph, which it was proposed to insert in the magazine advertisements: "When you see the sign, 'Say It With Flowers,' displayed by your florist, it shows that he is a member of the Society of American Florists. Give him your patronage because he is aiding in the praiseworthy national work of making flowers more loved and used." He did not care to use this paragraph without the fullest authority, and therefore requested that the board would consider the advisability of using this wording, and rule accordingly. A very long discussion ensued, and finally, upon motion, the text was approved and its use authorized.

A resolution was passed that a recommendation of the audit committees that the funds of the national flower show be kept separate, be concurred in by the board.

Another resolution was passed that the committee in charge of the convention programme be recommended to make endeavor to secure a speaker from the agricultural department, bureau of plant industry, to define the work of the bureau along horticultural lines.

SPORTS AT DETROIT CONVENTION.

Vice President Fetters spoke of a movement to revive the custom of holding sports at the conventions, and detailed different features which had been discussed locally. The board approving of the movement, the entire matter was left in the hands of the local committee.

FOURTH SESSION—SATURDAY MORNING.

At 9 a. m., the members of the board in a body inspected the Arcadia auditorium, returning afterwards to the Hotel Statler, where a business session opened at 10:30. E. G. Hill, Richmond, Ind., and George W. Hess, Washington, D. C., took seats at this session. President Ammann appointed Charles J. Graham, Henry Penn and Philip F. Kessler as a committee on final resolutions.

Wm. F. Gude read resolutions passed by different trade bodies in regard to the plant embargo soon to go into operation, and considerable correspondence in the matter. Some discussion ensued, during which Vice-President Fetters annouced that he had received a message from the Federation of Women's Clubs to the effect that that body would like to co-operate with the society, as they were much interested in the opposition to the embargo, and would like an opportunity to interview senators and congressmen in Washington. On motion of George Asmus, the president was directed to appoint a committee of two local men with Mr. Gude, to confer with these ladies and help them in their approaches to the legislators. Messrs. Fetters, Breitmeyer and Gude were appointed such committee. At the request of Mr. Gude, the board, on motion of E. G. Hill, went on record as favoring national appropriations to the United States department of agriculture in the interests of horticulture and floriculture.

The board discussed at some length arrangements in regard to the housing of the 1919 convention and trade exhibition, and terms for leasing the Arcadia auditorium. On motion of Charles H. Totty, the local committee was given power to execute a lease on the terms offered. The rate for space in the trade exhibition was fixed at 40 cents per square foot, as before.

President Ammann called upon each member of the board, representing affiliated organizations, for suggestions as to the society's work, especially any which might interest the organizations represented. This led to a lengthy and most earnest discussion as to advantages to the society which might come through an extension of the affiliation idea. The trend of the discussion was in the direction of encouragement of effort to promote state organizations of florists, all of which by complying with provisions laid down, should have representation upon the society's board, the expenses of all delegates to be defrayed by the organizations represented. As a result of the discussion, it was, on motion, decided that a committee be appointed to prepare recommendations in the matter to the society at its next convention, full consideration being given to the number of florists in each state and the number of representations probable, also to the necessity for each organization, to bear the expenses of its representative.

Henry Penn brought up the matter of a recommendation to the society that it appropriate again this year the sum of $5,000 to the publicity campaign fund, and moved that the board make such a recommendation. The motion was duly seconded, but a discussion was raised as to the financial condition of the society in respect to such an appropriation. The motion was eventually changed to read that it was the board's recommendation that the sum of $5,000 be made to the publicity fund, to be used, if needed, during the year's campaign. Adjournment was then made for lunch.

FIFTH SESSION—SATURDAY AFTERNOON.

The session being opened by the president, the first business taken up was that of appropriations. The appropriations of the previous year being read by the president and meeting the views of the board, on motion of Wm. F. Gude, the appropriations for 1919 were made the same. In the same connection, the matter of preparing the society's new journal for publication came up for discussion, as well as the care of the secretary's office, while he was traveling in the interests of the society, and on motion of George Asmus, the sum of $50 per month was appropriated for services of an assistant.

Secretary Young asked for the views of the board as to the desirability of printing a membership list, in view of the fact that it had been customary to do so, and incorporate it in the volume of proceedings now abandoned. To print it separately would entail quite an expense. After discussion, the board expressed the opinion that the printed list of members could be dispensed with.

The board, feeling that the treasurer's salary was inadequate for the work he was now called upon to perform on motion of Philip Breitmeyer, voted to increase from $200 to $300 per year.

The president announced the following as the committee on affiliations: Joseph H. Hill, C. E. Critchell, and C. C. Pollworth.

W. F. Gude moved in view of the great expense the society was now under in the prosecution of its work, that the board recommend an amendment to the constitution raising the dues to $5 per year, and life memberships to $50, first year's dues of annual members to cover initiation as at present. The motion was duly seconded and carried.

The subject of the abandonment of the convention garden again coming up, the board expressed itself that the recommendation covering that action should carry with it a recommendation that selection of a convention city be only made one year in advance, as formerly.

The treasurer reported a mortgage loan of $6,500 in favor of the society maturing shortly, and requested instructions in the matter. On motion, the loan was ordered to be investigated, and if found to be gilt-edged left unrecalled, but if recalled, reinvestment was left to the treasurer and president.

FINAL RESOLUTIONS.

After the discussion of a few other matters of general and passing interest not requiring action, the committee on final resolutions presented the following, which was adopted by a rising vote:

Resolved, That this board by unanimous vote, tender its thanks for and appreciation of the generous hospitality extended by the Detroit Florists' Club and Philip Breitmeyer, of Detroit, during our sessions; also, to the management of the Hotel Statler, and the daily press of Detroit.

PHILIP F. KESSLER,
HENRY PENN,
CHARLES GRAHAM.

The board then, on motion, adjourned, to meet in Detroit next August.

JOHN YOUNG, Sec'y.

Pittsburgh.

TRADE CONDITIONS FAIRLY GOOD.

Lent does not appear to affect business in the least. While stock, with the exception of carnations, is more plentiful and prices somewhat lower, everything cleans up nicely. Easter lilies and callas are more abundant and the price has dropped a little. Some very good American Beauties are now coming in. Tea roses are of very good quality and clean up daily at fair prices. There is still not enough carnations coming, and the demand for white for St. Patrick's day caused them to take a jump in price. Sweet peas are still arriving in large numbers, but the demand is good, as they are the most popular flower grown for corsage work. Some very good snapdragons are seen and sell readily. Violets are still a drug on the market, the street boys getting the most of them. Jonquils and tulips are more plentiful, while Paper Whites and freesias are about done. Some very good mignonette and yellow daisies are received daily, and meet with a ready sale.

NOTES.

Karl Voelker, formerly with The Alpha Floral Co., and the A. W. Smith Co., of this city, has taken a position with T. Malbranc, of Johnstown, Pa. With his experience, he should make a good addition to Mr. Malbranc's force.

Visitors: Martin Reukauf, of H. Bayersdorfer & Co., Philadelphia, Pa.; Milton Selinka, of Schloss Bros., New York; Sam Seligman, of S. S. Pennock Co., Philadelphia, Pa., and R. E. Blackshaw of Ove Gnatt Co., La Porte, Ind.

M.

Toronto.

PLENTIFUL SUPPLY MOVES STEADILY.

Trade conditions continue active, and although there are no really large social functions, the transient demand and many funeral orders keep the market cleaned of stock daily. The roses of the shorter grades are not plentiful enough, but in the better offerings there are enough for all. The prices remain unchanged at $30, $20, $15 and $10 per 100, and the quality is fine at this season. While there are no American Beauties on the market, Russell, Hoosier Beauty, Ophelia, Sunburst, Frank Dunlop and Double White Killarney are all arriving in the select grades. Carnations of good quality continue plentiful at $5, $4 and $2 per 100, but there are few of the cheaper grades to be had. Orchids, sweet peas, lilies and bulbous stock remain at former prices, while violets have advanced. Green goods are scarce, with very little smilax to be had. The lilies at the different growers never looked better and prices quoted are $25, $20 and $18 per 100 for Easter. From present indications, there will be a plentiful supply of stock for the Easter trade. The demand for shamrocks for St. Patrick's day used up all available stock.

NOTES.

The gardeners' and florists' association motored to Oakville, to assist in the opening of a new club at that town which will affiliate with the Toronto association. About 38 were present, and all were very enthusiastic. Officers were elected, and regular meetings will be held monthly.

C. H. Totty, of Madison, N. J., was a recent visitor and went to see the new rose, Frank Dunlop. He returned to New York Friday, accompanied by J. H. Dunlop and Geo. M. Geraghty, who were guests at the New York Florists' Club banquet.

There is considerable activity in building, and 100,000 feet will be added to the local area the coming season. Yet they persist there is no money in the growing end. One never knows the philanthropists in the florist business.

The retail florists' club, in their publicity campaign, held a theatre party at the Princess theatre, when each lady performer was presented with a bouquet. This proved quite a hit, and will be repeated again next year.

J. S. Simmon has purchased the greenhouses of Mark Henderson at Brampton, which he will operate in connection with his retail store.

W. Wilshire, who has been supplying the pussy willows for this section, has secured a tract of land and will plant these extensively.

J. A. Neal addressed the retail florists on "Advertising," and co-operative publicity will be tried, commencing with Easter.

H. G. D.

Washington, D. C.

There is going to be a serious shortage of lilies this year and it is declared prices will go as high as 35 cents per bloom wholesale, and proportionate retail figures that will result in the supply equaling the demand.

Gude Bros. Co. reports it is now taking the stars out of the firm's service flag, the following employes having returned from service: Frank H. Keefer, Norman Padgett and Irving Herbert.

B. F. L.

Tri-City Florists' Club.

The regular meeting of the Tri-City Florists' Club was held at the residence of William Knees, Moline, Ill., March 13, with President Pauli in the chair. Following the general order of business, the following officers were elected for the ensuing year: William Goos, Bettendorf, Ia., president; Wm. Knees, Jr., Moline, recording secretary; Ludwig Stapp, Rock Island, Ill., financial secretary; William Knees, Sr., Moline, treasurer. Vice-presidents were elected for each city as follows: R. E. De Rycke, Moline; Henry Meyer, Rock Island; Harry Bills, Davenport; P. G. Pearson, Bettendorf. Trustees: Edward Patton, Davenport; Henry Gaethje, Rock Island; C. Sorensen, Moline.

The April meeting will be held at the residence of William Goos, Bettendorf, Ia.

W. G.

Gardeners' and Florists' Club of Baltimore.

At the monthly meeting of the Gardeners' and Florists' Club of Baltimore, Md., which was held in its rooms in Exchange hall, St. Paul and Franklin streets, there was a good attendance. The constitution and by-laws were revised and officers were elected to serve during the ensuing year as follows: R. A. Vincent, White Marsh, president; John Neuth, vice-president; Robert T. Paterson, 934 East Preston street, corresponding secretary; C. H. Wagner, financial secretary; Albert Fiedler, treasurer.

Following the business session, the club's thirty-second annual banquet was held at the Hotel Rennert and proved a most enjoyable affair. With the war over, many of the members are back on the job again in their old-time spirit.

ROBERT T. PATERSON, Sec'y.

Providence, R. I.

TRADE IN GENERAL SATISFACTORY.

The supply of stock continues plentiful and of good quality. Carnations are good and move freely and roses are arriving in larger numbers. Callas, violets, orchids, sweet peas and marguerites are also among the satisfactory offerings. Shamrocks had a good demand on St. Patrick's day. All indications point to good business for Easter, although some items will be scarce, among others azaleas, which will doubtless command good prices.

The feature of the monthtly meeting of the Rhode Island Horticultural Society at the Public Library, March 19, was a discussion of the proposed federal plant quarantine.

H. A. T.

OBITUARY.

Mrs. E. A. Scribner.

Mrs. E. A. Scribner, wife of the well known retired florist, E. A. Scribner, of Detroit, Mich., died March 11, after a long illness. She was a member of the ladies' auxiliary of the Detroit Florists' Club, and until her serious illness last fall, was much interested in its activities. She likewise was keenly interested in the Ladies' Society of American Florists, and many times accompanied her husband to the annual conventions. For many years she labored hard in the florist business, both in the growing and retailing departments of their establishment.

Mrs. Scribner was possessed of a most cheerful disposition and quickly made friends that were much attached to her. Her funeral, which was held from her late home, 221 Joseph Campau avenue, was attended by many members of the local florists' club, which also sent a beautiful floral tribute as a testimony of the esteem in which she was held. Other floral offerings were many and beautiful. She is survived by her husband, E. A. Scribner. Interment was at Elmwood cemetery.

J. F. S.

Mrs. Clara Glaser.

Mrs. Clara Glaser, wife of the late A. L. Glaser, Dubuque, Ia., died March 12. The funeral was held the following Saturday afternoon, at 2:30 o'clock, at the family residence, Reverend Schwab officiating. The remains were taken to Linwood cemetery, where they were placed in the chapel to await the return of her son, Corporal Leo Glaser, from overseas.

B. Koch.

R. Koch, for half a century a florist and nurseryman at Nanuet, N. Y., died March 10, age 77 years. He is said to have been very successful in business, and to have left a valuable estate.

A. F. F.

DWIGHT, ILL.—W. Dittmer, of Grinnell, Ia., has purchased the range here formerly conducted by A. L. Bump.

HOUSTON, TEX.—A rose show will be held here in April under the auspices of the Houston Horticultural Society and the Houston Post.

NEW LONDON, CONN.—Edward A. Smith, recently appointed park superintendent at Norwich, has disposed of his florist business here to K. A. Samuelson.

GRAND RAPIDS, MICH.—Mrs. M. A. Hartnett, whose store in the Ashton building was destroyed by fire recently, is planning to reopen in the near future.

SALT LICK, WEST VA.—Dale H. Hamilton, recently returned from government service at Vancouver, is preparing to reopen his greenhouse for the coming season.

COLUMBIA CITY, IND.—Albert Wagoner and wife have purchased the North Side Greenhouses which have been held under receivership by the Provident Trust Co.

RIDGEFIELD, CONN.—William Pinchbeck has purchased the range of the Ridgefield Florist on Danbury road and will continue same in connection with his extensive establishment in the West Lane section.

EVANSVILLE, IND.—Col. J. D. Carmody did not go to his Florida retreat this winter, the mild weather at home making the trip unnecessary. The colonel admits he is over eighty, but still keeps in touch with many friends by correspondence.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....429
—Cyclamen....429
—Sweet peas....429
—Camellias....429
—Bedding plants....430
Lilies for Easter (illus.)....430
The retail trade....431
—Next week in the flower shop....431
—Easter preparations....432
W. F. Therkildson (portrait)....433
Chrysanthemums....434
—Preparations for another season....434
National publicity for flowers....434
The 1919 vision....435
Society of American Florists....436
Pittsburgh....437
Toronto....437
Tri-City Florists' Club....437
Providence....437
Washington....437
Gardeners' and Florists' Club of Baltimore....437
Obituary....437
—Mrs. E. A. Scribner....437
—Mrs Clara Glaser....437
—B. Koch....437
Personal....438
"Say It Straight"....438
Thompson Carnation Co....438
Civil service examinations....438
Canadian retailers' association planned....438
Water-cooled grate for coal refuse....438
Chicago....444
Chicago growers organizing....447
Detroit....448
St. Louis....449
Rochester Florists' Association....450
Columbus....450
Fort Wayne....450
Massachusetts Horticultural Society....450
Philadelphia....452
New York....454
The seed trade....462
—Non-warranty clause....462
—Northrup, King & Co....462
—Horticultural hobbies....462
—New York seed trade....462
—Seed interchange in Ohio....463
—Pinto beans....466
—Vegetable seed stocks and receipts....466
Market gardeners....468
—Army gardens to be continued....468
—Potato wart in Pennsylvania....468
—Indians teach department of agriculture....468
—Pests carried in uncleaned cars....468
—Rains destroy Florida tomato crop....468
The nursery trade....470
—Peony Society's bulletin....470
—Ornamental stock leads in Ohio....470
—Gypsy moth on cranberry vines....470
North Shore Horticultural Society....470

LIFE, this week, pictures the American business man, bound hand and foot by cable censorship.

THE appointment of Prof. H. C. Taylor, of the University of Wisconsin as chief of the office of farm management, is one of the first steps in the new plan of farm accounting to be established by Secretary of Agriculture Houston.

HUGE mortars, standing on concrete emplacements and abundantly supplied with half-ton projectiles, were erected during the war among flowers and shrubbery of private gardens in New York, and elsewhere along the Atlantic coast, to repel attacks of German naval or airships.

Personal.

Philip Breitmeyer, former vice-president of the Detroit National Fire Insurance Co., is now president of the company.

"Say It Straight."

Some of the retail trade are butchering the wonderfully successful slogan, "Say it with Flowers," by cutting it open and inserting their name, making it read, "Say it with Brown's Flowers," or Smith's Flowers, etc. Surely such misuse of the slogan should be frowned upon and forbidden. This wonderfully suggestive phrase, which means so much to the whole trade, should be copyrighted or in some way protected so that it shall be used only in its original form.

Thompson Carnation Co.

In accordance with a notice filed by John T. Clyne, trustee of the J. D. Thompson Carnation Co., Joliet, Ill., the personal property of said company consisting of greenhouses, equipment, office furniture and fixtures, dwelling houses, etc., and all personal assets, will be sold at public auction April 9 at 2:00 p. m. at the north entrance of the court house, Joliet, sale to be subject to the approval of the court. The terms are specified as five per cent cash and balance upon approval of sale.

Civil Service Examinations.

The United States civil service commission, Washington, announces an open competitive examination, April 23, to fill the position of assistant in plant fumigation under the federal horticultural board, the position paying from $1,500 to $1,980 per year.

The commission also announces an examination, April 24-25, for the position of entomological laboratory assistant in the department of agriculture, the salary being from $1,080 to $1,320 per year. Information can be obtained concerning examinations from the commission or its branches in various large cities.

B. F. L.

Canadian Retailers' Association Planned.

Believing that a Dominion-wide retail florists' organization would be of benefit in a great many ways to the trade of Canada, there being no association at present taking a special interest in the business welfare of that branch of the craft, a committee of the Toronto Retail Florists' Club, composed of J. E. Carter, H. G. Dillemuth, S. A. McFadden, H. W. Parker and L. S. Waters has sent out a questionnaire with the object of ascertaining if the trade is in favor of such an organization, and it is proposed to take the matter up at the time of the annual convention of the Canadian Horticultural Association in Toronto this summer, when it is expected that a large number of retailers will be present. It is believed that a great many problems and difficulties of the retail trade could be solved by co-operation and organization, and the committee urges that all florists in the Dominion return questionnaires promptly.

Water-Cooled Grate for Coal Refuse.

Harold Otter, Moorestown, N. J., has installed a water-cooled grate under his 40 horse power return tubular steam boiler, which enables him to burn coal refuse of the yard, which ton for ton gives as good results as coal of the highest grades.

The grate, or perhaps it should be called a grate substitute, consists of two cast-iron rectangular hollow boxes, which together cover a space of 34x45 inches, three inches in depth. Cast into the boxes, running from top to bottom, about six inches apart, are what might be called pipes or air flues. These are one-inch in diameter, fitted with plugs one inch in length with smaller holes that are placed in the top of the air flues flush with the surface. These boxes, taking the place of the grate, are set over the ash pit about six inches below the feed door. They are then connected up with the boiler, permitting a constant circulation of water through the boxes which prevents the iron becoming so heated as to burn and warp.

The ash pit door is sealed up, making an air-tight chamber under the grate or boxes. This is connected with a pipe five inches in diameter to a blower run by an electric motor. When in operation, there is a strong current of air forced from the ash pit through the various openings in the grate or iron boxes above.

The fire is started in the ordinary way with wood, and when in full blast, carries a bed of coal refuse about one foot thick. There is very little smoke; the coal, becoming heated, throws off gases, which mixing with the air coming through the coal, burn fiercely. The coal under the intense heat gradually settles down or melts into large cake-like clinkers, which are removed about once a day. Mr. Otter has an auxiliary gasoline engine to immediately connect up to the fan, if, for any reason, the electric current should fail him.

The cost of running the fan by electricity has so far averaged $3 per week. The consumption of the coal refuse has not been as great as that of coal for the same period of last year. The labor is not as great, as the fire does not have to be fed nearly as often. Low or intense fires are regulated by the speed of the fan. The difficulty with inferior coal burned with forced draft has been the destruction of the grate bars, which have frequently to be replaced. Constant circulation of water through the grate boxes absorbs and carries off the excess heat, making them as lasting as the boiler itself.

It has cost about $600 to make this entire installation, which, Mr. Otter says, will be saved in the first year's coal bill, as coal refuse costs but $1 per ton delivered.

Potash Negotiations Off.

A cable from London, March 17, stated that the negotiations between the Allies and Germany for the delivery of potash had been broken off. It was previously reported that the potash from Germany was expected to be one of the chief means for Germany to pay for foodstuffs allowed that country by the Allies.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Baltimore, Md., March 24, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Exchange hall, St. Paul and Franklin streets. Robert T. Paterson, secretary, 934 East Preston street, Baltimore.

Newport, R. I., March 25, 8 p. m.—Newport Horticultural Society, at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

Pittsburgh, Pa., March 25, Noon.—Retail Florists' Association of Pittsburgh District at Seventh Avenue hotel for luncheon. Orville Crissman, secretary, Diamond Bank building, Pittsburgh.

Hartford, Conn., March 28, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of carnations, roses, chrysanthemums and general plant stock wants position in commercial place. Single man. Address
Key 368, care American Florist.

Situation Wanted—By an experienced elderly man; expert plantsman; cut flowers; small place. State wages, room and board, with particulars. Address **Wm. Kirkhan, Chicago Hotel, 22 So. Clark St., Chicago, Ill.**

For Sale—Complete set of store fixtures good as new for $500. Ice-box 10 ft. high with office attached; 8-ft. wall case; Italian marble top table; ribbon case and upright desk. Fixtures are now in Chicago. This is a big bargain. Address
Key 370, care American Florist.

FOR SALE

A thoroughly equipped retail and wholesale florist business; three greenhouses, dwelling, all conveniences, three acres of land, garage, all in good condition and is a first-class opportunity; fine location and near large markets.
LOUIS R. LEDDON, Clayton, N. J.

FOR SALE

Six Greenhouses to take down, 15x75 feet, even span; in good condition. A. D. Glass, 18 inches wide. Address
Key 363, care American Florist.

FOR SALE.

Established flower store in town of 100,000, with long lease. Reason for selling, death. Inquire.

THE ROSERY,
167 Market Street, NEWARK, N. J.

Help Wanted

Rose grower for our range at Hinsdale, Ill. Apply at

BASSETT & WASHBURN
178 N. Wabash Ave., Chicago, Ill.

HELP WANTED

Experienced saleslady and designer to take charge of an established retail store in Chicago. Fair salary and commission. Splendid opportunity to the right party. Must furnish A1 references. Address
Key 369, care American Florist.

Help Wanted

Good, First-Class Rose Grower,

capable of taking full charge. Will pay good wages. Must have good reference.

The Wm. Blackman Floral Co.,
EVANSVILLE, INDIANA.

Help Wanted

Experienced salesman and designer Must be A1 man and come well recommended. Steady position. Splendid opportunity for the right party. Apply

MANGEL FLORIST
17 East Monroe Street, CHICAGO

Help Wanted

Foreman for our plant department at Morton Grove. Must be expert grower and come well recommended. Splendid opportunity for a capable man.

POEHLMANN BROS. CO.
MORTON GROVE, ILLINOIS

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.
Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

BANKRUPT SALE

J. D. Thompson Carnation Co's Plant at Joliet, Ill.

This entire plant consisting of 17 greenhouses, with about 136,000 square feet of glass roofing, equipment, power plant, fixtures, etc., will be sold at public auction on **Wednesday, April 9, 1919, at 2:00 p. m.,** inside the North Main Entrance of the Court House, in Joliet, to the highest bidder. Terms: 5% cash, and balance upon approval of sale, and delivery of proper conveyance of title. Sale includes long time lease.

Copy of inventory will be sent on request.

FRED W. WALTER, Attorney.
JOHN T. CLYNE, Joliet, Illinois, Trustee in Bankruptcy.

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

— OF —

THE AMERICAN FLORIST

To Be Issued APRIL 3rd

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE.

Single Column Inch, $1.50; Page of 30 inches, $45.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ Please send your copy for this issue as early as possible.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is 17/6 per 100 lbs., free on board Liverpool. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $2.00 per carton; in 5 carton lots, $1.75 per carton; 100-lb. cases, $24.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS. Always handy when natural flowers and greens are scarce. **Price, $3.50 per 10-lb. carton.**

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

Mention the American Florist when writing

⅔ Natural Size.

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$20.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Mrs. Frank Pendleton, First	50.00	Vaughan's Florist Mixed, First Size	16.00
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips.....$13.00 1000 Pips.....$25.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Mention the American Florist when writing

POEHLMANN BROS. CO.
INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

CUT FLOWERS, PLANTS and FLORISTS' SUPPLIES

ORCHIDS $35.00 per 100. 4.50 per doz.

Phalænopsis Come in pink and white, with 8 to 20 flowers on a spray. They are very graceful and beautiful. **Per 100 flowers, $8.**

Plenty of Everything. Do not hesitate to order what you want.

Ophelia, Wards, Brilliants, Milady, Richmonds, Callas, Easter Lilies, Carnations, Spring Flowers, Bulb Stock, Sweet Peas, Plumosus, Sprengeri, Ferns, Leucothoe, Galax, Adiantum, Woodwardia.

Easter Novelties

Try us for the latest creations in **Easter Egg** and **Rabbit Novelties.** Many have been sold already, with many repeat orders. Four different styles. Per dozen, $21.00.

Medium Weave Mats, all colors.....$2.00 per dozen.

Waterproof Crepe Paper, all colors..... 4.50 per dozen.

Try us on an assortment of **Easter Baskets,** both Cut Flower and Plant, $10.00 to $25.00 an assortment.

If You Have Not Received Our Spring Catalogue, Send for One.

Plants We Are Now Offering

50,000 extra fine 2¼-in. Kentia Belmoreana and Forsteriana, $14.00 per 100, $120.00 per 1000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per dozen; 5-inch, $9.00 per dozen; 6-in. $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10.00 per plant.

Pandanus Veitchii, 4-in., 50c each, 5-in., $1.00 each; 6-in., $1.50 each; 7-in., $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-in., $10.00 per 100; 4-in., $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Heavier Supply-Lower Prices.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $3.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST

RUSSELL

$8.00 to $25.00 per 100, according to length of stems.

HOOSIER and OPHELIA

Long	$15.00 per 100
Medium	$8.00 to 12.00 per 100
Good short	5.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	8.00 to 10.00 per 100
Short	5.00 to 6.00 per 100

ROSES—OUR SELECTION.

Per 100 ..... $5.00

Write for prices on quantity lots of 500 or more.

Paper Whites, Freesias and Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000.

Asparagus, Sprengeri, Galax and other stock at market prices.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

CARNATIONS STILL GOOD PROPERTY.

Business was somewhat quiet all during last week, consequently stock accumulated to such an extent that considerable pushing was needed to move certain items, even in quantity lots at reduced prices. Roses in general are more plentiful, but are cleaning up fairly well, considering the market conditions, although prices have dropped to a large extent on most offerings in this line with the possible exception of one or two varieties. Some of the finest American Beauty roses offered in this market at this time of the year are available now and are attracting the attention of the city buyers. Mrs. Chas. Russell of splendid quality are also included in the daily shipments in larger numbers. Carnations continue to be good property, and it is surprising how well they hold up in price, considering the low quotations sent out by some of the houses to outside points. Lilies and callas are to be had in fair sized quantities at times, but are not overplentiful. Orchids, sweet peas, gardenias, violets, daisies, stocks, snapdragons, forget-me-nots, calendulas, mignonette, freesias, tulips, jonquils, pansies, lily of the valley, gladioli and other miscellaneous seasonable stock are on the bill of fare. The street fakirs are busy again, which is surprising, considering the agreement between practically all the retailers and wholesalers. Upon investigation, it was found that the peddlers bought most of the stock from South Water street commission men who received several shipments of southern jonquils. The growers have organized, and no doubt all branches of the trade will be able to work together along some lines, and in time eradicate some of the objectionable features which have been the bone of contention for many years. Publicity will do much to bring the various florists together, and according to all those who have heard of the proposed next campaign, it will fill a long felt want, and will do much toward making new flower buyers in this city. Business so far this year has been good and away ahead of 1918, which of course everyone expected, owing to the trouble the growers experienced in securing coal to meet their needs last year, and which naturally cut down the production then to some extent. You hear now and then that we are due for a period of hard times, but it appears that the florists are all from the "show-me" state, for they are making big preparations to come in for their share of the harvest when the next wave of prosperity spreads over the entire country, which all the optimists agree is already on its way.

NOTES.

At Zech & Mann's store, March 17, 1919, has been placed on record as a hoodoo day because everything went dead wrong from the minute the doors opened. To start the day with Mrs. Allie Zech underwent an operation for appendicitis at the Chicago Union hospital, which kept Allie away from the store. The packer took sick on the same day and failed to show up, and to make affairs still worse one of the large trucks which bring the stock in from the greenhouses broke down and did not reach the city until late in the afternoon. Fortunately all the shipping orders were gotten out in time and the latest reports from the hospital are to the effect that Mrs. Zech is doing very nicely and will probably be able to receive visitors this week.

N. J. Wietor, of Wietor Bros., called the writer's attention this week to the death of Hubbard Hansen, who was formerly in the florist business here, having had quite a good sized carnation range in Rosehill.

SPECIAL FERN OFFER

In case lots of 5000

$4.00 per 1000

J. A. Budlong Co.

184-186 N. Wabash Ave., CHICAGO

In the matter of William H. Kidwell, bankrupt, a meeting of creditors and other persons interested has been called for 10 a. m., March 27, in the United States court rooms in the government building, at which time cause may be shown, if any, why a petition for discharge should not be granted.

Philip Schupp, manager of the J. A. Budlong Co., says that sweet peas are arriving in splendid condition and that the quality is fully up to or even better than that of last season.

Joseph Foerster, of the Joseph Foerster Co., is again on deck after being confined to his home for nearly a week with a touch of the influenza.

C. L. Washburn, of Bassett & Washburn, and wife are expected home from California this week where they have been visiting for about a month.

Hans Rosacker, of Minneapolis, Minn., paid Tom Rodgers, of the Weiland-Reich Co., force a visit while here this week.

John Michelsen, of the E. C. Amling Co., has been on the sick list for several days with a severe cold.

A. Lange had his new Kissel car ready for St. Patrick's day, finished in emerald green.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

IN HEAVIER SUPPLY

All Roses Listed Below

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

		Per 100
MRS. CHAS RUSSELL		
	Specials	25.00
	Select	$15.00 to 20.00
	Medium	10.00 to 12.00
	Short	6.00 to 8.00
RICHMOND		Per 100
	Select	$15.00
	Medium	$10.00 to 12.00
	Short	8.00
MILADY		Per 100
	Select	$15.00
	Medium	$10.00 to 12.00
	Short	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland		Per 100
	Specials	$15.00
	Select	12.00
	Medium	8.00 to 10.00
	Short	4.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations	$ 4.00 to 6.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch	$1.00
Ferns, per 1,000	5.00
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

We now offer a large supply of Spring Flowers in addition to our usual complete line of Roses, Carnations, Miscellaneous Cut Flowers and Everything in Greens. The buyer has a great variety of choice stock to select from here, in fact **Everything You Need.**

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Paul Amling is batching it at Des Plaines, where he is looking after the range that his brother Ernest and he bought recently from Hoerber Bros. Some of his friends are jollying him about being engaged, but while he admits this is not true, he would probably not have any serious objection if the right young lady happened to cross his path. His friends in the trade have all agreed that he must join the ranks of the benedicts in the near future, so do not be surprised if you hear the tinkling of the wedding bells.

The Florists' Club will surely have plenty of material for a couple of baseball teams, if all who have signified their intention of playing, report for practice. Why not have a florists' league? The growers, retailers, wholesalers and allied trades surely ought to be able to get a team together.

Chas. Erne says that while there was a good call for green carnation dye at Erne & Co.'s store this year, the demand was not as strong as last season, which he attributes in part to the fact that many of the young men are still abroad with the colors.

H. B. Kennicott, of Kennicott Bros. Co., is back from a business trip to Florida, and is again attending to his duties at the store.

F. G. Berry has opened a new retail store at 850 West Seventy-ninth street under the name of the Ideal Florist.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00

RICHMOND	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00

SUNBURST AND OPHELIA	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00

KILLARNEY BRILLIANT	Per 100
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00

ROSES, OUR SELECTION $7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lillies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

CARNATIONS W. N. Rudd's famous seedlings in all shades. We are exclusive agents for his stocks. Try us on your regular orders.

Mention the American Florist when writing

Leucothoe Sprays

$6.00

per 1000

PERCY JONES

INC.

56 East Randolph Street, CHICAGO

Florists' Wire

Nos. 18 to 22—12 x 18

$2.00 per box

E. F. Winterson, Sr., is one of the directors of the Chicago Amateur Athletic League, Inc., with headquarters at 108 South La Salle street and his son, E. F. Winterson, Jr., is a member of the advisory board. This league is launched, born for a good purpose, is absolutely non-political and has sufficient money behind the proposition to make it a big success. All the directors are required to do is show results, secure a membership of sufficient numbers to assure the philanthropic backers that they are on the right road. James A. Pugh is president. One of the league's placards reads: "It is up to you boys to send in your application; it does not cost you any initiation fee or dues, and gives you a membership absolutely free, a place to spend your leisure hours at something that will benefit you and fit you for the battles of life. We advise you to take advantage of your offer.

The Alpha Floral Co. had an order to deliver a horseshoe floral design to a funeral this week, which bore a card on which was written: "From your loving wife and children." This is the first time that Andrew Chronis ever filled an order of this kind, since he has been in the florist business, and that covers a great many years.

Charles Rogers, of the Washington Floral Co., 76 West Washington street, says that a similarity in the names of several of the retail stores is causing him much annoyance, and asks the wholesalers to be careful in the future so that no goods ordered by anyone else will be charged to him.

Walter Stocklos has opened a wholesale store in the Atlas building in the room formerly occupied by Archie Spencer. He is no stranger to the trade, having been employed in the local market for a number of years.

L. R. Finnermann, of the Grossberg-Tyler-Finnermann Co., celebrated his twenty-fifth birthday, March 15. He received a beautiful Japanese hand-carved diamond set ring from his business associate, Morris Grossberg.

Growers of plants and cut flowers for the local market are invited to attend a meeting at the Randolph hotel, this city, March 27, at 8 p. m., with a view to organization for the betterment of the trade.

A. L. Vaughan & Co. are more than pleased with business, the total sales so far this year being very encouraging, especially for this month, which was extra good last year on account of Easter.

Percy Jones, Inc., reports an increasing demand for supplies, which is a big item with this house. The shipping trade is keeping up remarkably steady at this busy establishment.

So far, the young ladies in the trade have done nothing to organize a ladies' florist club, although there has been much talk along this line for some time.

Poehlmann Bros. Co.'s supply department is prepared for the Easter rush, and everything points to a brisk trade for the early demand is most satisfactory.

Harry C. Rowe says the business at his new store, 67 East Madison street, has been quite satisfactory since the formal opening, March 15.

A. T. Pyfer & Co. had a big day March 14, when eight new out-of-town customers were added to their list.

W. K. Wilson, of Columbus, O., was in the city this week, buying stock for his newly remodeled retail store.

The local florists are seriously considering conducting an advertising campaign in the elevated cars.

Wolf's Flower Shop, East Monroe street, is flashing "Say It With Flowers" from a new electric sign.

Peter Reinberg is cutting his share of roses, including a good percentage of Mrs. Charles Russell.

Visitors: B. J. Dudley, of Parkersburg, West Virginia; Hans Rosacker, Minneapolis, Minn.

SPRINGFIELD, ILL.—The Gaup Greenhouses are to be remodeled at a cost of about $1,200.

HOUSTON, TEX.—R. C. Kerr has purchased 96 acres of land on the Westheimer road, which will be used for the development of nursery and greenhouse stock

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Exceptionally Fine Supply of All Seasonable Flowers

You can always get everything you want here—
You will be more than pleased with our service.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

IN THE
HEART
OF THE
Great Central Market
Everything in
CUT
FLOWERS

A. T. Pyfer & Company
Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

Chicago Growers Organizing.

A committee on organization consisting of Walter A. Amling, chairman; Robert Windler, Peter Pearson, Joseph Kohout and Otto H. Amling, appointed at a recent general meeting, has prepared a report proposing an organization of all growers of plants and cut flowers who market their product in Chicago, and at a meeting which has been called for 8 o'clock on the evening of March 27 at the Randolph hotel, Randolph and Wells streets, Chicago, will recommend a constitution for adoption. That a thorough discussion of all questions involved may come before the meeting, the committee urges that all growers who ship stock to the Chicago market attend, and give the benefit of their experience and observation, as the committee in preparing its recommendations, has kept in mind the fact that this is to be an association whose endeavors shall be for the best interests of all growers in this territory.

J. F. Ammann, president of the Society of American Florists, who worked with the committee at its first meeting, and to whom its indebtedness is acknowledged for many of the recommendations made, is expected to be present at the coming meeting and aid in every way possible in the interests of the organization.

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites. Tulips, Iris, Daisies, Callas, Mignonette. Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Special--Lupines. No successful, up-to-date florist can be without this novelty—unexcelled for basket and decorative work.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Detroit.

EXCELLENT SUPPLY FINDS READY SALE.

Mid-lenten business is surprisingly good. The attractiveness of the great variety of flowers and plants now available, seems irresistible to the flower lovers, who seem as numerous as ever, notwithstanding the deterring element of advanced prices over those of the corresponding time last year. In cut flowers, sweet peas are conspicuous for their number, quality and popularity, and prices are satisfactorily sustained. Roses are more plentiful and some recession in prices is noted, particularly in the better grades. Carnations find ready sale, and the finer blooms easily command the prices prevailing earlier in the season. Violets have suffered some in popularity, due chiefly to the excellent sweet peas that are competitive to them.

CLUB MEETING.

The regular meeting of the florists' club was held at the Statler hotel, March 12. It was a representative meeting of 30 members. W. S. Wells, formerly an officer of the St. Louis Florists' Club, and now one of the faculty of the University of Michigan, gave an address on "Relation of Man as a Hybridizer." He spoke most interestingly on a subject seldom touched upon in our club meetings, and treated as it was, stripped of unfamiliar and technical language, it was very instructive. The talk suggested many inquiries from the members, all of which were ably answered. Harry Breitmeyer surprised the members by the really clever manner he treated the subject assigned to him for the evening of his experience in khaki overseas. He began with the period of his enlistment and took his audience with him in detail throughout the whole of his year of work in the ordnance department of the army until his happy return to the bosom of his family. Harry's initial talk to the club members indicated his ability to be but little less than that of his father, who can always be relied upon to interest florists. The announcement at the meeting of the death, the day previous, of Mrs. E. A. Scribner was received with profound sorrow, and the president was requested to convey to ex-President Scribner the deep sympathy of the club. A floral emblem was also ordered sent to the bereaved home, and as a further mark of respect all agreed to attend the funeral, which was held March 14. Resolutions of regret were adopted following the announcement of the recent death of W. J. Stewart, who had many warm personal friends here. Action upon the federal quarantine act, now disturbing florist circles everywhere, was deferred till after more is learned definitely of the threatened dangers attending the indiscriminate importation of foreign grown stock. House bill No. 97, introduced in the legislature of this state, and deemed by some inimical to the interests of florists, was upon close scrutiny found to be even favorable to florists, and everyone having installed heating apparatus, and florists' opposition to it ceased after this reliable information was received. Publicity scheduled for discussion embraced local and national work and led to the appointment of A. Pochelon, E. A. Fetters and W. A. McLaughlin, as a permanent committee to carry into effect the most effective means of raising a fund for the purpose of dispensing the same to the greatest advantage. In the hands of this able committee, we may well look for the maximum of results. The Garden Club, composed of ladies devoting much time and effort to out-door bulb culture, particularly tulips, will give their annual exhibition in the Hotel Statler in May and will have, at their solicitation, the cooperation of this club, and to that end a committee was appointed, consisting of E. A. Fetters, Harry Breitmeyer, A. Pochelon and Chas. Plumb. The same committee, with Philip Breitmeyer added as chairman, will cooperate with the

CUT FLOWERS--GREENS
FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it **NOW.**

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, 30 E. Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
A heavy all-the-year-round supply of choice stock.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
Single and Double Violets
White and Yellow Daisies
Forget-Me-Nots Pansies

SNAPDRAGONS
Paper White Narcissus
Freesia Jonquils
Tulips Darwin Tulips

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

RAEDLEIN'S SPECIALS

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Mention the American Florist when writing

American Peony Society, which will hold its annual meeting and exhibition in this city June next, the exact date not yet determined. It was announced at the meeting that the American Gladiolus Society desires to meet here next August, simultaneously with the meeting of the Society of American Florists, and if practical, to have its exhibition in conjunction with that of the latter society. The consummation of this idea will be determined after Philip Breitmeyer's conference with Secretary John Young at New York, March 20.

NOTES.

Christ Winterich, and wife, Defiance, O., attended the funeral of Mrs. E. A. Scribner in this city, Friday, March 14. They returned via Toledo, where they visited the trade.

Jos. Streit and John Klang attended the funeral of Frank Friedley at Cleveland, March 12.

J. F. S.

St. Louis.

OVERSUPPLY OF BULBOUS STOCK FEARED.

Business continues fairly good, despite the Lenten season, with a considerable call for funeral work. Stock is plentiful and meets all requirements. The bulbous supply, if it continues to come in as heavily as it promises at present, will become a burden to the market. Sweet peas are in heavy cut but seem to move well. Roses of all kinds are of very good quality, Ophelia being the most prominent in point of supply. Callas were equal to all demands and hold up well in price. Greens are plentiful in all varieties.

FLORIST CLUBS' PUBLICITY MEETING.

The March meeting of the florists' club will go down in history as one of the best ever held in this city, both in point of attendance and work accomplished. The organization as a whole endorsed the "Milwaukee plan" of raising funds for advertising purposes, which more than likely will be adopted by the local publicity committee. The committee, which served last year made a final report of the finances and a resume of the work which was accepted and made a part of the club records. During the year ending February 1, 1919, the report showed the cash received during the 12 months amounted to $2,254.08, of which $1,164.35 was spent for advertising in six local newspapers, while incidental expenses amounted to $652.57, leaving a balance on hand of $437.16. The committee as announced by President Hummert, who will serve during the ensuing year, is composed of A. H. Hummert, L. Jules Bourdet and J. J. Benecke, representing the florists' club; Wm. C. Smith, H. G. Berning and F. A. Windler, for the wholesalers; W. A. Rowe, W. J. Pilcher and A. S. Cerny for the growers, and F. C. Weber, C. C. Young and J. J. Windler for the retailers. An interesting feature of the meeting was a flower show on a small scale, among the exhibitors being W. A. Rowe, with snapdragons and jonquils; A. S. Cerny, very fine Ophelia roses; O. C. May, sweet peas; Joseph Hauser, extra fine violets; Woodlawn Gardens, of Edwardsville, Ill., White Enchantress and Enchantress Supreme carnations; E. G. Hill Co., Richmond, Ind., vases of Rose Prima Donna and Carnation Laddie; Baur & Steinkamp, Indianapolis, Ind., vase of their new carnation, Ruth Baur, which was awarded a certificate of merit; W. J. Edwards, vase of Washington carnations.

After the meeting, a sumptuous luncheon was served by Mrs. Bourdet and our genial friend, who were the hosts. The two attendance prizes awarded by President Hummert and H. G. Berning, were won by F. C. Weber, Jr., and Joseph Hauser.

J. J. W.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Rochester Florists' Association.

The March meeting of the Rochester Florists' Association, held at its rooms, 95 East Main street, showed that the members are still anxious to keep alive the co-operative spirit. The deepest regret was shown on account of the resignation as president of Harry E. Bates. During the short time he had been our presiding officer, a different spirit had manifested itself along all lines, and we feel that with his departure, much of the good he had planned for our association has been delayed. With befitting remarks, he turned the gavel over to Vice-President Geo. T. Boucher with his promise of continued interest, and said that although his residence was to be in Albany, his spirit would continue with the many friends he had found here. After the preliminary business had been transacted, Wm. De Graff, a prominent local attorney, was introduced by John Dunbar, and the members listened to a very interesting talk on "The League of Nations," from which we gathered that the universal spirit of brotherhood should manifest itself in our dealings with our former allies and foes. So interested were the members, that it is probable that Mr. De Graff will be asked to give another talk in the future. A rising vote of thanks was unanimously given him. C. B. Ogsten, of the Kimball Conservatories, followed with a short talk on the many useful ways that cut blooms of the lælia could be utilized. He showed many fine specimens grown by him, and asked that the average grower interest himself in the propagating and handling of these plants. The speaker said that the ease with which the lælia could be started, grown and flowered, puts it in a class, so that the ordinary grower should have no hesitancy in adding a collection to his greenhouse stock.

A vote was taken at this meeting, which decided that the regular meeting night shall be changed from the second Monday to the second Friday of each month. The next meeting, however, will occur on the third Friday, inasmuch as the regular date comes so near the Easter rush.

Vice-President Geo. T. Boucher appointed John Dunbar, Fred Schlegel and Geo. B. Hart a committee to nominate a vice-president and report at next meeting.

A. H. SECKER, Sec'y.

Columbus, O.

EASTER SHORTAGE SEEN.

Conditions have been favorable for early maturing of spring flowers, which prevents what would otherwise be a shortage of stock. Funeral work is again very heavy, owing largely to a return of the influenza epidemic, and florists are being worked overtime. Sweet peas are falling below demand, but the new crop will be available in about two weeks. There is good sale on all kinds of pot plants, with prospect that the supply will be exhausted long before the usual time. This is due to the inability of growers to get adequate volume of bulbs and cuttings. This handicap will be felt in other stock later on, particularly in rambler roses. From the present outlook, flowers will be scarce and high at Easter.

NOTES.

Herman Kropp, proprietor of the Cottage Rose Garden, will open a flower shop in the lobby of the Niel House, the lease having been just closed. It is proposd to put in handsome fixtures. The place will be open for business about May 1.

"Roses" was the topic for discussion at an interesting meeting of the Columbus Horticultural Society held at the horticultural building, Ohio State University, March 15. Methods of pruning were demonstrated. J.

THE
4
—POINTS—
FIRST—The S. A. F. endorsement of the **Wholesale Florist Credit Association.**
SECOND—The organization of the **Chicago Wholesale Cut Flower Association.**
THIRD—The organization of the **Chicago Retail Florist Association.**
FOURTH—**The Final Triumph** of an organization about to be formed of **Cut Flower Growers** shipping to the Chicago Market—
This completes a chain for the **Right Kind of Co-operation.** The above program is formulated in the demands made in the **Famous Growers' Petition** of 1916, whose resolutions were **Then as Now Exclusively**—Endorsed—Accepted—Enforced by us, contributing our share towards the progress made—
YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION
P. S. **Get a Copy** of "The Wholesale House of the future" of which a trade paper says in part "Let us hope that the work of the night will not cease with the reading of this paper but that organizations will be affected which will shortly **bring into being** the Wholesale House of the **Future,** not alone in Chicago but in all our great civic centers."
KENNICOTT BROS. CO.

Fort Wayne, Ind.

SUPPLY FAIRLY SATISFACTORY.

Stock was more plentiful last week than it has been for some months, although there is still a shortage of carnations, and sweet peas are limited somewhat on account of the cloudy weather. With these exceptions, the supply was satisfactory, but there was no surplus in any line, as the demand has been extremely active in funeral work. Attractive window displays were staged for St. Patrick's day, in which a wealth of bulbous flowers was generously used. Roses in general are of excellent quality, and the quantity is equal to demand. Blooming plants continue to sell well, and the supply is varied and large

NOTES.

Ed. Wenninghoff sent out several handsome casket covers of Russell roses and lilies last week. All hands were kept busy every evening getting out the funeral work. St. Patrick's day novelties went well at this store.

A large harp of green immortelles was the center of a striking St. Patrick's day window at the store of the Flick Floral Co. Kiddies, and shamrocks were also featured, also a fine display of bulbous stock.

I. M. Bayersdorfer, representing H. Bayersdorfer & Co., Philadelphia, Pa., was a visitor last week. His reports are very optimistic regarding business throughout the country. H. K.

Massachusetts Horticultural Society.

The feature of the monthly exhibition of the Massachusetts Horticultural Society, held in Horticultural hall, Boston, March 8, was the wonderful display of orchids of great beauty, many of rare varieties, staged by the Albert C. Burrage estate, Prides Crossing, the value of the exhibit being estimated at $25,000. One, especially appropriately named, is the Star of Bethlehem, with flowers of white which stood out in strong contrast to the others which surrounded it. There was also a profuse showing of cattleyas, prominent in which was Trianae. Frank J. Dolansky, of Lynn, orchid specialist, also displayed six fine specimens of Cattleya Trianae alba. One of the big attractions of the show was a large white azalea with more than 500 buds and blooms, staged by the W. W. Edgar Co., of Waverly.

While the orchid display outshone everything else in the hall, there was an excellent showing of fruits and vegetables, which included a table devoted to the Japanese crone from Hillcrest Farm, Weston, Mass., the root of which was shown cut into strips and fried for use as food, and also in plant form.

Horticultural Society of New York.

Do not forget the spring show to be held at the American Museum of Natural History, March 28-30. There will be no big show at the Grand Central Palace this year, so it is possible to devote all energies to make the show at the American Museum a great success. Schedules will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx Park, New York City.

GEORGE V. NASH, Sec'y.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 6179 154 N. WABASH AVE. CHICAGO ILLINOIS

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

WILD SMILAX

$2.50 per 50-lb. case.

Over twenty years' experience in business. Prompt service. Good weights.

F. & S. LEE, Marion, Ala.

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@$ 7.50	
" Mrs. Chas. Russell		10.00@ 40.00
" Hoosier Beauty		8.00@ 30.00
" Killarney Brilliant		6.00@ 20.00
" Killarney		6.00@ 15.00
" White Killarney		6.00@ 20.00
" Richmond		8.00@ 25.00
" Prince de Bulgarie		8.00@ 25.00
" My Maryland		8.00@ 25.00
" Mrs. Geo. Shawyer		8.00@ 25.00
" Milady		8.00@ 30.00
" Sunburst		8.00@ 25.00
" Mrs. Aaron Ward		6.00@ 15.00
" Hadley		8.00@ 25.00
" Ophelia		8.00@ 20.00
" Double W. Killarney		8.00@ 25.00
" Mrs. Moorfield Storey		8.00@ 25.00
" Champ Weiland		8.00@ 25.00
" Stanley		8.00@ 25.00
" Francis Scott Key		8.00@ 25.00
" Bayard Thayer		8.00@ 35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		6.00
Violets, per 100	.75@	1.00
Carnations	4.00@	8.00
Cattleyas, per doz	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Paper Whites	4.00@	5.00
Yellow Narcissus	6.00@	8.00
Snapdragon, per doz	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns per 1,000 $5.00		
Galax " $1.50@ 2.00		
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax, per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

5,000 Ophelia Rose Plants

Ready for delivery April 1st. Satisfaction guaranteed. How many can you use?

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

MARKET CLEANS UP FAIRLY WELL.

The market still contains a good assortment of stock, although some items are shortening up, notably carnations and sweet peas. Roses are a trifle ahead of the demand, there being very good stock, particularly in the lower grades that are seen in increasing quantities on the curb stands. American Beauties are good stock in the special grade, bringing 75 cents to $1 each. Shorter stock and culls go at low figures to the street merchants. Cattleyas are none too plentiful; there is a demand that takes them all at top figures.

Snapdragons are a factor, being seen in all the shops and the quality is fine. Iris Tingitana is now at its best. This is a beautiful flower but not quite so much in demand as it will be, when better known. Very good larkspur is seen. Like the iris, it has declined considerably in price, but both still command good figures. Callas are a quantity stock, but all move off at very good prices, 20 per cent less than the high mark of the winter. Giganteums and Bermudas are becoming scarce and prices are good. Bulbous stock is in excellent supply, but seems to clean up daily. There are excellent Emperor daffodils. The first outdoor daffodils from the south arrived this week, but they are small and cheap. Florida gladioli are also on the market, of the variety, America. It is good, but quite light in color. Sweet peas are off a little in price as the stems grow shorter, but carnations hold to last week's figures. Commission houses are well satisfied with business, as while prices are a shade lower on the average, yet there is no backing up, the market clearing out at fine returns.

March 17.—The light snow and chilly days of the week end have been succeeded by summer weather, overcoats today being a burden. Receipts were large in nearly all lines, but prices were well maintained, owing to the usual Monday stocking up demand. White carnation sold well for greening up for Paddy's day.

EASTER PROSPECTS.

There is but one quantity product, and that is the hydrangea; almost everything else is going to be shy. Cold storage Easter lilies are turning out surprisingly good, the only difficulty being that so few had the faith to plant these forlorn hopes. Most of the stocks look as if they would average two flowers to the bulb, which is about all there is going to be credited to the Bermuda 5-7 stock. The few thousand Azores are carrying from three to six flowers. The plants are vigorous and strong. Prices of pot plants appear to be set at 35 cents per flower, and it is thought the cut stock will not fall far short of this figure. One prominent grower in this vicinity has 100,000 bulbs, cold storage giganteums, which are in splendid shape, and look to average at least two flowers. These are being timed to hit Easter week, when he will have the whole country for his market. There are possibly 5,000 spiraeas in this market, which should find ready sale. Several growers invested heavily in tea roses, forcing stock that was taken from the tables last spring. Ophelia, Sunburst

Air Plants

Per dozen bunches $1.00
Per 100 bunches..... 7.50

Prepared Lycopodium

Splendid for basket work and for making wreaths, etc. Soft, pliable and everlasting.
Per carton of 10 lbs., $3.00.

Prepared Oak Shrubs

Fine for Wreath Work.
Can be had in green, brown or red.
Price per carton $1.75

Water Proof Crepe Paper

(For making Pot Covers, etc.)
All colors. Per dozen rolls..... $4.50

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists. 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.
This is the exclusive shop, only one block from Express Depots.
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Mar. 19.	Per 100
Roses, Beauty, Special	60.00
" Fancy	40.00
" Extra	30.00
" 1st	15.00
" Killarney	6.00@ 12.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	5.00@ 8.00
" Ophelia	6.00@ 12.00
" Russell	6.00@ 20.00
" Shawyer	6.00@ 12.00
Lillies	15.00@ 20.00
Cattleyas	40.00@ 60.00
Carnations	3.00@ 5.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri .35@ .50	
Violets	.75@ 1.00
Mignonette	5.00@ 7.00
Ferns.....per 1,000 3.00	
Calendulas	3.00@ 5.00
Freesias	2.00@ 5.00
Paper Whites	5.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00
Golden Spur	4.00@ 5.00
Victoria	5.00@ 6.00

BOSTON, Mar 19.	Per 100
Roses, Beauty	20.00@ 60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@ 12.00
" Double White Killarney	6.00@ 12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	8.00@ 20.00
" Mock	6.00@ 10.00
" Mrs. Chas. Russell	8.00@ 12.00
" Taft	6.00@ 12.00
" Milady	6.00@ 12.00
" Ward and Hillingdon	6.00@ 10.00
" My Maryland	2.00@ 12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@ 20.00
Valley	6.00@ 10.00
Gladioli	4.00@ 8.00

CINCINNATI Mar. 19.	Per 100
Roses, Killarney	4.00@ 12.00
" Mrs. Chas. Russell	6.00@ 20.00
" Ophelia	4.00@ 12.00
" Richmond	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Shawyer	4.00@ 12.00
" Columbia	6.00@ 12.00
Lilium Giganteum	15.00@ 25.00
Carnations	4.00@ 8.00
Callas	12.50@ 15.00
Sweet Peas	1.00@ 3.00
Lily of the Valley	4.00@ 6.00
Tulips	4.00@ 6.00
Daffodils	5.00@ 6.00
Jonquils	5.00@ 6.00
Snapdragons	10.00@ 15.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

and American Beauty are the three varieties, which grown on last summer in pots, are now coming strong and should make Easter with quantitites of flowers. Bulbous stock is a mystery. So much depends on the weather; a warm or cool April means failure or success.

NOTES.

The Robert Craig Co. made an important purchase, which will strengthen their already large Easter stock. They have bought the entire stock of Zeiger & Sons' rambler and tea roses, an especially fine lot of plants in various sizes, which are timed just right for the holidays. In addition, there was also a 1,000 lot of improved large flowered Bellis daisies, Longfellow type, which, with their mammoth flowers, should make a fine Easter novelty. Practically three-fourths of the Easter stock of all Philadelphia growers has been sold. New buyers are meeting with slight success; their eagerness to purchase keeps prices up to record figures.

The Ritz Flower Shop window was very tastefully arranged with boxes of tulips, vases of snapdragons, cattleyas, Gloriosa fern and forsythias. The inside large flower case had as a background southern magnolia bunches with their huge glossy leaves. All the standard flowers were artistically placed in the case, many of the large vases containing a four-inch pot of Gloriosa fern hidden in the vase with the flowers and holding them in place. The general effect of this lovely green is fine.

Some of the retailers are protesting about the high prices of Easter lilies for Easter delivery; 35 cents per bloom appears to be the standard with all growers, while the Azores that are making a splendid showing, may go as high as 50 cents. Lilies will be lilies this year.

One Germantown grower handled 1,000, 5-7 Bermuda Easter lilies to good advantage. They were grown in 4-inch pots on narrow boards over an asparagus bed and were all cut out by March 10.

Charles Henry Fox's Saturday window, with its violet special, was very nicely arranged. A fringe of violet ribbon ties made a pretty background for the bunches.

The Century Shop is handling the variegated funkia, which, with its conspicuously striped and mottled white and green leaves, is very showy.

K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 19. Per 100

Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	5.00@ 12.00
" Hadley	10.00@ 50.00
" Sunburst	8.00@ 15.00
" Wards	6.00@ 15.00
" Ophelia	8.00@ 25.00
" Columbia	10.00@ 15.00
Carnations	2.00@ 6.00
Cattleyas ....each $0.50@$0.60	
Easter Lilies	15.00@ 20.00
Callas	15.00@ 25.00
Snapdragons	8.00@ 15.00
Calendulas	2.00@ 6.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Violets, single and double	.75@ 1.00
Sweet Peas	1.00@ 3.00
Daffodils	4.00@ 6.00
Freesias	4.00@ 6.00
Paper Whites	4.00@ 5.00
Tulips	4.00@ 5.00

ST. LOUIS, Mar. 19. Per 100

Roses, Hadley	3.00@12.50
" Killarney	3.00@10.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@20.00
" Russell	6.00@35.00
" Sunburst	6.00@15.00
" Ward	3.00@ 6.00
" Mrs. Shawyer	3.00@ 9.00
" Sunburst	6.00@12.50
Ferns	4.50
Carnations	3.00@ 8.00

MILWAUKEE, Mar. 19. Per 100

Roses, Killarney, W. Killarney	8.00@15.00
" Ward	6.00@10.00
" Mrs. Chas. Russell	8.00@25.00
" Ophelia	8.00@15.00
" Columbia	8.00@25.00
" Hoosier Beauty	8.00@20.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	4.00@ 6.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00
Paper Whites	4.00@ 5.00
Narcissus	6.00@ 8.00
Callas, per doz.	2.00@ 2.50

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, Mar. 19. Per 100

Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@20.00
" Sunburst	6.00@20.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	5.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	1.00@ 2.00
Calendulas	4.00
Daffodils	6.00
Violets	.75@ 1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

New York.

SLOW MOVEMENT WITH FALLING PRICES.

Business was very quiet during the past week, with a slow movement in stock and declining prices. The best special American Beauty roses dropped to 50 cents, wholesale, and there were sales of long stemmed stock from 40 cents to the above figure. Violets were poor property; a few of the best went for 50 and 60 cents per 100, but a good many were lost, there being little demand for inferior stock, the street men taking about all that were disposed of. At the last of the week, there was a little flurry in white carnations on account of the demand for dyeing for St. Patrick's day, and the price went up to $8 per 100, but other colors did not go above $6. The preference for spring flowers continued, which with the above exception, caused roses and carnations to move slowly. Shamrocks, of which there were quantities on the market, sold well. The weather turned colder with flurries of snow, March 14, and continued cloudy and threatening up to the 16th.

March 17.—Aside from the usual stocking up process, business is quiet, roses and carnations hanging on. As a matter of form we quote violets, but in fact there are no fixed prices on them. They can be had by the box at about any figure the peddlers will offer, and they never bid high. The weather continues damp and foggy, which is not good for business. A number of the retailers arranged elaborate window decorations in honor of St. Patrick's day, which is a good idea from a commercial viewpoint, and doubtless helped their business.

FLORIST CLUB'S ANNUAL DINNER.

The thirty-second annual dinner of the florists' club was held at the Hotel Biltmore on the night of March 15. There are fashions in dinners as well as in dinner costumes, and the proper term for affairs of this kind is now "dinner-dance." The large ball or banquet room of the hotel is well adapted to such events, there being room for the tables around the walls, leaving ample space for dancing in the centre; thus dancing was kept up, with only short intermissions, throughout the evening. President Kessler, of the club, had at his table, Prof. White, of Cornell University; Rich G. Hollman, of the International Exposition Co.; H. Smith, of the Wholesalers' Protective Association, and Tax Commissioner Sinnott, of this city. As souvenirs, each of the menu cards carried a photograph of President Kessler. The hall was finely decorated with the national colors; the tables with pink roses, carnations, irises, pansies, etc. Among the speakers were President Kessler, Rich G. Hollman, Prof. White, H. Smith and Charles Schenck, who as a token of appreciation of his labors as the late president of the club, was presented by the members with a handsome silver tea-set. The presentation speech was by Mr. Hollman, Mr. Schenck making a happy reply. A feature of the floral decorations was a large vase of the new pink rose, Frank W. Dunlop, presented by its originator, John H. Dunlop, of Toronto, Canada. This rose is the result of a cross of the well known varieties, Mrs. George Shawyer and Mrs. Charles Russell. The dinner-dance was well attended and a most successful affair. Out of town guests in attendance were: John H. Dunlop, and wife, Toronto; Richard Vincent Jr., White Marsh, Md.; Prof. White, Ithaca, N. Y.; Ella Grant Wilson, Cleveland, O.; John Donaldson and wife, Patchogue, N. Y.; E. W. Neubrand, and wife, Tarrytown, N. Y.; F. R. Pierson, Tarrytown, N. Y.; George Geraghty, Toronto, and Frank Abrams, Blue Point, N. Y. In the elimination dance for prizes, first honors, two silver vases, was won by Charles Schenck and Mrs. J. G. Leikens; second, a box of candy by M. Glass and Miss Farr. Among the well known people in attendance were: Frank H. Traendly, wife and daughter; Eugene Dailledouze and wife; Frank R. Martin and wife, Percy Rigby and wife, Paul Meconi and wife, William H. Duckham and daughter, Arthur Radice and wife, Joseph A. Millang and wife, J. A. Manda, wife and sister; D. Sullivan and wife, A. T. De La Mare, W. R. Cobb, P. W. Popp, Philip Cox, Aubrey Nash, Edward Hanft, T. E. De Forest, Henry Hentz, Jr., C. Sakelos, and many others.

NOTES.

In a campaign to unite art and industry, the Metropolitan Museum of Art, in an alliance with the New York Botanical Gardens, opened in a room of the Museum, March 15, a combined exhibition of classical floral ornaments with exhibits of natural flowers from the botanical gardens. Dr. W. A. Murrill, assistant director of the gardens, was in charge of the exhibit, and on the opening day spoke of the floral resources that are available for designers. Among the plants and flowers in the exhibit were palms, the papyrus, lilies, irises, roses, and others. In his talk Dr. Murrill said that designers could study both form and color in plants and flowers to advantage. Mrs. Elizabeth G. Britton, wife of Director N. L. Britton, of the gardens, who is honorary curator of mosses at the gardens, made an address, advising the greater use of natural and native flowers as patterns. Dr. Murrill remained in charge of the exhibit until its close, March 20.

Samuel Redstone, who for a number of years was prominently connected with the trade of this city and vicinity, but for the past two and a half years has been in England, arrived in this city, March 7. He has made connection with the firm of John Scheepers & Co., and will be their representative on the road.

John H. Dunlop's new rose has been named for his uncle, Frank W. Dunlop, a resident of Brooklyn. To borrow a horticultural term, John H. "originated" in that borough. We understand that this rose will be disseminated in this country in 1920.

Charles H. Totty, of Madison, N. J., stopped over for a few hours, March 12, on his way to "The Lady of the Snows," (Canada) on a business trip.

William Stuart Allen, the well known wholesaler, who has been seriously ill for some weeks, is slowly improving.

Greenhouse builders report an increased inquiry for plans and estimates for new houses. A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28TH ST. NEW YORK
Consignments Solicited

Telephone 7960 Chelsea.
Traveling Wholesale Floirst
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

Brooklyn, N. Y.

NOTES.

Brooklyn, like Manhattan, has its Broadway, and although as a business thoroughfare, it is marred by an elevated railroad, it has a number of attractive retail flower stores. Mrs. Katie Kopp, who has been on Broadway for a number of years, recently took a new store, corner of Broadway and Marion street. On the two streets it has a plate glass frontage of about 75 feet and the interior is handsomely furnished.

F. Feldman & Sons, who have a neat store at 114 Ralph avenue, Brooklyn, are a patriotic family. One son, Irving, is with the United States military

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers
Telephone 759 Farragut

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephones: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Mar. 19. Per 100

Roses.	Beauty, special	40.00@50.00
"	" extra and fancy	25.00@30.00
"	" No. 1 and No. 2	8.00@15.00
"	Hadley	6.00@40.00
"	Hoosier Beauty	2.00@12.00
"	Francis Scott Key	12.00@50.00
"	Columbia	4.00@15.00
"	Prima Donna	4.00@15.00
"	Alice Stanley	3.00@15.00
"	Mrs. Geo. Shawyer	3.00@12.00
"	Double White Killarney	3.00@15.00
"	Killarney	2.00@12.00
"	" Queen	2.00@12.00
"	" Brilliant	2.00@12.00
"	Aaron Ward	3.00@12.00
"	Sunburst	4.00@15.00
"	J. L. Mock	3.00@15.00
"	Ophelia	3.00@15.00
"	Mrs. Chas. Russell	4.00@35.00
Cattleya orchids, special		50.00@60.00
Rubrums		8.00@10.00
Lilies, Longiflorum and Formosum		12.00@15.00
Lily of the Valley		2.00@5.00
Adiantum Croweanum and Hybridum		1.00@1.50
Carnations		3.00@6.00
Gardenias, per doz.		3.00@9.00
Violets		.15@.30
Paper White Narcissus, per doz.		.50@.60
Snapdragons, per doz.		1.50@2.50
Callas, per doz.		1.50@2.00
Sweet Peas		.50@2.50
Mignonette, per doz.		.75@1.00
Golden Spur narcissus, per doz.		.60@.75
Fresias		1.50@3.00
Narcissi Giant, per doz.		1.50
Tulips, per doz.		.25@.50
Tulips, Darwin, per doz.		1.50
Iris, per doz.		1.50@3.00
Gladiolus, per doz.		.75@1.50
Daisies, yellow		1.50@2.50
Asparagus Plumosus, doz. bchs.		3.00@5.00
Smilax	doz. strings	1.50@2.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

For Immediate Delivery

PANDANUS VEITCHII.
7-inch, 24-inches high, each....$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... 1.50

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

RACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for immediate delivery.

BOSTON FERNS.

6-inch.....each, $0.60
7-inch.....each, 1.00
8-inch.....each, $1.50
9-inch.....each, 2.00
10-inch.....each, $2.50

DRACAENA INDIVISA.

5-inch.....each, 35c $300.00 per 1000 lots. 500 at 1000 rate.

The George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone, Graceland 1112.

police at Anton, France; the other, Charles Dewey Feldman, is with the United States medical corps post hospital, N. C., but is expected home soon.

Martin Grotewahl, who has a retail store at 227 Reid avenue, Brooklyn, was formerly a grower and stands for natural flowers. During the times of highest prices, he was a constant buyer in the New York market and he frowns on schemes to push artificial stock.

Julius H. Zschorna, who has a retail store at 625 DeKalb avenue, Brooklyn, is not, strictly speaking, an old man, but he has been many years in the business and has a fund of interesting reminiscenes of bygone days.

The store at 526 Nostrand avenue, Brooklyn, formerly conducted by Wm. Frank; has been bought by A. Gilas, who with his wife, is conducting it under the name of the "American Beauty Florist."

Joseph Trepel has two stores on Broadway, Brooklyn, and five others in different parts of that borough. Regardless of high prices, he says he has no reason to complain of the season's business.

LITCHFIELD, ILL.—During the week ending March 1, the Cottage Greenhouses, under the management of R. A. McPheron, marketed 1,000 lilies at top prices.

CLEVELAND, O.—The Cuyahoga Greenhouse Co. has been incorporated with a capital stock of $50,000 by A. R. Keyser and others.

GEORGETOWN, ILL.—R. L. Burgoyne, well known florist, and one of this city's prominent citizens, is seriously ill at his home, suffering from the after affects of influenza.

CHARLOTTE, MICH.—Joseph Gansbiller and wife, of Indiana Harbor, Ind., have purchased the Ferndale Greenhouses here, formerly operated by W. E. Garman, but which have been closed during the winter owing to wartime conditions.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

WASHINGTON D. C.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.
FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL
The Long Island Floral Co.
Wholesale Commission Florists
Consignments Solicited
48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.
To out-of-town florists: We are in the heart of New York.
And give special attention to steamer and theater orders. Prompt delivery and best Stock in the market.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.
Members of Florists' Telegraph Delivery.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

Mention the American Florist when writing

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Mention the American Florist when writing

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—McKenney, 503 Fifth Ave.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Soh.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs. High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West·

Montreal, Que., Canada

Every order receives prompt and careful attention.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506. Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

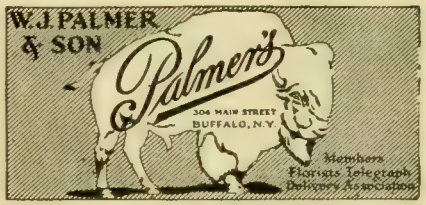
Alpha Floral Company
CHICAGO
146 S. WABASH AVE.

No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.



New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107 420 775 } Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY.

New York

Malandre Brothers

2077 Broadway, near 72nd Street

'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-Class Stock and Service. Usual Discount.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis. DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points

NEW YORK CITY

McKENNEY

503 Fifth Ave., Telephone 6390 Murray Hill

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

New York.

Orchid Florists, Inc.

FLOWERS FOR ALL OCCASIONS

John Changuris, President

100 West 57th Street

Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO

HARRY PAPWORTH

The Metairie Ridge Nursery Co.

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DES MOINES IOWA

ALFRED LOZIER ROSERY

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel The Palmer House Florist

17 E. MONROE ST.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.
The thirty-seventh annual meeting will be held at Chicago, June, 1919.

THE International Harvester Co. is perfecting a sugar beet planter.

FRENCH BULB dealers report British are buying Roman hyacinth bulbs freely.

MAIL order seed trade for the first 10 days of March was below that of last year.

"TOP SOIL" is the title of E. C. Vick's 16-page planting supplement in the New York Sunday Sun of March 16.

ALPENA, MICH.—A. L. Rogers left last week for the Idaho growing station, stopping off at Detroit and Chicago.

BURLINGTON, IA.—The business of the late N. J. Burt will be continued by his son, N. S. Burt, under the old style and title, N. J. Burt & Co.

PEA GROWERS operating in Idaho are having trouble in getting farmers to plant their seed stocks. The farmers are planting sugar beets and wheat.

RED CLOVER SEED has been removed from the export conservation list, effective March 17, says an announcement of the war trade board.—B. F. L.

THE claim is made that Sweden and Denmark planted Dutch tulip bulbs freely to take the place of cut flowers formerly shipped in from southern France.

ONION SETS.—A southern Cook county, Illinois, local paper expresses the opinion that independent growers will continue their plantings, even if losers on sets carried over on speculation.

MINNEAPOLIS, MINN.—Geo. C. Thomson, of Northrup, King & Co., fell March 18 in a sudden attack of illness on the firm's premises and was taken to the hospital in a serious condition.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade March 19 were as follows: Timothy, $8.00 to $10.50 per 100 pounds. Medium red clover made a record price for this year at $28.25 per bushel.

VICTOR MURDOCK, a member of the federal trade commission, has told the house interstate commerce commission that he fears the five big packers have acquired so much power that even the United States government will not be strong enough to combat it.

TOLEDO, O.—The clover market closed stronger March 17, at $27.25, registering a gain of 80 cents during the preceding seven days. March was quoted at $27.25 and April at $22.50. Timothy was 10 cents lower, cash being offered at $4.90, March $4.95, April $4.95, May, $4.90 and September $5.55.

THE Dutch Bulb Growers' Association, not satisfied with the strenuous conditions laid down last year for the American importer, has without investigating conditions here, decided that for the fall of 1919, they will reduce the percentage for cash payment from three to two per cent. The Dutch need the extra penny. The margin in prices between consumers and jobbers is only about 15 per cent.

Non-Warranty Clause.

STILL TRYING TO KILL IT.

Still another one wants to dodge the non-warranty clause with all that it has been made to mean to himself and the seed trade generally.

This is what a new mail order house in Texas says to its customers:

> "A stringless guarantee of satisfactory seeds or money back, just as given in our regular catalogue, is a condition of every sale. You are made judge and jury of your own satisfaction. We allow you to keep the seeds 10 days after arrival at your station for examination and test. If you decide that the seeds are not satisfactory you return them to us and we refund your money and pay freight both ways, without 'ifs or ands' or questions asked. Have been in the seed business 16 years on this guarantee. This is as fair and liberal as we know how to be."

Northrup, King & Co.

At a meeting of the stockholders of Northrup, King & Co., Minneapolis, Minn., held March 17, Edwin B. Northrup, secretary, tendered his resignation, which was accepted. Two more were added to the directorate, C. A. Burnham and George C. Thomson. The directors elected the following officers: C. C. Massie, president; L. M. King, vice-president and treasurer; C. A. Burnham, secretary.

Mr. Burnham is sales manager, and has been connected with Northrup, King & Co. for 16 years, filling within that period several positions, including office manager, credit manager and advertising manager.

Mr. Thomson is manager of the garden seed department and has been identified with the firm for the past 11 years. He has had long experience in the seed business, both in this country and in Scotland, covering a period of 35 years.

Horticultural Hobbies.

George C. Watson, in the Gardeners' Chronicle, writes of Dr. Harris, an old-time Philadelphian who traveled in Persia and the near East some 40 or 50 years ago: "His hobby was collecting the cucurbitacea, which includes our cucumbers, canteloupes, watermelons, and so forth. He brought home with him thousands of samples of good things—many of them having since got into commerce through live business wires like the late W. Atlee Burpee, who found there his Burpee's Netted Gem muskmelon, which has since become still more famous as the Rocky Ford cantaloupe. That sounds rather remarkable, doesn't it? That the melon that has made the state of Colorado famous should have been gathered in Persia 50 years ago by a Philadelphian with a hobby, and was given to the world by an enterprising Philadelphia business man who was an enthusiast and a hobbyist, besides being a business man—and Colorado had little to do with it except having a good climate for melons! Almost like a romance, really."

New York Seed Trade.

Gardeners coming in from private estates, report that the robins have arrived and frogs are croaking, both being harbingers of spring. There was a flurry of snow, March 14, which in an ordinary winter—or spring—would attract little attention, but this has been a season extraordinary for its

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.
Mention the American Florist when writing

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed
Mention the American Florist when writing

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

mild weather. It therefore seems that the seed business is having an earlier revival than in many former years. At all the seed stores, so far as we have seen, there is greatly increased activity in counter trade. Seeds of all vegetables are in demand, as well as aster and other flower varieties. In addition to the regular customers, the amateurs or "commuters," are showing a lively interest, evidenced by the activity in the stores near the railroad terminals.

Grain Supply.

The visible supply of corn is 4,483,000 bushels. Only once since 1881 has it been smaller and the average the past five years is over 21,000,000. Fortunately there is a good supply of oats, both on farms and in second hands, the visible being twice that of last year. To a certain extent this grain will supplement corn. There is now approximately 250,000,000 bushels of wheat in first and second hands to last us until July 1, besides the "invisible" supply, and stocks of flour. Domestic consumption in four months to the next harvest would be about 150,000,000 bushels and seed 30,000,000. A month ago the head of the Grain Corporation testified that the food administration was committed to shipment of 165,000,000 bushels of wheat and flour as wheat to Europe by the end of June. Total requirements, therefore, if filled in full, will leave little or no reserve of old wheat. This fact, of course, even with the price officially fixed, has its bearings on other cereals.

Seed Interchange in Ohio.

An interchange of flower seeds, involving some 45 varieties, is now being made by the 23 Ohio state institutions. A greenhouse having a surplus of any varieties sends the same in small packages to the general board of administration, which makes redistribution to suit individual needs. It is estimated that $1,000 worth of flower seeds are thus exchanged. The same policy is to be applied next year to vegetables in the hope of cutting down the $10,000 expended each year for seeds on the open market.

C. J.

Catalogues Received.

The W. W. Barnard Co., Chicago, seeds, bulbs and shrubs; Henderson's Seed Store, Chicago, seeds, bulbs and plants; B. Hammond Tracy, Wenham, Mass., gladioli; Schultz Seed Store, Washington, D. C., seeds; Joseph W. Vestal & Son, Little Rock, Ark., seeds, plants, etc.; Wayside Gardens Co., Mentor, O., hardy plants and bulbs.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides

Stop In—Write Or Telephone For 1919 Catalog

4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

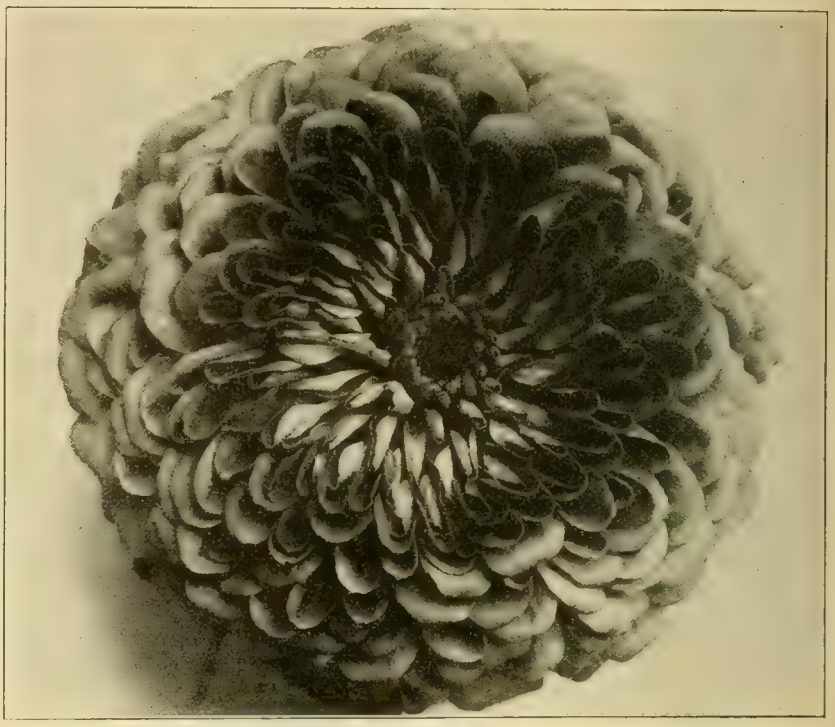
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

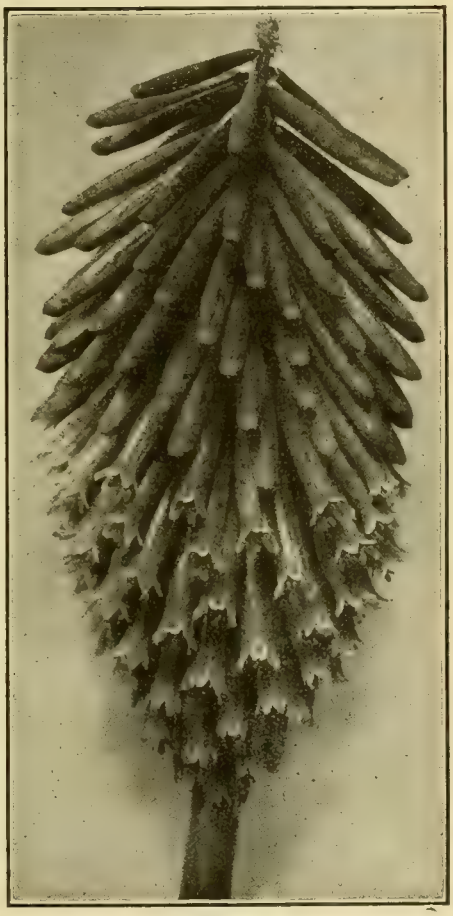
SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Dreer's Reliable Hardy Perennial
FLOWER SEEDS

Hardy Perennials are becoming more popular each season; there is a big demand for the plants and many sorts are splendid for cutting. For best results seed should be sown in spring as soon as the ground is in good condition. We offer below a short list of the best kinds that can readily be grown from seed. For complete list see our Wholesale Price List. Copies free to Florists on request.

	Tr. Pkt.	Oz.
Achillea Ptarmica Fl. Pl. "The Pearl." Double White	$0.50	$2.50
" **Millefolium Roseum.** Rosy Milfoil	.15	.50
Agrostemma Coronaria. Bright crimson	.10	.25
Ampelopsis Veitchi. Boston Ivy	75c per ¼ lb.	.10	.25
Anchusa Italica Dropmore Variety. Rich deep blue	.25	1.00
Aquilegia Chrysantha. Yellow	.30	1.50
" **Dreer's Long Spurred Hybrids.** Extra fine mixture	.30	1.50
" **Single Mixed.** Good quality	.10	.25
" **Double Mixed.** " "	.10	.30
Boltonia Asteroides. White	.25	1.00
" **Latisquama.** Pink	.25	1.00
Campanula Carpatica. Blue	.25	1.00
" " **Alba.** White	.25	1.00
" **Medium Calycanthema Mixed.** Cup and saucer Canterbury Bells	.30	1.25
" " **Single Mixed.** Canterbury Bells	.10	.25
Shasta Daisy "Alaska." The finest of all	.40	2.00
Coreopsis Lanceolata Grandiflora. Golden yellow, extra fine strain	.10	.25
Delphinium Belladonna. Turquoise blue	.50	3.00
" **Gold Medal Hybrids.** An extra fine strain of large-flowering hybrids	$2.50 per ¼ lb.	.20	.75
Dianthus Latifolius Atrococcineus Fl. Pl. Double rich scarlet	.25	1.00
Digitalis Gloxinaeflora Mixed. Spotted Foxglove	.20	.60
" **Maculata Superba.** An extra fine spotted strain	.20	.60
" **Monstrosa.** Mammoth Foxglove	.20	.75
Gaillardia Grandiflora Superb Mixed. One of the popular perennials	.10	.40
Geum Atrosanguineum Fl. Pl. Double scarlet	.25	.75
Gypsophila Paniculata. Baby's Breath	.15	.40
Hibiscus New Giant. A grand strain of mixed colors	.15	.50
Hollyhock Double Bright Rose	.20	.75
" " **Maroon**	.20	.75
" " **Red**	.20	.75
" " **Salmon Rose**	.20	.75
" " **White**	.20	.75
" " **Yellow**	.20	.75
" " **Mixed**	.20	.60
" " **Newport Pink.** A beautiful pure pink	.25	1.00
" **Allegheny.** Fringed Hollyhock, mixed colors	.20	.75
Lathyrus Latifolius Mixed. Everlasting Hardy Pea	.15	.40
Lavandula Vera. The true sweet lavender	.20	.75
Lupinus Polyphyllus Roseus	.20	.75
" " **Blue**	.10	.20
" " **White**	$0.10	$0.20
" " **Moerheimi.** Light and deep rose	.25	1.00
" " **Mixed**	50c per ¼ lb.	.10	.15
Lychnis Chalcedonica. Bright scarlet	.10	.30
Physostegia Virginica. Pink. Very popular	.15	.50
Platycodon Grandiflora. Blue	.25	1.00
" " **Alba.** White	.25	1.00
Poppy Nudicaule Mixed. Iceland Poppy	.20	.75
" **Orientale.** Scarlet-crimson Oriental Poppy	.15	.40
Pyrethrum Hybridum Single Mixed. All colors	.30	1.25
Sidalcea Candida. Pure white	.10	.30



TRITOMA HYBRIDA.

	Tr. Pkt.	Oz.
Sidalcea Rose Queen. A fine new clear rose	$0.30	$1.50
" **Rosy Gem.** Bright rose	.15	.50
Statice Latifolia. Sea Lavender	.25	1.00
Stokesia Cyanea, Blue. Cornflower Aster	.20	.75
" " **Alba.** White	.25	1.00
Sweet William, Single Mixed	75c per ¼ lb.	.10	.25
" " " **Newport Pink**	.30	1.50
" " " **Scarlet Beauty**	.30	1.50
" " **Double Mixed**	$1.50 per ¼ lb.	.15	.50
Tritoma Hybrida. A splendid mixture of early-flowering varieties of the Red-hot-Poker	.25	1.00

HENRY A. DREER, 714-716 Chestnut St., PHILADELPHIA, PA.

THE
J.C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

BRITISH SEEDS
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

Onion Sets White Yellow Red Brown (Late Keepers)

Write or Wire for Prices

Vaughan's Seed Store

CHICAGO NEW YORK

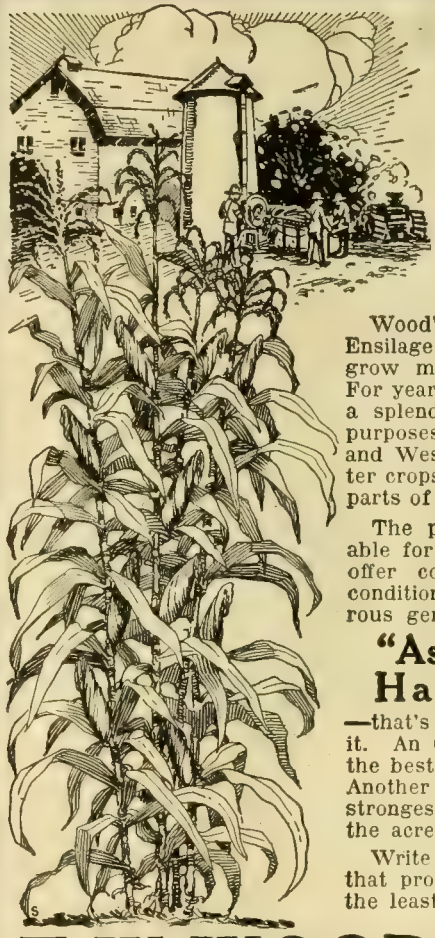
Pinto Beans.

In cowboy vernacular, "pinto" means a broncho of a piebald or calico color. The pony is neither better nor worse than others because of his color scheme. In the southwest, home of the pinto, there has developed a bean with the same fancy coloring, and, as the broncho was passing off the stage, it conferred its name upon the bean. The one peculiarity of this bean is that it can go without water, like a camel. Therefore, when last spring it looked as if we were destined to run a close race with famine, large areas of semi-arid regions of the southwest were planted to pintos. They justified the confidence put in them and produced a large crop. But people of the east, who had never seen anything but white beans, would have nothing to do with them. The government is at pains to tell them that, like beauty, pinto's coloring is but skin deep, and at heart it is just like any other bean. Patriots are asked to remember this, and—eat pintos.—Wall Street Journal Straws.

Vegetable Seed Stocks and Receipts.

Compiled by the Bureau of Markets Seed Reporting Service from reports received in the Vegetable and Field Seed Survey of January 1, 1919, from 500 dealers handling vegetable seeds.

Kind of Seed	STOCK ON H'ND January 1, 1919	STOCK ON H'ND February 1 1918	TOT. RECEIPTS 6 mos. ending Jan. 1, 1919.	TOT. RECEIPTS 7 mos. ending Feb. 1, 1918
	Lbs.	Lbs.	Lbs.	Lbs.
Beans, Dwarf snap	26,187,252	11,915,254	30,095,070	12,749,176
Beans, Garden pole	3,765,255	2,522,763	5,088,327	2,816,804
Beet, Garden:				
Imported	638,507	696,265	291,645	283,768
Domestic	1,851,804	548,903	3,090,172	739,574
Beet, Mangel:				
Imported	728,583	654,879	91,408	403,883
Domestic	263,447	87,682	462,002	112,207
Beet, Sugar:				
Imported	68,863	68,635	17,318	257,687
Domestic	189,297	202,278	68,039	112,898
Cabbage:				
Imported	156,961	209,554	98,432	52,895
Domestic	456,357	541,229	349,753	690,393
Carrot	1,466,078	751,871	2,423,592	1,184,451
Cauliflower	8,465	9,674	5,604	6,876
Celery:				
Imported	23,873	37,907	3,013	43,607
Domestic	111,883	82,377	86,448	47,638
Cucumber	1,318,311	1,377,593	1,069,018	1,588,425
Kale	75,601	54,790	86,753	46,214
Lettuce	1,155,831	1,049,038	1,069,112	1,364,036
Muskmelon	554,560	543,048	279,828	569,890
Watermelon	1,410,854	922,615	1,606,008	1,106,235
Onion Seed:				
Imported	85,405	71,725	87,887	137,141
Domestic	1,330,767	783,147	2,340,743	1,736,179
Onion Sets	36,540,330	28,278,454	49,352,187	49,258,403
Parsley	162,309	169,486	114,314	164,787
Parsnip	112,157	98,473	243,805	163,811
Peas, Garden	49,770,739	35,667,246	61,804,268	51,348,537
Pepper	74,250	38,763	117,110	61,900
Pumpkin	362,658	278,465	284,935	352,087
Radish:				
Imported	127,193	162,722	57,068	79,709
Domestic	1,692,132	502,292	2,730,792	1,180,722
Salsify	41,886	40,565	39,268	87,930
Spinach:				
Imported	513,808	257,587	263,379	270,358
Domestic	1,276,252	269,003	2,587,499	628,293
Squash, Summer	193,538	156,702	144,963	197,616
Squash, Winter	162,483	170,971	141,590	190,727
Sweet corn	9,144,078	6,407,587	10,394,358	640,636
Tomato	460,447	2,286,768	535,286	442,022
Turnip, English	2,093,240	2,281,207	733,032	615,340
Turnip, Swede	282,852	256,473	181,952	147,332



WOOD'S *Famous Southern Ensilage* **Corns**

Wood's Famous Southern Grown Ensilage Corns enable farmers to grow more silage on every acre. For years these corns have enjoyed a splendid reputation for ensilage purposes, particularly in the North and West—making larger and better crops than corns grown in other parts of the country.

The past year was very favorable for curing and maturing. We offer corns cured under natural conditions—unsurpassed in vigorous germination.

"As a Silo Filler It Has *No Equal*"

—that's what one farmer says about it. An Ohio farmer writes: "It is the best silage corn I ever raised." Another writes: "Some of the strongest land made 100 bushels to the acre."

Write for prices of these corns that produce the most silage from the least land and labor.

T. W. WOOD & SONS

Richmond *Seedsmen* Virginia

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

PANSIES

Cool greenhouse grown seedlings. $4.00 per 1000.

Alyssum Double Giant, 2-inch, $2.00 per 100. Geraniums, booked ahead at this time.

Elmer Rawlings, Allegany, N. Y

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building, NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Trade Directory

PRICE: $3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Sweet Pea Seed For Florists

SPENCER VARIETIES	Oz.	¼ lb.	Lb.
Asta Ohn. A soft pinkish lavender self	$0.20	$0.70	$2.60
Barbara. Salmon	.20	.75	2.80
Blanche Ferry. A giant type of Spencer form, with rose standard, and white wings suffused and tinted with light pink. Best bi-color	.20	.65	2.50
Constance Hinton. Best black seeded white	.20	.70	2.60
Countess Spencer. The original giant flowered Spencer, with finest waved standard and wings clear pink, deepening somewhat towards the edge, but almost self colored	.15	.55	2.00
Dainty. White ground, with beautiful picotee edge of rose pink, splendid form	.20	.60	2.20
Dobbie's Cream. Deep cream or primrose, waved	.20	.60	2.00
Dobbie's Lavender. George Herbert. An improved Florence Nightingale, clear pure lavender	.20	.70	2.60
Edith Taylor. Bright salmon rose. A fine flower, long stems, flowers well placed	.20	.65	2.40
Edward Cowdy. Glowing orange scarlet	.25	.90	3.40
Fiery Cross. Bright red orange cerise	.50	1.60	6.00
Flora Norton. Light blue	.20	.70	2.80
Florence Morse. Beautiful light pink, deepening toward the edges. Very large, open, wavy form of best Spencer type. Long stems, four blossoms on each stem	.15	.60	2.20
Florence Nightingale. A good lavender	.20	.60	2.20
George Herbert. Bright rosy carmine of largest and best Spencer form	.20	.60	2.20
Hercules. A rich pink flower of giant size; this is really a giant type of the Countess Spencer	.20	.70	2.80
Illuminator. A glorious orange salmon	.20	.70	2.80
King White. Produces gigantic flowers absolutely pure white. The standard is of finest form, decidedly frilled and waved, and terminates beautifully at the throat. Wings large, waved and gracefully cover the keel	.20	.70	2.80
King Edward VII. The best pure red Spencer, very large, with especially immense wings	.25	1.00	4.00
Margaret Atlee. Rosy salmon pink on a creamy buff ground, immense wavy standard inclined to double; one of the best light pinks	.20	.60	2.40
Margaret Madison. A beautiful self-colored azure blue	.20	.70	2.60
Masterpiece. Clear lavender self	.20	.75	3.00
Marie Corelli. A bright glowing crimson, almost a self color	.20	.70	2.80
Miriam Beaver. Light apricot and buff	.20	.75	3.00
Mrs. Cuthbertson. Standard rose pink,, wings nearly white; one of the best pink and white bicolors.	.20	.60	2.40
Mrs. Townsend. White, suffused and edged with blue	.20	.60	2.40

SPENCER VARIETIES	Oz.	¼ lb.	Lb.
Nubian. Fine chocolate color	$0.20	$0.60	$2.40
R. F. Felton. One of the best lavender Spencers, resembling Asta Ohn in color, but it is much larger and finer	.20	.65	2.40
Robert Sydenham. Rich orange salmon self	.25	.90	3.60
Rosabelle. A very fine, large rose-colored flower, giant size and a strong grower, producing abundance of sprays of four	.20	.65	2.60
Royal Purple. Best purple Spencer	.20	.70	2.80
Stirling Stent. A deep salmon colored flower; less influenced by weather than any other variety of its class	.20	.70	2.80
The Cardinal. Brilliant poppy scarlet; large, waved flowers of great substance; four blossoms to a stem: the best scarlet	.60	2.00	8.00
Thomas Stevenson. Bright orange scarlet, almost a self	.20	.70	2.80
Vermilion Brilliant. A brilliant scarlet Spencer of splendid form	.20	.70	2.80
Wedgwood. A clear azure blue	.20	.70	2.80
White. Flowers very large and of magnificent Spencer waved form. Stems, as a rule, carry four blossoms	.20	.60	2.40

VAUGHAN'S FLORIST MIXTURE OF SPENCER VARIETIES

In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self colored ruffled sorts with the light shades predominating — .20 .70 2.80

UNWIN AND GRANDIFLORA TYPES

	Oz.	¼ lb.	Lb.
Blanche Ferry. Pink and white	$0.10	$0.25	$0.80
Captain of the Blues. Purplish mauve	.10	.25	.80
Dainty. White, with pink edge, unique	.10	.20	.80
Dorothy Eckford. One of the best whites	.10	.20	.80
Emily Henderson. White, early and free	.10	.20	.70
Frank Dolby. Largest and finest pale blue	.10	.30	1.00
Gladys Unwin. Pale rosy pink	.10	.25	1.00
King Edward VII. Bright red	.10	.25	1.00
Lady Grisel Hamilton. Lavender	.10	.25	.90
Lord Nelson. Deeper and richer than Navy Blue, same as Brilliant Blue	.10	.25	.90
Mrs. Geo. Higginson, Jr. Delicate light blue	.10	.25	.90
Navy Blue. Deep violet blue	.10	.25	.90
Nora Unwin. Giant white	.10	.25	.90

Florists' Catalog Now Ready. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK 31-33 W. Randolph St., 803 W. Randolph St., **Chicago**

Dracaena Canes

Last chance to import Canes before "Plant Exclusion Act" becomes effective June 1st.
All the best commercial varieties including

Lindeni	**Massangeana**	**Terminalis**
Fragrans	**Imperialis**	**Sanderiana**
Amabilis	**Lord Wolseley**	**Etc., Etc.**

Write for prices. Spring shipment.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors, Tr. pkt., 30c; $1.25 per oz.
SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.
EARLY ROYAL BRANCHING, in separate colors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS
Northern Greenhouse Grown. EXTRA QUALITY.
Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

ST. PAUL, MINN.—John R. Rattermann, a pioneer market gardener of this city, died March 2 of pneumonia

FRANK A. KILLEY, "pickle king" of McHenry county, Illinois, has filed a petition in bankruptcy, with liabilities $27,449 and assets $17,623.

POTATO growers in northern Michigan have been asked to join in a movement to form a central buying and selling agency for vegetables and fruits produced in the western part of the state.

THE Phoma stem blight of potato, prevalent in eastern states last summer, will disappear if fertilizer containing two or three per cent potash is used, according to the department of agriculture.

Army Gardens to be Continued.

The success of the farm and garden made last summer at the general army hospital at Lakewood, N. J., has proved so great that similar operations will be undertaken this year not only at that hospital but at the general hospital at East Norfolk, Mass., and many others, the surgeon general of the army has just announced.

B. F. L.

Prices of Indoor Fruits and Vegetables.

Chicago, March 18.—Cucumbers, 2-dozen box, $3.25 to $4.00; celery, Florida, crate, $4.75 to $5.00; leaf lettuce, per box, 20 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $4.50 to $6.00.

New York, March 17.—Celery (Florida), per case, $2.00 to $4.50; cucumbers, $1.50 to $2.00 per dozen; mushrooms, 50 cents to $2.00 per three-pound basket; tomatoes, per pound, 25 to 60 cents; lettuce, per package, $1.50 to $3.00; radishes, per 100 bunches, $4.00 to $6.00.

Potato Wart in Pennsylvania.

The potato wart, probably the most destructive of all diseases of that crop, was discovered last fall in 27 cities and villages in three counties in the anthracite coal-mining district of Pennsylvania. It is substantially limited to the potato, although it may attack other closely related plants of the nightshade family. Soil once infected with it remains a source of contagion to future crops of potatoes for six or eight years or longer, even if potato culture be abandoned for such periods. It attacks the tubers and also the stems, causing irregular, watery, outgrowths, beginning in the tender tissues near the eyes and enlarging until the entire tuber may be changed to a black and worthless mass.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture for the period, March 11-18, show liberal shipments with prices irregular, declines including potatoes, onions and celery. In potatoes, the Chicago carlot market remained nearly steady at $1.65-$1.75 for No. 1 northern stock, and various jobbing markets quoted an almost steady range of $1.70-$1.90. Northern producing sections continued about steady, closing at $1.40-$1.50 sacked f. o. b. Minnesota Red River Ohios, sacked, closed rather strong at $1.25-$1.35 f. o. b., Moorhead. Colorado No. 1 sacked whites lost recent gains and closed 10 cents lower at $1.15-$1.20 f. o. b. Southern California Winningstadt cabbage advanced sharply to a range of $40-$50 per ton on account of an active demand. New Florida stock still held at $1.25-$1.50 per 1½ bushel hamper. Northern consuming markets were quoted fairly steady at $1.50-$2.50 per hamper. Old bulk cabbage moved mostly at $33-$40 per ton. Moderate declines appeared in the onion markets. The general range in the east was $3.25-$4 for jobbing sales, and $3-$4.50 in middle-western cities. New York producing sections quoted $3.50-$4 f. o. b. for No. 1 sacked yellow. Florida celery met a limited demand in purchasing sections and closed over $1 lower at $3-$4 per crate f. o. b. California Golden Heart continued fairly steady in consuming markets at $8.50-$11.

Indians Teach Department of Agriculture

Out in Arizona, in a fertile little valley, with great rock walls all around them, lives a tribe—the Havasupai—of Indians that are little known to the outside world, and they know very little of it. Leslie Spier, a member of the staff of the American Museum of Natural History, of New York, has recently visited them. They are "good" Indians, and industrious farmers and vegetable growers. On a little tract, 2½ miles long and about a quarter of a mile wide, they grow enough food to support the tribe, about 175 people. What meat they use, they secure from the wild deer, turkeys, antelope and sheep on the mountain side. The Havasupai live in camps during the summer months along the creek in the midst of their farms. They are expert in raising corn crops. A great many important suggestions concerning the culture of corn have been passed along to the farmers of the United States by the department of agriculture, which has obtained its information from the Indians.

For a long time we have been wondering where the department of agriculture secured so much of its "expert" information. It is stated that the forebears of those Indians have lived in that little walled-up valley for 10 centuries, but that should make no difference. Intelligent advice on farming and gardening would be just as good if it was 20 centuries old.

A. F. F.

Rain Destroys Florida Tomato Crops.

Rain, which registered a precipitation of more than eight inches in 24 hours in the vicinity of Miami, Fla., March 14, caused damage of between $5,000,000 and $6,000,000 to the winter tomato crop in that section. In Dade and Brevard counties, where the acreage is 7,200, with an estimated yield of 1,600,000 crates, the destruction is reported to be 75 per cent. Less than 10 per cent of the crop had been shipped. The principal movement would have commenced in a few days, the price to growers being $4 per crate.

Pests Carried in Uncleaned Cars.

The possibility of railway cars used for carrying vegetables, fruits and other plant products being the means of distributing noxious insects has been emphasized by recent reports coming to the federal horticultural board, the most striking of these being that of a number of active Colorado potato beetles found at Los Angeles, Calif., in connection with a shipment from Idaho Falls, Ida. The potatoes came from a district where the beetle is not known to exist and investigation disclosed the fact that this car had been loaded in August with potatoes in Colorado, delivered its consignment in Oklahoma, then went as an empty to Kansas City, then to Granger, Wyo., and ultimately to Idaho Falls, where it was loaded with potatoes and sent to Los Angeles, arriving in October. The potato beetles, evidently taken on in numbers in Colorado, in the original shipment, remained during the entire movement. Steps are being taken to secure some action by railroad authorities looking to the cleaning of all such cars at unloading points.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

VIOLETS

Rooted Runners

For April and later delivery.	100	1000
Princess of Wales	$3.50	$30.00
Lady Campbell	3.50	30.00

FRENCH PUSSY WILLOW

What could be more profitable to grow than French Pussy Willow? **It's just like finding money.** Everybody uses it. Grown outside with practically no work or attention. 3 to 4-eye rooted cuttings for April delivery. $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Seasonable Stock

READY NOW

Achyranthus Herbsti, (dwarf, brighest red)	$ 4.00 per 100
Ageratum, Little Blue Star and White Cap	3.50 per 100
Abutilon, Daydawn (Pink)	5.00 per 100
Asparagus Plumosus, 1½ in., $3.00 per 100; 2½ in.	4.00 per 100
Asparagus Sprengeri, 5 in., long top	20.00 per 100
Coleus Golden Crown	3.50 per 100
Cuphea Platycentra (Cigar Plant)	3.50 per 100
Dracaena Indivisa, heavy, 6 in. specimens	.75 each
Dracaena Indivisa, 7 in. specimens	1.00 each
Ficus Elastica, 5 in. pots, 18 in. high	.75 each
Lantana Weeping	4.00 per 100
Parlor Ivy	3.50 per 100
Manettia Bicolor (Manetta Vine)	4.00 per 100
Salvia Splendens, Zurich and Bonfire	$3.50 per 100; 30.00 per 1000

The Storrs & Harrison Co., Painesville, Ohio

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

CANNAS

Dormant roots all sold. We have a few hundred well established plants from 3 inch pots, **King Humbert,** $6.50 per 100; **Yellow King Humbert,** $8.00 per 100.

W. W. COLES, Kokomo, Ind.

Mention the American Florist when writing

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

SPRINGFIELD, N. J.—James Tansey, well known as a landscape gardener, died at his home here, March 2, age 72 years.

BOSTON, MASS.—It has been requested that the park commissioners change the name of Coytemore Lea in Malden to Roosevelt Park.

NIAGARA FALLS, N. Y.—Land along the Niagara river may be acquired at a cost of $2,000,000 for the establishment of a memorial park to men who took part in the world war.

MINNEAPOLIS will have a three-mile memorial of her sons who fought in the liberty war, consisting of a drive lined by six rows of American elms. The 1300 budded trees are now 12-14 feet high and 500 are from one parent tree and 800 from a second parent.

Peony Society Bulletin.

We are in receipt of Bulletin No. 7 of the American Peony Society, the important features of which are the proceedings of the society for 1918 and a symposium on a general list of peonies.

Ornamental Stock Leads in Ohio.

A report by E. C. Cotton, chief of the Ohio bureau of horticulture on an inventory of Ohio nursery stock for 1918, shows that ornamental trees and shrubs comprise 52 per cent of the stock, while fruit trees make up only 8.4 per cent of the total. The total number of trees and shrubs, including 3,642,344 strawberry plants, was 21,295,159, of which 11,089,999 were ornamental. Following are items of trees and shrubs: Apple, 697,156; pear, 141,352; peach, 724,744; plum, 78,484; cherry, 123,824; making a total of 1,785,160 fruit trees; grape vines, 658,877; currant bushes, 231,142; gooseberry, 89,874; raspberry, black, 1,600,850; raspberry, red, 912,650; blackberry, 1,034,295; dewberry, 140,300; mulberry, 32,580; nut trees, 55,585.

C. J.

Gypsy Moth on Cranberry Vines.

It having been known for some time that gypsy moth larvæ are carried by winds from surrounding forests into cranberry bogs in New England and that the shipment of such vines for planting in other parts of the United States might be a means of wide dissemination of this forest pest, D. M. Rogers in charge of the gypsy moth inspection of the United States department of agriculture was authorized to make inspections of all bogs in Wisconsin, Michigan and Pacific coast points that had received plantings of such vines from New England. His report submitted after a trip last fall is to the effect that he found no indication of the moth in any of the locations inspected. Tests are now being made by the department to determine both the resistance of cranberry vines to intensive fumigation and the strength of fumigation necessary to destroy the eggs.

North Shore Horticultural Society.

President William E. Fisher called the monthly meeting of the North Shore Horticultural Society to order at Lake Forest, Ill., March 7. There was a large attendance of members and all were disappointed at the inability of Theo. Koch, of Garfield park, Chicago, to be present, owing to illness in his family. He was to have been the speaker of the evening, and the members hope to hear him at a future date. B. K. McMillan, of Vaughan's Seed Store, Chicago, gave a very interesting talk on "Insect and Plant Pests and Their Remedies," for which he was given a hearty vote of thanks.

The society decided to hold a midsummer show in July, and a chrysanthemum exhibition the first week in November, committees being appointed to make both shows greater successes than ever before.

The monthly exhibits were as follows: Iris Tingitana, staged by J. Kiley, 90 points; Cineraria stellata, 89 points, by J. W. Head; also exhibited by J. H. Francis, scoring 88 points; Azalea indica, 87 points, by R. Chalmers. J. Kiley also showed Carnation Belle Washburn and novelty tulips and T. W. Head was awarded a vote of thanks for double cinerarias. A fine vase of Columbia roses was shown by D. D. P. Roy and was given honorable mention. Ten new members were elected at this successful meeting.

J. H. FRANCIS, Cor. Sec'y.

VIBURNUM PLICATUM
Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

DAHLIAS
of QUALITY and DISTINCTION
Write for Wholesale Price List of latest cut flower varieties

Awarded at N. Y. 1918.
DAHLIADEL NURSERIES
VINELAND, N. J.

IBOLIUM The new Hybrid **HARDY PRIVET.** L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc', Introducers of BOX-BARBERRY **NEW HAVEN, CONN.**

SELECT HOLLAND STOCK
For Florists and Nurserymen

Rhododendrons, hardy American sorts (can select good plants for pots, from 18-24 inch grade). Any quantity.		
18-24 inch, 8 to 12 buds		$1.25 each
24-30 inch, 12 to 15 buds		2.00 each
Boxwood, bush form,	12 inches high	.60 each
" " "	18 inches high	1.00 each
" " "	24 inches high	1.50 each
Boxwood, pyramid,	42 inches high	3.50 each
" "	48 inches high	4.50 each
" "	54 inches high	5.50 each
Boxwood, globe,	16 x 16 inches high	3.25 each
" "	18 x 18 inches high	4.00 each
" "	20 x 20 inches high	5.00 each
Azalea Mollis, 15 to 18 inches, full of buds		.75 each
Azalea Pontica, 18 inch, named colors, full of buds		1.00 each
Kalmia Latifolia, 18 to 24 inch, full of buds		1.25
" "	24 inch, full of buds	1.75
Aristilochio Sipho (Dutchman's Pipe), 4 foot tops		.40
Magnolia Soulangeana, 4-5 feet, well budded		2.50

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

AMARYLLIS.

Amaryllis. Can ship these showing bud, freshly dug, at $4.50 doz., $32.50 per 100. When you get them with bud, the flower is sure. 50 at 100 rate.

TAIT BROTHERS COMPANY,
P. O. Box 556
Brunswick, Georgia.

ASPARAGUS.

ASPARAGUS Plumosus Nanus. Extra strong and bushy 3-inch pots, $7.00 per 100; Sprengeri, 3-inch, $6.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, Ohio.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

50 4-inch Sprengeri, 12c each; 100 3-inch Sprengeri, $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 3-inch, 7c; Sprengeri, 4-inch, 10c. WOLFE, THE FLORIST, Waco, Tex.

BOXWOOD.

Boxwood, bush form, pyramid and globe. For sizes and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

BULBS.

Paper Whites. Will contract for all stock we have; 12 centimeters up. Write for prices.

TAIT BROTHERS COMPANY,
P. O. Box 556
Brunswick, Georgia.

Bulbs. Gladioli. Positively American grown ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

CANNAS.

CANNAS, CHOICE STOCK.

Two to three eye, plump dormant roots. Order early so as to protect your supply.

King Humbert ....$4.50 per 100; $40.00 per 1000
Chas. Henderson .. 2.50 per 100; 22.00 per 1000

PETER PEARSON,
5734 Gunnison Street. Chicago.
Phone Kildare 6418

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1000. W. W. Coles, Kokomo, Ind.

Cannas. Fine 2 to 3 eye plump roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CARNATIONS
Matchless. Out of soil. $4.00 per 100; $35.00 per 1,000.
CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

Chrysanthemums. Rooted cuttings and 2-inch stock, ready now. For varieties and prices see advertisement on front cover page of this issue. W. F. Kasting Co., 568-570 Washington Street, Buffalo, N. Y.

CARNATIONS.

Chrysanthemums. 2½-inch, Mensa, Silver Wedding, Christy Mathewson, Mrs. Weeds, Pres. Taft, Com. Mathew, Chapolora, $4.00 per 100; $35.00 per 1,000. WOLFE, THE FLORIST, Waco, Texas.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Best bedding kinds including Golden Bedder and Firebrand, 2-inch, $3.00 per 100, Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Christmas Gem, large stock, 3-inch, $10.00 per 100; 4-inch, $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY.
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. A fine lot of dahlia plants in the best cut flower sorts ready by April 1. Send for catalogue for list and prices. R. Vincent Jr. & Sons Co., White Marsh, Md.

Dahlias of quality and distinction. All field-grown clumps. Write for wholesale price list of late cut flower varieties. Dahliadel Nurseries, Vineland, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Paris, Queen Alexander, 3-inch, 7c each. WOLFE, THE FLORIST, Waco, Texas.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Canes. All the best commercial varieties. Write for prices. Spring shipment. McHutchison & Co., 95 Chambers Street, New York.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracaena Rotheana, 7-inch, each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

ECHEVERIAS.

for catalogue for list and prices. R. Vicent Jr. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. All well grown, healthy stock. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Ferns. Boston, 6-in., 60c; 7-in., $1.00; 8-in., $1.50; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns, 40 5-inch at 30c each. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Texas.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. 2,000 Primulinus Hybrids at $12.00 per 1,000, 250 at 1,000 rate. No other gladiolus to offer.

TAIT BROTHERS COMPANY
P. O. Box 556
Brunswick, Ga.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms, American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus Cut Flowers. Will be ready to ship these in May. If interested write for prices.

TAIT BROTHERS COMPANY,
P. O. Box 556
Brunswick, Georgia.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST Waco, Texas.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PEONIES.

Peonies and Iris. Write for catalogue. Gilbert H. Wild, Sarcoxie, Mo.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

Pansies. Cool greenhouse grown seedlings, $4 per 1,000. Elmer Rawlings, Allegany, N. Y.

PUSSY WILLOWS.

Pussy willows for forcing, full of buds, never been finer, 18 to 30-in., $3.00 per 1,000; 2 to 4-ft., $6.00 per 1,000; 4 to 6-ft., $10.00 per 1,000. Hand-made pussy willow cuttings, $3.50 per 1,000; Hand-made Cornus stolonifera, $3.50 per 1,000. Cash with order. Packing free! Satisfaction or money back. MINNEAPOLIS, NURSERY, Minneapolis, Minn.

RHODODENDRONS.

Rhododendrons, Hardy American sorts, 18-24 in., 8 to 12 buds, $1.25 each; 24-30 in., 12 to 15 buds, $2.00 each. The Storrs & Harrison Co., Painesville, O.

ROSES.

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 takes the lot.
WEISS-MEYER CO.,
Maywood, Illinois.

BENCH PLANTS
Two-year-old Richmond, Ophelia and White Killarney. $8.00 per 100; $75.00 per 1,000.
12,000 2½-INCH OPHELIA
Good strong plants ready to shift. $8.00 per 100; $75.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

ROSE CUTTINGS.
Elegant cuttings of Columbia, $12.00 per 100; $110.00 per 1,000. Cash please.
ALBERT F. AMLING CO.,
Maywood, Illinois.

2,000 3-INCH COLUMBIA ROSES
Nice strong, heavy stock. Order early.
$25.00 per 100; $200 per 1,000.
WALTER A. AMLING CO., Maywood, Ill.

Rose Premier. Own roots, March delivery, 2½-inch., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown 1918 crop. Per lb.
Copenhagen Market, selected stock.....$11.50
Dutch Winter or Hollander, selected stock 10.50
Danish Ballhead, selected stock..... 10.00
Danish Roundhead, selected stock..... 9.50
Cauliflower seeds, Danish grown. Per oz.
Extra Early Dwarf Erfurt, selected stock.$2.00
New Earliest Snowball, selected stock... 2.50
Dry Weather, selected stock..... 2.50
Danish Perfection, selected stock..... 2.75
STANDARD SEED COMPANY,
Racine, Wis.

Seeds. Dreer's reliable, hardy, perennial flower. For varieties and prices see display advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co. 518 Market St., Philadelphia, Pa.

SEEDS.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Wood's famous Southern ensilage corns. Write for catalogue and prices. T. W. Wood & Sons, Richmond, Va.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCA VAR., 50 4-inch at 12c each. Cash, please. Edgar Easterday, Nokomis, Ill.

VIOLETS.

Violets. Rooted runners. Princess of Wales, Lady Campbell, $3.50 per 100, $30.00 per 1,000. April and later delivery. C. U. Liggit, 325 Bulletin Bldg., Phliadelphia, Pa.

ZEBRINA.

Wandering Jew, any color, 2½-in., 3c each. WOLFE, THE FLORIST, Waco, Texas.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Prepared Lycopodium. Splendid for basket work and making wreaths. Per carton of 10 lbs., $3.00. George H. Angermuller Co., 1320 Pine St., St. Louis, Mo.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Rito, the energizer for soil bacteria. 17-6 per 100 lbs., free on board Liverpool. The Molassine Co., Ltd., East Greenwich, London, England.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

MISCELLANEOUS.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Artificial and waxed flowers. Write for samples. Lotos Mfg. Co., 1550 N. Halsted St., Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Knoeschell Bros. Co., 452 W. Erie Street, Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

USE WIZARD BRAND
TRADE MARK
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 202 pages, freely illustrated. Price, $1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 50 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, $1.50.

Mushroom Growing.—By B. M. Duggar, 260 pages, fully illustrated. Price, $1.50.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Split Carnations

Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid

I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

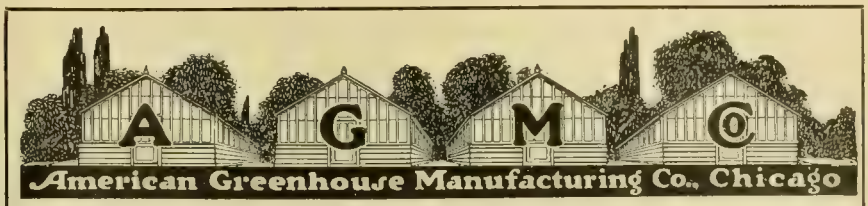
GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers



--it's up to YOU now

The question as to whether or not you are going to keep up with the growth of the trade—as to whether you are going to be a pace-maker or an also-ran during the era of prosperity we are now facing, it must be decided now.

You aren't willing to tail the list! You aren't willing to stand still while your neighbors forge ahead! Of course not!

You're in to *head* the list! *You've* got to do the *forging ahead!*

but that's easy if you can do it the AGMCO way—ask us today.

You'll be a wiser and a richer man.

American Greenhouse Mfg. Co.

50 Broad St., NEW YORK. Drawer 335, PANA, ILL. Masonic Temple, CHICAGO.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention.

Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2 25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0 75	8.25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

KAY & KAY CO.

Standard Flower Pots

Per 1000		Per 100	
2	-inch.	$5.00	4 -inch.. $12.50
2¼	-inch...	5.50	4½-inch... 15.50
2½	-inch ...	6.25	5 -inch... 21.00
3	-inch....	8.00	5½-inch... 27.00
3½	-inch ..	9.75	6 -inch... 34.00

Cash with order. Prices F. O. B. Chicago.

4011 W. 26th St., CHICAGO

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,

Manufacturers of

Red Pots

Before buying write for prices

2614-2622 Herndon St., CHICAGO.

Index to Advertisers.

Advance Co III
Alfred Lozier Rosery .460
Allen J K 455
Alpha Floral Co.....459
Amer Bulb Co I
American Greenh'se Mfg Co 475
Amling E C Co.....451
Anderson S A.....460
Angermueller G H Co.....452
Aphine Mfg Co.....474
Astoria Florist.....458
Avenue Floral Co...460
Baer Julius.....459
Barnard W W .Co...469
Bassett & Washburn .444
Baumer Aug R.....461
Baur Window Glass Co..... IV
Bayersdorfer H & Co.453
Begerow's..... 458
Berger Bros.....452
Berning H G.....452
Bodger J & Sons Co..464
Boland J B.....461
Bolgiano J & Son....466
Bramley & Son..... 461
Braslan Seed Growers Co.....462
Breitmeyer's J Sons. 458
Briggs Floral Co....460
Broadway Florist. .459
Brown A J Seed Co..462
Brown Bag Filling Machine Co 464
Bryan Alonzo J.....469
Buchbinder Bros....476
Buckbee H W.....460
Budlong Co J A .444 448
Burpee W A Co.....467
California Florists...459
Central Floral Co...461
Chicago Feed & Fertilizer Co.....476
Chicago Flower Growers Assn.....451
Clark E B Seed Co..466
Clarke's Sons D 460
Clay & Son.....III
Coan J J.....455
Coles W W.....469
Conard & Jones Co..470
Cooke Geo H.....461
Cottage Gardens Nurs Inc.....470
Cowee W J.....475
Coy H C Seed Co....469
Craig Robt Co.....469
Dahliadel Nurseries.470
Danker Fred A 460
Dards Chas.....458
Dietsch A & Co.....IV
Dominion Floral Co.458
Dorner F & Sons Co.469
Drakos Co.....457
Dreer H A...465 475 476
Duluth Floral Co....460
Dunlop John H.....458
Dwelle-Kaiser Co. .476
Eble Charles. 457
Edwards Fold Box..III
Elm City Nursery Co 470
Erne & Co.....450
Excell Laboratories. II
Eyres H G.....457
Fallon Florist.....457
Fish Henry Seed Co..466
Foerster Co Joseph..445
Foley Greenhouse Mfg Co.....III
Ford M C.....455
Ford William P.....455
Fox J M & Son Inc..459
Frauenfelder C 460
Freeman Mrs J B....459
Frey C H.....460
Frey & Frey 460
Friedman 461
Froment H E.... ...455
Futterman Bros.....454
Galvin Thos F.....459
Gasser J M Co.....458
Giblin & Co 475
Gnatt The Ove Co...442
Godineau R & M....464
Goldstein I.....455
Gorham Printery Inc.III
Grakelow Chas H...458
Grand Rpids Flo Co. 460
Grimm & Gorly.....461
Grossberg-Tyler-Finnermann Co....448
Gude Bros.....457
Habermehls Sons J J.457
Hardesty & Co.....459
Hart George B.....455
Hart Henry.....457
Haven Seed Co The.469
Heacock Jos Co.....469
Heinl John G & Son.460
Henderson A & Co ... I
Henderson Lewis ...458
Henry Co The John.451
Henshaw Floral Co .455
Hentz & Nash.....454
Herr Albert M.....469
Hess & Swoboda....458
Hession.....459
Hews & Co A H.....475
Hill D Nurs Co.....470
Hollywood G'rdens.458
Holm & Olson.....458
Holton & Hunkel Co.453
Hort Advertiser.....476
House of Flowers...457
Hurff Edgar F.....467
Hurst & Son 464
Ickes-Braun Mill Co.IV
Idlewild Greenhs 461
Jahn Hugo.....458
Jones Percy. 446
Joy Floral Co.....457
Kahler Pottery Co..475
Kasting W F Co..... I
Kay & Kay Co.....475
Keller Pottery Co Geo.....475
Keller Sons J B.....459
Kelway & Son 465
Kennicott Bros Co..450
Kervan Co The.....455
Kessler Wm.....455
Kottmiller A.....457
Kroeschell Bros Co..III
Kruchten John.....451
Kuehn C A 453
Kuhl Geo A.....469
Lager & Hurrell 467
Landreth Seed Co...469
Lang Flo & Nur Co.460
Lange A.....457
Leborius J J.....459
Lee F & S.....451
Leonard Seed Co....467
Levine & Co 439
Levy Jos J.....454
Liggit C U.....469
Littlefield Florist ...460
Lockland Lum Co...IV
London Flow'r Shp .461
Long Island Flo Co.457
Louis Simon Freres & Co.....468
Louise Flower Shop.459
McCallum Co.....453
McGill R C & Co....464
McHutchison & Co. .467
McKenney ..... .460
Mackie William.....455
Malandre Bros.....460
Mangel.....461
Matthews the Flo'st.459
Matthewson J R.....457
May & Co L L.....461
Meconi Paul.....455
Metairie Ridge Nursery.....460
Michell Henry F Co.....467
Michigan Cut Flower Exchange 451
Millang Joseph A...454
Miller Floral Co.....460
Miller & Musser 451
Molassine Co The...441
Moninger J C Co .. .IV
Murray Samuel.....461
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...452
Newell A.....460
N Y Cut Flower Ex..455
N Y Floral Co.. 461
Nicotine Mfg Co.....476
Niessen Leo Co.....452
Okmulgee Window Glass Co.....IV
Orchid Florists 460
Palmer W J & Son...459
Pappas D J.....459
Park Floral Co 459
Peacock Dahlia Fr..470
Peacock E R Co.....463
Pearson E W.....460
Pedrick G R & Son..464
Penn The Florist....461
Peters & Reed Poty..475
Philadelphia Wholesale Floral Ex.....453
Philips Bros.....460
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....462
Pikes Peak Flo Co...460
Pillsbury I L.....475
Pittsburg Cut Flo Co 452
Podesta & Baldocchi.461
Poehlmann Bros Co.443
Pollworth C C Co ...453
Polykranas Geo J....455
Potter Floral Co....457
Pressing Seed Co W C.....462
Pulverized Manure Co The.....474
Pyfer A T & Co.....447
Raedlein Basket Co..449
Randall A L Co.....451
Randall's Flow Shop.461
Randolph & Mc-Clements.....460
Rawlings Elmer.....466
Ready Reference....471
Reed & Keller... ..III
Regan Ptg House....III
Reid Edw.....452
Reinberg Geo.....451
Reinberg Peter.....445
Rice Bros..... .453
Rice Jerome B Seed Co..... 463
Riedel & Meyer.....455
Robinson J C Seed Co.465
Rock Wm L Flwr Co..460
Rodgers J W.....457
Rohnert Waldo.....467
Rosery Floral Co ...461
Routzahn Seed Co ..469
Rusch G & Co.....453
Saake O C.....457
Salzer Seed Co.....461
Sceery Edward.....459
Schiller the Florist..459
Schillo A Lum Co...IV
Schlatter W & Son 459 476
Schmidt Chas L.....461
Shaffer Geo C 461
Sharp Partridge & Co..... 476
Sheppard H W.....461
Sheridan Walter F..455
Siebrecht George C.455
Simon & Son I N....465
Situation & Wants...439
Skidelsky S S & Co.. I
Smith A W & Co....458
Smith & Co E D.....469
Smith & Fetters Co..460
Smith Henry.....460
Storrs & Harrison... .....469 470
Stumpp G. E. M.....459
Thorburn J M & Co .464
Tonner O A & L A..448
Totty Chas H 469
Traendly & Schenck .455
Traveling Wholesale Florist 454
Trepel Jos.....459
Turner Bros.....475
United Cut Flo Co..455
Vaughan A L & Co..447
Vaughan's Seed Store .....I 442 466 467
Vick's Sons Jas.....469
Vincent R Jr & Sons Co..... I
Walker F Co 457
Weber F H.....460
Weidemann H G....459
Weiland & Risch ...451
Weir James 457
Western Seed & Irrigation Co.....463
Wietor Bros.....446
Williams Mrs E A...461
Winterson Co E F..446
Wittbold G Co 456 457
Wolfskill Bros & Morris Goldenson.457
Wood T W & Sons..466
Woodruff S D & Sons.464
Yokohama Nurs Co.466
Young A L & Co....454
Young John & Co...455
Young & Nugent....457
Zech & Mann...449 451

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

422 Main Street, Springfield, Mass.
Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

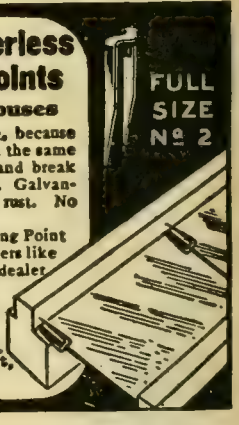
As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND
Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.
Mention the American Florist when writing

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.


SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MARCH 29, 1919.** **No. 1608**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

THE SPRING NUMBER OF The American Florist Will be issued NEXT WEEK

The best selling medium in the trade.

American Florist Co.
440 S. Dearborn St., Chicago, Ill.

THE CEMETERY GREENHOUSE IN ACTION.

Great Variety of Plants Needed.

The greenhouse establishments connected with the modern cemeteries are called upon to furnish large quantities of plants in greater variety than are usually seen at the greenhouses of the commercial florists in general. There are several reasons for this, the principal one being due to the gardeners having for years studied out and experimented with every plant that has seemed likely to prove valuable and break up the sameness of the plantings. Another reason is the necessity, so far as is possible, of catering to the taste of the lot owners, who get tired of the same plantings on their lots every year, and also a great number like to have theirs planted a little different from the adjoining lots. Still another reason is the officials of the cemetery also get tired of the sameness of the plantings; having a certain plan of arrangement of the cemetery in view, they strive to have the plantings on the lots work in with the general arrangement. To meet these requirements, the gardeners are kept busy working along the plants at most seasons of the year, but more especially at the present time, when the final potting and finishing work has to be given the plants so that they will be in good shape for planting out in May.

Work to Be Done Now.

The benches are now crowded with plants needing potting and space. The best place for a great deal of this stock is out in the hotbeds, which can be brought into use at this time. Most of those now in use are steamheated by being piped under the soil and heated from the greenhouse boiler plants. Before putting any plants into the hotbeds, any repairing that needs to be done, not only to frames and sash, but also to the heating pipes, should be attended to. Valves and pipes in the ground outside that lay idle a great part of the year, are bound to get out of order and need attention before being put into use again, and the best time to make sure that everything is in working order is before the plants are put into the beds. Another important point is to make sure the sash are in good order and any broken glass taken out and replaced with sound panes. The sash should be put on the frames and the heat turned on three or four days to thoroughly warm up the ground before putting in any plants.

Hotbeds are intended more especially for plants in small size pots (2-3 inch) which are plunged to their rims in the soil. The beds need therefore to be spaded up and the soil thoroughly pulverized so that the pots will plunge easily by being pressed down with the hands.

Alternantheras.

These plants are used in large numbers for planting in various styles, and it is always one of the big jobs to work up sufficient stock. They are plants that like lots of heat, and some of the varieties are difficult to carry over winter in a moderate temperature. Owing to this, there are different methods used to carry the stock over from one season to another. Some are propagated in late summer and potted into two-inch pots or flatted up into shallow flats, while another way is to trim back the old plants, flat them up and divide up the roots in the spring to make the young plants. Cuttings can also be propagated between March 1 and April 15 and make good stock for planting out late in May. Alternantheras should go into the hotbeds at once. The plants carried over winter in two-inch pots or flats should have the soil shaken from their roots and potted into two or two and one-fourth-inch pots, according to the size of the plant required. When the plants are used up before very late in June, two-inch pots are found to be plenty large enough, and more of them can be placed in the hotbed. Cuttings now in the propagating bed can be potted as soon as rooted and plunged direct into the beds. The older plants, being treated as divisions, should be

cleaned up and divided according to the size of plant required. A fine, light, moderately rich soil, is best suited to these plants. Plunge the pots to their rims in the bed and be particular not to over-water before the plants have become well rooted. Maintain the temperature in the beds between 70 and 80 degrees day and night, and ventilate a little each day during favorable weather.

Echeverias.

These plants are mostly used in connection with alternantheras, but they require just the opposite as regards temperature while in the greenhouse. They need a temperature around 50 degrees, and it would be disastrous to put them into hotbeds. Carried over winter in flats and held a little to the dry side, they are now to be cleaned up, reflatted into fresh soil and placed on the shelves in a cool house where they will get the full light.

Geraniums.

April 1 should find all of the geraniums in four-inch pots, and some of the earlier ones are now ready to be spaced out on the benches. They must be given room as soon as the plants commence to touch each other, or they will become drawn in a very short while. The ideal geranium is a short, stocky plant with large trusses of bloom, and the only way to get these is to grow cool. Water moderately, allow each plant ample room and ventilate freely on every favorable occasion. There is getting to be a call more and more each year for larger size geraniums than four-inch pots, so some are being advanced to six, seven and eight-inch pots to fill the demand for the larger size plants.

The Mme. Salleroi type is used principally with the flowering geranium, and large numbers of them have to be provided. They are now being shifted into three-inch pots and given an after treatment similar to the other geraniums. Care should also be taken to give them room as needed, so as to insure sturdy plants.

Coleus and Other Plants.

These plants are rapid growers and the last batch of cuttings are put in the sand the last week in March, which will be worked along into three-inch pots ready for planting the end of May or early in June, the later time being very much the best, for coleus will not stand a drop in temperature, which we often get late in May. They are very susceptible to mealy bug, which are kept in check by frequent syringings with cold water.

Achyranthes, ageratum and pilea are three plants used in large numbers. These are also being given their final shift into three-inch pots, using a light soil as advised for alternantheras. They are best kept on a greenhouse bench and should be given a temperature of 56 degrees.

Verbenas, lobelias and santolinas are other plants grown largely, which will be ready for their final potting into two and one-half-inch pots about April 15 and plunged in a moderate hotbed.

Begonias.

A big stock of begonias has to be provided for. They are very popular plants with the customers, who generally call them wax plants and buy them readily when nicely in bloom in three-inch pots. The varieties of the improved Vernon and luminosa types are the ones most largely used. Some of the plants are started from seed, while others are propagated from cuttings. The seed is slow to germinate during the dark, cold days of January and February, but after the weather becomes warmer, with increased sunshine, the young seedlings grow rapidly. The majority of the plants at the end of March are in two-inch pots and will be shifted into three-inch about the third week of April, which will give them time to be nicely in bloom for the end of May. Begonias are another one of the plants that suffer from cold, chilly weather and are better off if not planted outside before June 1.

The pansy plants carried over winter in cold frames are now beginning to take on new life, and will be ready for sale by the time the Easter flowering plants are out of the way. The January sown plants are now nice, thrifty stock in flats, standing on the greenhouse shelves in full light, ready to be planted in the frames outside in a few days.

A large stock of pot plants in bloom are needed for Easter, including tulips and hyacinths. These will be given plenty of time inside to develop, but Easter, coming late this year, it will not be so much of a problem to hurry them up as it will be to keep them back and have them dwarf and sturdy.

Fuchsias-Heliotrope-Petunias.

These are plants that have a limited demand as compared to some of the others. They are mostly called for in full bloom in four-inch pots and are now being worked along and treated the same as geraniums.

Seedling stocks of petunias, celosias, vinca rosea and small plants of cuphea are used chiefly as fillers in for mixed planting. They are now being worked along in pots or transplanted into flats, the aim being to have a good supply of smaller plants in two and one-half-inch pots for filling in when the time comes for planting out.

Cold Frames.

Wherever bedding plants are grown, cold frames are almost as handy as the hotbeds. After April 20, there are a number of plants occupying greenhouse bench space that can safely be put outside in cold frames.

English ivy, sweet alyssum, lobelias, verbenas, ageratums and Mme. Salleroi can all be safely transferred to the cold frames after the date mentioned, and will be much the better off for it.

C. W. JOHNSON.

Pansies Galore.

In the neighborhood of many of the large cities, truckers or vegetable growers, who use cold frames for some of their crops, nearly all grow pansy plants as a side line. A large vegetable gardener in Collingdale, Pa., who markets his stock in Philadelphia, has increased his venture in pansies from 100 sash, up to 2,500, and now raises annually 250,000 plants.

It is interesting to know that these plants, set out in the frames from the seed beds, during the early part of September, receive no further attention. They are never watered by hand as the season advances. After they have had some good rains, just before danger of hard frost, they are covered with sash. There is no other protection. At times during severe weather, the ground freezes hard, but this does not seem to affect the plants. They came through last year, with its almost record severity, apparently the same as if the weather had been mild.

The seed is sown during July, the young plants being dibbled into the frames 100 to a sash in September. Selling commences about March 1, and continues during April and into May. The plants at the time the photograph was taken, March 19, were of very good size, many showing six to eight shoots, some carrying that many flowers. The flowers are huge, real catalogue giants; three inches in diameter is the rule. Many are three and a half and they have had flowers that measured four, and as much as four and a half when flattened out. All the stock is grown from seed saved from selected plants. The illustrations give but a poor representation of the size or coloring of the flowers. There are also 5,000 giant Bellis daisies, flowers of extraordinary size.

K.

PANSIES GALORE.

Flowers of Brilliant Colors and 2½ to 3¾ Inches Diameter.

PANSIES GALORE.
A Corner of One of the Sashes. From Photo Taken March 20.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Keep the outside front of the store as attractive as possible. Every passer-by is a prospect. Many may be flower buyers, but who are satisfied with their present connections; still, they stop to admire and may step in and make a cash purchase. This is a great point gained. They have broken the ice, seen the inside of the store, and will be much more free to call again. There are others who are only casual purchasers, as when flowers are wanted for anniversary occasions, to send to a sick friend or for funerals. To such as these anything that calls attention to the store, and makes a good impression, is seed sown that is likely to bear fruit later on when such occasions arise. One's own experience as to how the attractive looking front and window displays of stores in other lines impress them, is a good guide as to their value in winning trade. The large chain store companies, such as drug, tobacco, five and ten cent stores, etc., attach first importance to the outside appearance of the building and display windows. They locate themselves in the centers of the shopping districts of all the large cities, and by every art of publicity, in attractive and novel signs and constantly changing window decorations, seek to attract the throngs into their stores. The point is, that men of experience attach such great importance to this feature, the outward appearance or street front of the store.

Now that flowers are at their high tide of production, and likely to so continue until the close of the season, a week-end service might be featured to advantage—a $1.50 to $3.00 box of spring flowers, delivered regularly once or twice a week. Some dealers find this a paying proposition, which has only to be called to the attention of certain customers to meet at once with their approval.

Pansies are now at their best. Select a few, a dozen or so of the largest, draw them through a sheet of waxed paper, so that they are flattened out to show their large size, and float on shallow dishes of water. Their apparently large flowers will be sure to attract attention.

Iris Tingitana is one of the most beautiful flowers of recent introduction. It should be shown in choice vases, holding but a few sprays; a dozen huddled together in a jar gives no idea of its beautiful lines. It should be cut and shipped while still in bud, so far advanced as to open the next day. This adds one day to its life of usefulness. It will last in ordinary house temperature from four to five days.

It is well worth while to send just a few choice flowers in a box when returning a receipted bill of an unusual amount to a good customer. Whenever bills are paid in the store, present something to wear, if a lady, and to a gentlemen, a boutonniere, or just a few to take home. Such attention is appreciated and it pays.

Feature novelties in flowering plants, an old favorite very well grown, or something only seen occasionally. Such stock can be picked up if one is on the alert for it. The first of the Easter Greeting pelargoniums, hybrid calceolarias, early flowered ramblers, sample hydrangeas, choice cinerarias, etc., are well worth a little extra attention to make them especially attractive. A few such specimens add much to the appearance of the store.

Do not neglect Easter preparations. Every spare hour should be engaged in this work; if this rush season, and its great strain, are constantly kept in mind, the preparatory work will be faithfully attended to. Now is the time to avoid the all night vigils of that coming third week in April.

To keep a couple or more corsages made up, and on show in the case or window, is exploiting a good thing. Many more sales are made when such an artistic nosegay is ready for immediate use. Many a gentleman, accompanying a lady in the store, will present it because of its beauty and the opportunity to use it.

Easter Stock This Year.

From the preparations that are being made, and the large purchases of plant stock by the retail florists, it would appear that the Easter of 1919 will be quite the equal of any that have gone before. There has been much solicitude and doubt as to the quality and quantity of the various items of plant stock. The embargo on Japanese giganteums was a terrible blow, in consequence of which there will not be more than one-fourth the quantity usually grown of this popular Easter plant.

Belgian azaleas, always such favorites, will be almost entirely missing, although a fair substitute, seen in small quantities, will be nursery grown stock of A. Amœna and the Japanese Hinodegiri, which latter is very effective with its closely set, reddish-pink blossoms.

Delayed shipments of spireas were received just in time to make Easter so that there will be about a one-third supply of this favorite. Rhododendrons will also be seen in limited quantity, as quite a lot of these came in at the last, in time for forcing.

The quantity stocks will be hydrangeas and roses, although the latter, particularly well flowered ramblers, are none too plentiful. American Beauties and Ophelia, stock discarded from the forcing benches last spring, which made a growth in pots during the summer, are looking very fine, being well set with buds. Magna Charta is also seen in nearly all rose stocks.

The great standby will be the hydrangeas, of which there is a large stock of the French varieties, which in most cases, look to be well budded. They range in size from plants in four-inch pots with a single head of bloom up to handsome tub specimens. Strange as it may seem, quite a proportion of this stock with some growers failed to set buds, or the plants carry so few that they are unsalable. This is attributed by some to be the result of overfeeding before the growth started. Others claim it is due to continued dry weather when the buds were forming in the late summer. Genistas, with their yellow, tasseled blossoms, will be in good supply. This is one of the best of the Easter plants.

There will be a few candidum lilies, but only about one-tenth of the stock that was ordered, and which, for lack of labor, could not be sent out of France.

Yellow callas will be a novelty grown by quite a number as a pot plant. They are coming a little faster, however, than most growers like.

The great question is: "Will the bulb stock hold for the late date?" Hyacinths and daffodils are now up, out of doors. Much depends on the weather. Some growers are lucky to have a good stock of Easter Greeting pelargoniums, and these will no doubt find a ready market. Cinerarias will be good stock. A number of growers have them very fine. Such well-grown stock will bring big prices in their class. Heather is scarce. It is one of the most desirable flowering plants for basket combinations. Chorizemas, with their orange tints, are very showy. Few growers, however, do them well. The bougainvillea is very showy and decorative. Like the genista, it can be trained to any formal shape, and flower profusely on every shoot.

Marguerites are being grown extensively, some into quite large sizes When well flowered, they make excellent Easter plants. Bellis daisies, pansies, forget-me-nots and English primroses are all good pan plants, which finish after a week's planting, setting a quantity of bloom. When decorated, these are good sellers in the store and meet the demand of moderate buyers. Zonale geraniums in pans and pots, when well flowered, are satisfactory, but do not last long in the store.

Combinations in pans, birch-bark and trellis boxes and plant baskets of foliage and flowering stock, will add greatly to the variety. Baskets and hampers of foliage and flowering plants, when choice stock is used, are among the most beautiful of the Easter offerings. When well arranged and artistically decorated with fancy ribbons they command high prices. Quite a number of the items generally used for this purpose will be scarce this year, which will have to be helped out by the use of fancy foliage, of which fortunately there is an ample supply.

One of the novelties, of which much is expected, is Delphinium Belladonna, which is being grown as a pot plant for the first time. With its beautiful blue spikes, it should combine beautifully in many of the plant combinations. The gesneria is another novelty. This is a unique looking plant, quite out of the common. Its orange-red, bell-shaped pendant flowers, together with its orange-red, fuzzy-covered stems and orange-tinted foliage, gives it a very striking appearance

Michigan Cut Flower Exchange's Dinner

St. Patrick's day, this year, was memorable in Detroit, Mich., by reason of the complimentary dinner and dance given that evening to the local florists by the Michigan Cut Flower Exchange. The affair was held at the Hotel Statler, and was highly successful in all its aspects. The invitations to the event included the ladies of the florists' families and there were many of them present. The ball room where the festivities were held, was appropriately decorated, and the tables made cheerful appearing by a lavish display of cut flowers. Nearly 250 guests participated in the most enjoyable affair of the kind in the history of the local trade. The music and dancing and social pleasantries marked the triumph of the extraordinary good will that attaches to the florists in that city as the happy result of the effective work of the florists' club for the past 20 years.

Many were the congratulations extended the management of the Cut Flower Exchange upon the great success of the affair, and the hospitable spirit that prompted that concern to give such substantial evidence of its good will to all in the trade here. Philip Breitmeyer addressed the assemblage in his happy way, and used the occasion to advance the principle of cooperation still further among all engaged in the florist industry. Robert Rahaley, the popular manager of the firm, extended warm words of welcome to all, and congratulated the growers for the satisfactory prices realized the past winter, and paradoxically conveyed the same felicitations to the retailers for gracefully yielding to the necessary demands of the growers. J. F. Sullivan, as president of the florists' club, made a plea to the non-members present to join the club, be beneficiaries of its wholesome work, and prepared to extend a genuine Detroit welcome to the visitors expected to attend the Society of American Florists' convention next August. Albert Schumacher, of the E. A. Fetters force, contributed largely to the entertainment by his singing, which was greatly appreciated, and brought rounds of applause. "Dick" Lynch, the entertainer of local fame, injected much amusement into the affair between the dance numbers. Wm. Harrigan, the well known tenor, rendered several popular airs.

J. F. S.

PEFFERLAW, ONT.—Alfred Wesleys will erect one house in the near future.

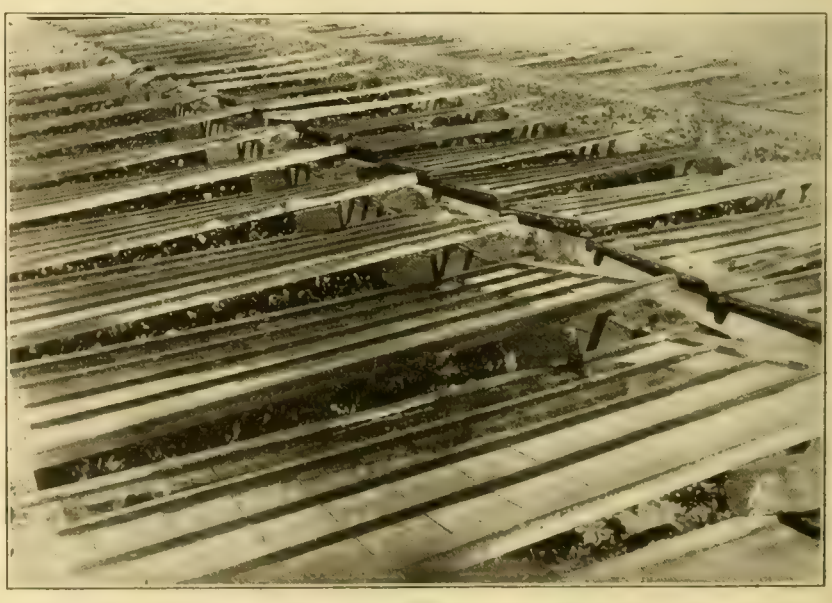
MINNEAPOLIS, MINN.—E. H. Mazey is adding two new greenhouses, Foley construction.

ST. CHARLES, ILL.—S. W. Pike reports a record breaking demand for rooted cuttings of soft-wooded stock.

DOTHAN, ALA.—The Dothan Flower Shop will erect an up-to-date Lord & Burnham range at an early date.

EDMONTON, ALTA.—The Emery Floral Co., Ltd., is planning extensive additions to their range this spring.

MUSCATINE, IA.—A cloudburst visited this vicinity, March 17, but there was little damage to greenhouse establishments.



PANSIES GALORE.

Partial View of 2500 Sash Filled With Pansies. Photo Taken March 20.

COMPLIMENTARY DINNER TO THE LOCAL TRADE, GIVEN BY MICHIGAN CUT FLOWER EXCHANGE, DETROIT, MARCH 17, 1919.

THE ROSE.

March Work is Important.

During March, there are many important things that have to be done in that month, as it is a period of sudden changes in the weather, and often many unusually warm days are ushered in, interspersed with the chilly ones, so it will keep the grower on the jump attending to the ventilating apparatus. And do not neglect this most essential detail; see to it that the houses do not get chilled, or too hot, if you have to attend to the ventilating personally.

Now is also the time to put on a good substantial mulch, and much fresher cow manure can be used at this time as the plants are allowed more air and there is not the danger of loss of foliage from the ammonia fumes as would have been the case a few weeks ago. Although many growers mulch heavily the latter part of February, it is not always the safest plan, unless one has had considerable experience as a grower and is able to handle plants under most adverse conditions. After all, the mulching depends on the condition of the plants, and if they should be in a weak condition at this time, it will be bad business to overfeed. If they are in scant foliage, a light mulch should be applied, placing a handful to each plant, following with the hose, and washing it out well. Be sure that the soil is not too dry when putting on a mulch of any kind and at any time. The soil should be fairly moist, even better quite wet than very dry.

The plants in full vigor can now have the mulch put on to a depth of two inches after it has been leveled with the hose. We use a nozzle that will throw a stream about two inches wide with good pressure to cut the manure to shreds and level it, watering one-half of a bed at a time. This is the only way to prevent waste, and is the only satisfactory way to wash in the mulch, which should always be placed in a ridge to be watered in and leveled. Of course, the manure should be broken up carefully, and made fine enough so that there will be no large humps left to dry upon the beds. Otherwise, this will mean a great loss of plant food. If there is a strong smell of ammonia in the houses late in the afternoon after mulching, it will be advisable to leave an inch or so of air on for the first night or two. Plants that have been pinched for the Easter crop should quickly respond to any feeding at this time, and watched carefully, removing the side shoots before they get too far advanced.

Green fly is usually somewhat troublesome in the early spring, but no difficulty should be experienced if one has followed the directions given in these columns from time to time regarding fumigating, which to repeat, should be done periodically, as a preventive. A little undiluted nico-fume liquid, applied to the steam pipes every two weeks on a bright day so the fumigating can be followed up by syringing, will keep the fly out of sight, and up one pipe, and down another, using a pint oil can and walking fast will do the trick cheaply, quickly and thoroughly. If there is any spider around, the syringing has lacked thoroughness. Constant use of the sulphur brush will surely give the mildew a black eye, providing the temperature has been kept even both day and night, and the watering has been attended to properly. We have seen a change of the section man in a greenhouse bring on a dose of mildew through a change in the manner of watering and ventilating. And, strange as it may seem to some, one has more trouble with mildew from ruining the plants on the dry side than would be the case from copious waterings, which is also our experience with black spot. Most growers now feed strongly to prevent black spot, when a few years ago they would run their plants dry to check it.

Since the advent of Mrs. Chas. Russell there have been some freaky watering stunts attempted to try and please this popular and fussy lady," so we really think there is less black spot encountered in our houses owing to the Russell rose, which, as far as we can judge, likes plenty of feeding and watering, one grower saying, "Give Russell a mulch when the spot gets rather bad —and plenty of water." It is "some rose," any way, so I think this comes very near to what the Russell growers as a collection think of black spot nowadays. We had good Russell all through the fall months when we attempted to grow it. After that, "attempted" sounded perfectly correct. We offer no excuse, but the other fellows are doing it, and we are growing something that we can grow, for, after all, we cannot play any favorites these days, when the books must show at least a small margin of profit at the end of the month, and very often, as in our case, our market for some varieties hardly justifies one to grow certain sorts, Russell being one that does not command any higher figures than others that are much more prolific—and a great deal easier handled.

Perhaps it would be in order to give a few suggestions regarding the young rose stock in pots. Remember, a good start means everything later on. The young stock should have a good, sunny house, and be sure to put a careful man in charge of it. Finely screened coal ashes to a depth of three-fourths of an inch, after it is firmly packed, should be placed on the benches to receive the small plants, and be sure to pack the ashes firmly and not plunge the pots into the ashes unless you want the roots to rot off. Also, be sure that the siding of the bench is no higher than the top of the pots, so that the water, when spraying the plants, can be forced under all of the foliage.

Watering had better be done with a watering pot, and the spraying with a hose, using a very fine spray and plenty of force. When first placed on the bench, the pots can be set close together, but just as soon as they seem to crowd one another, they should be given some room. The best way is to allow them the proper amount of room between the rows, letting the pots touch in the row crosswise the bench. This method can be used to good advantage for the plants in any sized pots, and the advantage in placing them will be seen when syringing, as it prevents the pots from upsetting. The dry plants should always be spotted out first—with a watering can before watering them generally. This will require some extra time, but it is time well spent.

Never remove the raffia from the grafted stock unless the plants have had a small stake and are tied, otherwise many may become broken. The tieing can be loosened temporarily, but not entirely removed, if the tie is found to be cutting into the bark. If there is any special care given to the young stock, let it be the new varieties. Give them every possible chance to make good, and do not be in too great a hurry to knock a new thing the first season. At least give it a fair trial, and then, why knock if the other fellow can grow it, for well does the writer remember how hard it was to get a fair stem on the grand old Killarney, and we could enumerate many others that seemed rather "poor doers" until we acquired the "know how." Another thing to remember, and that is there is hardly a chance of a worthless variety being disseminated of recent years, as the introducer, as a rule, places some of the stock among the most prominent growers for a trial, and it is these men very often that give a new rose a boost. Then, if one intends planting a new thing in any quantity, would it not be the best plan to look at the rose where it is being grown, and then it becomes a matter of one's judgment of what it really is. Surely, if it is found to be doing nicely with the introducer, that is all one could expect, and we should not hesitate to plunge, if necessary, under these conditions. So really, if the novelties should not come up to expectations, it is usually the case of unskilled handling. I might also state, and assure you there is no "axe to grind," that it hardly pays to buy 100 or more of any variety. Try at least 500 or 1,000, otherwise there is very little gained in testing it, and should the variety turn out a real find, then one is in a position to stock up the next season in quantity and have enough plants from which to select the very best wood for propagating, besides having a dependable amount of blooms for the market the first season. Think it over. Easter comes on April 20 this year, so begin to shape them up. Do not let the houses get too hot, and too far ahead of time. E.

Cultural Wrinkles.

A successful grower of Germantown, Pa., is noted for his success with cuttings, all varieties of plants seeming to respond alike to him. He has a splendid stock of young chrysanthemums, now in 2½-inch pots, placed close together on a bench containing several inches of soil into which they root. When these plants were about six inches in height, they were topped for cuttings. Upon recovering, each produced two or three shoots from which in turn cuttings were taken. These rooted in about nine days, and being always ordered in advance, were soon on their way to delivery. The cuttings are found to be much better than those taken from the old stock plants.

Golden Glow is a favorite at this establishment, where it produces splendid flowers. It is planted out on raised benches in the early part of April or immediately after Easter and brought into flower about September 15, being cut out three weeks later. In growing this variety it is essential that the right bud be selected for flowering. This takes the skill that comes from close observation and profiting by mistakes.

Young rose plants are also a feature. One lot of 10,000 Columbia is being set aside for an order, and other varieties in good sized blocks will soon be made up. It is found profitable to tie Columbia down, and in fact other varieties that are grown on tables, which checks the flow of sap, and the eyes all along the branches seem to break evenly. A house of Ophelia has been kept entirely for cuttings since the Christmas crop. A system of pinching the young growth quickly insures good wood that roots easily.

Intensive use of greenhouse space is planned for in the rotation of crops, narrow boards being laid at intervals over temporary trusses above beds of asparagus, or low crops that are in the preparatory stages. One block of 1,000 Bermuda lilies flowered nicely over an asparagus bed which appears to be none the worse. Stock for Easter, such as rambler roses, given plenty of room, were also finished on this temporary staging. A house of chrysanthemums had been followed with Spanish iris, which would soon be in. Cold frame giant Bellis daisies, Longfellow strain, and English Polyantha primulas, had been moved in and were coming along in good sized lots for Easter. Another Easter novelty was pots of clematis, nicely trained to trellises. These are quickly taken by those with select trade.

Dutch Bulb Growing in Chicago.

Paper by Peter Pearson read at a meeting of the Chicago Florists' Club, March 6, 1919.

Five years ago, I commenced giving serious thought to the subject of producing Dutch flower bulbs in America. I was aware that several attempts had been made to grow them in certain selected locations, supposed to have a climate similar to that of Holland, which was considered essential to success. Up to that time, as far as I know, no experiments had been made as far north as Chicago by which it could be determined whether it would be possible to produce such stock on a commercial scale in that locality, and even if production should prove successful as far as the growing was concerned, the difficulty of producing them on a large scale and the necessity of skilled labor that would take an interest in the success of the venture, was an important factor. This is, I believe, the greatest barrier to successful commercial growing. On the other hand, when it is proven that climatic conditions are favorable to production, more interest would develop, and the labor problem will be gradually overcome, for we cannot expect to find trained labor for an industry that is in its inception.

In time past, it has been an easy and convenient way to order the exact number of varieties required from Holland, and have them arrive in the fall at the proper time for planting. Knowing the preference of American growers for a finished product ready for instant use, and as at the time such product was readily accessible from Holland, the reason that no one had been sufficiently interested to give the proposition serious thought seemed plain. It was evident that trials had not been made in locations numerous enough to determine the future possibilities of this branch of floriculture in this country, and not until the war interfered with the source of supply, did it occur to anyone that a supply at home would be preferred to one abroad.

I do not favor the expression that America is not capable of producing this or that article for which we formerly depended upon Europe for our supply as was the situation four years ago, and I will confess this had much to do with my determination to try my hand at bulb growing, for I believe that America is great enough, and our climate varied enough, to produce anything that will grow elsewhere. Another fact that influenced my decision, was the observation of some forced bulbs thrown out on the soil pile in the field which persisted in coming up every spring and producing nice flowers; also, a few shoots of Sir Watkin narcissus, planted at the edge of some shrubbery and left to care for themselves. The first spring, but three of the bulbs flowered. They were left undisturbed, and the following year, to my surprise, I found 25 or 30 flowers. The bulbs had then grown to an increased size, and the following spring the number of blooms had doubled.

This convinced me that narcissus bulbs could be grown at Jefferson Park, a suburb of Chicago, and I decided to make further experiments and include tulips, although skeptical regarding the possibility of producing them on a commercial scale at prices that would meet the competition of Holland grown stock. The higher cost of production might have discouraged some when you consider the low prices at which Dutch bulbs sold during the past three years, but I held to the theory that the home grown article might have some good points in their favor that would offset a higher cost, if any. This has proven true as I shall explain later. As to the cost, I am satisfied that we can compete with the Dutch stock at the price it sells for at the present time, and at which it is likely to continue to sell for for several years to come.

To grow Dutch bulbs, a soil is required that will retain sufficient moisture, and yet will not hold more than is required. It should be well drained, a sandy loam of very loose texture being best, although some varieties of the bulbs will do well in a heavier grade. Very deep plowing is necessary, which should be done in early summer. A liberal quantity of fertilizer should be first applied, cow manure being considered best for the purpose, after which the land should remain as the plow leaves it for about two or three weeks, then it should be gone over with a pulverizer to kill any weeds that may have made their appearance. Just before planting, it should be plowed again and gone over with the pulverizer and a harrow to make it smooth and level. Where only a small acreage is to be planted, hand spading is the most satisfactory, which is not as difficult as it might appear, especially if the plot has been plowed.

Planting is done either in beds three feet wide or in rows 18 to 24 inches apart. When the cultivation and weeding is done by hand and the space available limited, planting in beds is preferable. This will give seven rows 4½ inches apart for early tulips and five rows for the Darwins and narcissi when the rows are made lengthwise of the bed. Another good method, when small quantities of several varieties are to be planted, is to make the rows crosswise of the bed, which keeps the sorts close together and helps to avoid mixing. The distance between rows is the same as when planted lengthwise. A marker is used to indicate the position of the rows in order to have them an equal distance apart.

To dig the furrow, a board five inches wide and half an inch thick, tapered on both sides to a thin edge is used. With a person on each side of the bed, the board is forced down the desired depth, then forced out sideways, so that the

soil thus removed covers the bulbs planted in the rows just finished. In this way it is easy to keep the bulbs on the same level which helps considerably in speeding the work of digging out. When planting lengthwise of the bed or in separate rows a triangular hoe is used.

The depth at which the bulbs should be planted varies according to size and variety, but as a general rule, they should be covered with 1½ to 2½ inches of soil. The Holland method of planting, is said to be slightly different with the exception that they are planted in beds, but instead of digging furrows, they start by shoveling off two or three inches of soil from the first bed. The bulbs are then placed on top and the soil removed from the next bed being used to cover the one planted, proceeding with the rest in like manner. I tried this method but discarded it, because it entailed much more hard labor. After the planting is done, the beds should be leveled and smoothed out so as to leave no holes or low places where water can stand. In this latitude, where frosts and thaws occur frequently, the beds should be covered with straw to prevent the frost from lifting the bulbs above the soil. This covering is left on until all danger from heavy frost in the spring is passed and then removed.

The plants will now develop rapidly and soon come into bloom. The beds should then be gone over to see if any strange varieties appear and should then be rogued to keep them true to name. As soon as the flowers begin to drop, the beds should be gone over and all seed pods cut away.

Next comes the digging. As soon as the leaves are withered, the bulbs should be dug and placed in crates similar to those used for onion sets, being allowed to dry slowly to prevent the skin from cracking. Care should also be taken to keep them away from strong, dry heat and draughts. After the bulbs are sufficiently dry, they should be cleaned, sorted and stored in a cool temperature.

To begin with, most of the stock I have used for planting has been from forced bulbs carried through the summer and put out in the open in the fall. Boxes of tulips and narcissi, intended for this purpose, should, after the flowers have been cut, be placed in a moderately warm location and kept supplied with sufficient water to allow the bulbs to develop, gradually decreasing the supply of moisture until the soil becomes dry, when the bulbs should be picked out and stored as before described. To prevent the varieties from becoming mixed, an easy way is to nail a label with the name of the variety on each box at the time of planting. Write the name on one label and then put another label on top of it and nail the two on the edge of the box containing the variety. This will insure the writing from becoming blurred from contact with soil and moisture.

My experience with forcing these bulbs after one and two years in the field has been most gratifying and I might here relate the advantages found in the home grown stock. First of all it can be forced from one to three weeks earlier than the Dutch product. I cut the first flowers from Narcissus Sir Watkin from home grown stock January 4, 1919, and from Emperor, February 2. They had received only gentle forcing and no blasted buds or blind bulbs were found.

With the tulips, Proserpine has a far better color from home grown stock, the objectionable blue which always shows when imported bulbs are forced early, being entirely absent. The color of Prince of Austria is also considerably improved. It is true that narcissi of the single type are a trifle smaller in size than from the imported bulbs but the flowers of Von Sion maintain equal size.

National Publicity for Flowers.

A good deal of encouragement is derived from letters such as the following, received from A. Washburn & Sons, Bloomington, Ill.: "We are pleased to note that the publicity committee is trying to raise double the amount of money raised last year, and we are pleased to enclose our cheque for an extra $25 to help out on the amount." And the following, from Frey & Frey, Lincoln, Neb.: "We are enclosing our cheque for $50 for the national publicity campaign. This is for one year only, and is in addition to our subscription of $25 per year for four years." When subscribers to our fund voluntarily increase their subscriptions, it is an endorsement of the value of our campaign.

Some of our members who have our project close at heart are making personal effort among the florists of their respective communities, and are meeting with success. Among them we might mention Albert M. Herr, Lancaster, Pa., part results of whose efforts appeared in our article two weeks ago. If all our members would take the same interest, it would not be long before the $100,000 aimed for would be greatly oversubscribed. Such work is not only of advantage to the campaign, but it establishes a friendly feeling among members of the craft, tending to make each more interested in the other. This feature was freely commented upon at the recent meeting of the society's executive board. Chairman Asmus, of the publicity finance committee, in referring to a visit he made to Pittsburgh last year, in company with your secretary, said: "We had the pleasure of introducing to each other, some of the florists there who were prominent in business, and yet had never met. That may be astonishing, but it is an actual fact." More than one trade organization, destined to be of use to our industry, has been formed as a direct result of campaign activities.

Your secretary plans to start out on a series of trips about March 25. He will consider it a courtesy if secretaries of clubs and other trade organizations will advise him as to their meeting dates, and whether they would be desirous of having him present at any stated meeting to produce data and give information regarding our publicity work. Such advice would materially help him in the preparation of his itinerary.

Florists who have not yet subscribed, are again urged to consider the advisability of making an early subscription. Regular subscription blanks may be obtained on application to the secretary's office, or may just as well be sent in any manner more convenient. If enthusiasm is needed, just procure copies of the magazines noted in our announcement last week, for it will certainly be found in their columns.

Why wait? Never a more opportune time than now.

The following subscriptions have been received, and are, in addition to those previously announced, being annually for four years, unless otherwise stated:

W. A. Murdock, Titusville, (1 yr.)	$10.00
A. Lange, Florist, Chicago	100.00
Washburn & Sons, Bloomington (2d subn.)	25.00
I. N. Kramer & Son, Cedar Rapids, Ia	15.00
E. M. Thost, De Soto, Mo.	10.00
Fred. Hoffman, Pawtucket, R. I. (1yr.)	10.00
Geo. H. Benedict, Salisbury, Md.	5.00
Alex. Millar, Dallas, Tex.	5.00
Joseph J. Braun, Stafford Springs, Conn	5.00
	$ 185.00
Previously reported	34,105.50
	$34,290.50

JOHN YOUNG, Sec'y.

WINNIPEG, MAN.—R. R. Gray, who has been serving with the colors overseas since 1914, is being heartily greeted by his many friends upon his return.

OBITUARY.

The Late William J. Stewart.

The Horticultural Club of Boston recognizes the loss of an important member, and its personnel misses a friend, in the step over the border of William J. Stewart.

We wish to express our appreciation of his ardent work for horticulture, in the course of which he has occupied foremost positions in many societies and on many committees, to the benefit of all. We know how for many years he has toiled for the advancement and best interests of the craft and of the profession. We know how those whom he met in this pursuit were impressed by his sincerity and devotion, and how they quickly became his friends—bound to him by ties of that friendship, which is the finest element of life on this side.

This expression of our appreciation is, therefore, spread upon the records of our club, and a copy shall be sent to his bereaved family, together with the earnest conveyance of our heartiest sympathy.

Ordered at Boston in regular meeting, March 5, 1919.

J. K. M. L. FARQUHAR, Pres.
FRED. A. WILSON, Act'g. Sec'y.

John M. Laughlin.

John M. Laughlin, of Houston, Tex., a well known nurseryman and landscape gardener and secretary of the Houston Horticultural Society, died at his home in that city, March 12, age 39 years. For a number of years Mr. Laughlin had been a strong advocate of better fruit culture in the state and devoted much of his time to the betterment of horticultural conditions.

The funeral was largely attended, the members of the horticultural society being present in a body. The pallbearers were C. L. Brock, R. C. Kerr, E. W. Eichling, M. C. Walker, F. J. Mitchell and R. J. Hewitt. A widow, a little daughter and one sister survive.

H. C. T.

Mrs. Florence Van Praag.

Mrs. Florence Van Praag, wife of Alfred Van Praag, of the Van Praag Florist Co., 4 West 40th street, New York, died, March 17, in Miss Alston's sanitarium, 26 West 61st street, following an operation that was performed March 15. Mrs. Van Praag was an amiable lady, and the bereaved husband and family have the sympathy of many friends. Besides her husband, she is survived by three sisters, Mrs. William Schaefer, Mrs. Herbert J. Meyer and Miss Helen Anspach, and one brother, Renald Anspach.

A. F. F.

Mrs. Charles Panos.

Mrs. Charles Panos, wife of a retail florist who had recently opened a new store at Third avenue and 183d street, New York, died of pneumonia, March 15, after a short illness. She and her husband were well known among the Greek-American florists of the city. She is survived by her husband and two small children.

BURLINGTON, IA.—Mrs. E. Bock & Son are successors to The Bock Florist.

SAVANNA, ILL.—The range of the Savanna Greenhouse Co., which has been idle during the winter, will be sold.

CHARLESTON, WEST VA.—S. A. Gregg has leased the ground occupied by the Charleston Cut Flower & Plant Co. for a period of 10 years.

FREEPORT, ILL.—Louis Bauscher has returned to this city and resumed the management of the growing department of the Freeport Floral Co.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

The cemetery greenhouse in action....477
—Great variety of plants needed....477
—Work to be done now....477
—Alternantheras....477
—Echeverias....478
—Geraniums....478
—Coleus and other plants....478
—Begonias....478
—Cold frames....478
Pansies galore (illus.)....478
The retail trade....478
—Next week in the flower shop....479
—Easter stock this year....479
Michigan Cut Flower Exchange's dinner....480
The rose....481
—March work is important....481
Cultural wrinkles....482
Dutch bulb growing in Chicago....482
National publicity for flowers....483
Obituary....483
—The late William J. Stewart....483
—John M. Laughlin....483
—Mrs. Florence Van Praag....483
—Mrs. Charles Panos....483
Personal....484
American Rose Annual....484
Plant embargo amended....484
American Dahlia Society....484
Ladies' Society of American Florists....484
Club meetings next week....484
Carnations disappointments....486
Cost accounting for growers....486
Foster absorbs Furrow....486
Providence....488
Waco, Tex.....488
Pueblo, Colo.....488
Portland Florists' Society....488
Liberty Loan workers' reward....488
Railroad rates attacked by Redfield....488
Louisville....490
St. Louis....490
Nassau County Horticultural Society....490
Milwaukee....494
Chicago....496
Nashville....496
Cincinnati....496
Detroit....497
Rochester....497
Washington....498
Lancaster County Florists' Association....498
Pittsburgh....498
Philadelphia....500
New York....502
Fort Wayne....502
The seed trade....510
—Catalogue mailing troubles....510
—Congressional garden seeds....510
—Catalogues received....510
—Forage plant seed imports....514
—Battle Cry of "Feed 'Em"....514
Market gardeners....516
—Vegetable markets....516
—Asparagus of rust-resistant type....516
—Rhubarb and asparagus....516
Chicago's future....516
The nursery trade....518

ROBERT MILLER, the well known grower of Farmington, Utah., says drip is a bad defect of iron in greenhouse construction, and that outside walls of concrete are objectionable on account of condensation.

BENJAMIN HAMMOND, Beacon, N. Y., chairman of the Society of American Florists' school garden committee, has issued his annual call to the school trustees throughout the country to join in this desirable work for the rising generation.

Personal.

Wm. F. Gude, Washington, D. C., reported seriously ill in a previous issue, is improving steadily In a few weeks it is thought he will be able to go away for a long rest.

American Rose Annual.

The annual of the American Rose Society for 1919, edited by J. Horace McFarland, Harrisburg, Pa., just issued, is an attractive book of 184 pages with numerous illustrations, among them a double page reproduction in colors of the E. G. Hill Co.'s new hybrid tea, Premier. Among the many interesting features in the contents are the following: "Fragrant Roses," by Dr. W. W. Van Fleet, Department of Agriculture, Washington, D. C.; "The Northern Cherokee Rose," by W. C. Egan, Highland Park, Ill.; "An Anniversary Canadian Civic Rose Garden," by the editor; "Portland's New Test Garden," by Jesse A. Currey, Portland, Ore.; "The First Texas Rose Test Garden," by N. M. McGinnis, College Station, Tex.; "Bud Variations in the Rose," by C. S. Pomeroy, Riverside, Calif.; "Frank N. Meyer's Rose Contributions," by Peter Bisset, Department of Agriculture, Washington, D. C.; "The Passing of a Great Rosarian," tributes to the memory of the late Admiral Aaron Ward, collected by the editor; "Winter Work with Roses," by Alfred W. Greeley, Williamsport, Pa.; "More About Crown Canker," by L. M. Massey, plant pathologist, Ithaca, N. Y.; "The 1918 Rose Season in England," by Herbert L. Wettern, London; "A Great French Rose Nursery," by Charles Pennock Philadelphia, Pa.; "The Rose Cut Flower Situation in 1918," by S. S. Pennock, past president of the American Rose Society; "Experience and Prophesy," by Wallace R. Pierson, Cromwell, Conn.; "Roses Cut and Roses Growing," by Charles H. Totty, Madison, N. J.; "The National Rose Test Garden in 1918," by F. L. Mulford, Department of Agriculture; "A Partial List of Roses Introduced in America," compiled by Chas. E. F. Gersdorff, and the secretary's report of the work of the American Rose Society in 1918. The annual is sent gratis to all members of the society.

Novelties Free to Illinois Growers.

During the past eight or nine years the students of the division of floriculture at the University of Illinois, Urbana, have been growing, as a part of their class work, new varieties of single, pompon and anemone chrysanthemums. Among the seedlings produced are a number that are really worthy of distribution. The university has decided to name about 20 and distribute them among the florists of Illinois.

These varieties will be distributed as a set, containing one plant of each. As the number of plants that can be propagated is limited, only one set will be sent to a firm, and no requests from outside the state will be filled.

Requests will be filed in the order of their receipt and will be filled strictly in rotation, as long as the stock lasts. Plants will be shipped during the latter half of April, and will be carefully packed and shipped, express collect.

H. B. DORNER.
Chief in Floriculture.

Plant Embargo Amended.

The following, without date, was received from the Department of Agriculture, Washington, D. C., March 20:

The quarantine governing the importation of nursery stock and other plants and seeds into the United States has been amended to permit the importation of lily bulbs, lily of the valley, narcissi, hyacinths, tulips and crocus packed in sand, soil or earth, provided such sand, soil or earth has been previously sterilized in accordance with methods prescribed by the federal horticultural board. Sterilization must be done under the supervision of an authorized inspector of the country of origin, who must certify to it. This provision is amendatory to Regulation 3 of the rules and regulations supplemental to the notice of quarantine, which required that such bulbs when imported must be free from sand, soil or earth. It was brought to the attention of the board, however, that dry earth is the only suitable material known for packing these bulbs, and experts of the department of agriculture advised that such material can be cheaply and satisfactorily sterilized by heat in such way as to involve no additional risk of introduction of dangerous plant pests.

American Dahlia Society.

At a meeting of the executive committee of the American Dahlia Society, held March 14, it was decided to hold the fall exhibition of the society in the Engineering building, West 39th street, New York, September 23-25, under the auspices of the American Institute of the City of New York. Schedules of premiums will shortly be available, and may be had upon application to the secretary, John H. Pepper, 903 Johnston building, 28th street and Broadway, New York.

Ladies' Society of American Florists.

AN APPRECIATION.

It is with sadness that I read of the death of Mrs. E. A. Scribner. The above society has another member "over there." She was the first treasurer of the organization and I recall the pleasant times we had together during the first two years. A pleasant smile and a true friend. We shall miss her at Detroit this summer.

MRS CHARLES L. MAYNARD.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Buffalo, N. Y., April 1, 8:30 p. m.—Buffalo Florists' Club at General Electric Building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Los Angeles, Calif., April 1.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., April 1.—Minneapolis Florists' Club, usually at 213 North 5th street, at 8 p. m. Wm. J. Vasatka, secretary, 3440 Chicago avenue, Minneapolis.

Philadelphia, Pa., April 1, 8 p. m.—Florists' Club of Philadelphia at Adelphia Hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Washington, D. C., April 1, 8 p. m.—Florists' Club of Washington, D. C., at 1214 F street, N. W. E. P. Rodman, secretary, Washington.

Albany, N. Y., April 3, 8 p. m.—Albany Florists' Club at 611 Broadway. Robert Davidson, secretary, 139 Second street, Albany.

Milwaukee, Wis., April 3, 8:15 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Ostreicher, 5630 North avenue, Milwaukee.

Reading, Pa., April 3, 8 p. m.—Reading Florists' Association, at home of member. Fulmer H. Lauck, secretary, 123 South 5th street, Reading.

Terre Haute, Ind., April 3.—Terre Haute Florists' Club, N. B. Stover, 718 South 6th street, Terre Haute.

Lake Forest, Ill., April 4, 8 p. m.—North Shore Horticultural Society at council chamber, City Hall. J. H. Francis, secretary, Lake Forest.

Tacoma, Wash., April 4, 8 p. m.—Tacoma Florists' Association, at 1116 Broadway. J. L. Simpson, secretary, 549 East 50th street, Tacoma.

Lake Geneva, Wis., April 5.—Lake Geneva Gardeners' and Foremen's Association at Horticultural Hall. F. Brady, secretary, Lake Geneva.

San Francisco, Calif., April 5, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. Walter Hollinghoff, secretary, 14 Powell street, San Francisco.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of carnations, roses, chrysanthemums and general plant stock wants position in commercial place. Single man. Address
Key 368, care American Florist.

Situation Wanted—By an experienced elderly man; expert plantsman; cut flowers; small place. State wages, room and board, with particulars. Address **Wm. Kirkhan, Chicago Hotel, 22 So. Clark St., Chicago, Ill.**

Situation Wanted—By all around grower as working foreman or can take full charge; first-class grower of cut flowers and pot plants, etc. German; single; strictly sober and hustler; age 31; European and American experience. Please do not answer unless you can pay good wages. Address
Key 372, care American Florist.

For Sale—Small retail flower shop in the heart of New York City doing a paying business. Address.
Key 371, care American Florist.

For Sale—Complete set of store fixtures good as new for $500. Ice-box 10 ft. high with office attached; 8-ft. wall case; Italian marble top table; ribbon case and upright desk. Fixtures are now in Chicago. This is a big bargain. Address
Key 370, care American Florist.

FOR SALE

A thoroughly equipped retail and wholesale florist business; three greenhouses, dwelling, all conveniences, three acres of land, garage, all in good condition and is a first class opportunity; fine location and near large markets.
LOUIS R. LEDDON, Clayton, N. J.

FOR SALE

Six Greenhouses to take down, 15x75 feet, even span; in good condition. A. D. Glass, 18 inches wide. Address
Key 363, care American Florist.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**
LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

Help Wanted

Rose grower for our range at Hinsdale, Ill. Apply at
BASSETT & WASHBURN
178 N. Wabash Ave., Chicago, Ill.

Help Wanted

Good, First-Class Rose Grower,

capable of taking full charge. Will pay good wages. Must have good reference.

The Wm. Blackman Floral Co.,
EVANSVILLE, INDIANA.

HELP WANTED

Experienced saleslady and designer to take charge of an established retail store in Chicago. Fair salary and commission. Splendid opportunity to the right party. Must furnish A1 references Address
Key 369, care American Florist.

Help Wanted

First class men for our various stores. Good opportunity and good pay to right party. Permanent. Address
JOSEPH TREPEL
334 Lewis Ave. BROOKLYN, N. Y.

Help Wanted

First-class Designer and Salesman for retail store. Good salary and permanent position for the right party. State references, age, experience and all particulars in first letter.
MILLER'S GREENHOUSES
MUNCIE, IND.

Help Wanted

ROSE SPECIALIST

To take full charge of roses, large commercial plant. A high class position for a high class man. Must come well recommended. Give full particulars in first letter.

ROLF ZETLITZ CO.
Successors to Miami Floral Co.
DAYTON, OHIO

BARGAIN IN NURSERY STOCK

Over 5,000 shrubs, 50 varieties, finest Holland and French stock, imported in 1916, grown in nursery rows on private estate. Wonderful root growth, all sizes from dwarf varieties to six feet. 3,000 **French Lilacs,** 4 to 5 ft., 12 named varieties 1,500 **Norway Spruce,** 12 to 18 in. All beautiful hardy stock, in first-class condition. Has received best of care. Wonderful opportunity for country estate. Ideal for immediate landscape effects. Owner will sell in block much less than wholesale.

Northern Realty Company
608 Pioneer Bldg., St. Paul, Minn.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Carnation Disappointments.

Paper by Charles J. Theiss read at the March meeting of the Florists' Club of Philadelphia.

Your committee has asked me to tell why many retail florists do not push carnations for general use. It is in the spirit of co-operation that I have accepted the invitation, and will be as brief as possible. In the first place, they have found carnations unprofitable, and any man who expects to make a success of business, discards unprofitable items.

We have here to-night, an exhibition of carnations that any retailer might be proud to have as a stock for his store; flowers that have stem, size, fragrance, color and extreme beauty—all that go to make a desirable flower; but do we, as retailers, get them as we see them here to-night? No. Instead, it is too often the case, as one of our fellow storemen remarked the other day: "I am lucky to get seven dozen salable flowers out of 100."

Now, if we figure on 100 per cent gross profit on a purchase of 100 flowers, and only seven dozen are fit to sell, with possible loss of unsold flowers, it can easily be seen that the retailer will come out at the short end of the horn. In a purchase recently, of a bunch of carnations, I found that it contained 13 first class flowers, five seconds, three splits, three weak stems and one flowerless stem. The cost of the bunch was $1.50. Now, for the sake of argument, suppose these flowers were offered on the basis of 100 per cent gross profit—12 out of 13 first class at $1.50, 12 remaining, not first class at $1.00, total $2.50.

Looks pretty good, does it not—$1.00 profit on an investment of $1.50? But that is not all. These flowers are to be delivered. What does that mean? Added cost to the carnations, as all florists know. Carnations are never sent in with foliage, that means some green must be given; added cost to the carnations, as no florist will deliver flowers unless they are put into a neat box—again added cost to the carnations, not mentioning overhead charges, viz., rent, light, labor, etc., which are all a part of an expense that should be borne proportionately. Now let us see where we come out on our 25, no 24, carnations

Cost carnations	$1.50
Cost 2 boxes, paper, etc	.10
Cost, green	.10
Cost delivery	.20
Total cost	$1.90
Carnations sold for	$2.50
Cost	1.90
Net profit	$0.60

In other words, approximately 30 per cent on your investment Should there be a waste of one-half of the inferior grades, which is often the case, you can readily see where the retailer would "get off;" 30 per cent may mean a lot to those doing a large volume of business, where the risk is not great, but no retailer, dealing in perishable goods and covering a large stock, can do business on that basis and survive. You will note that I do not class splits as seconds. They are in a class by themselves. Seconds are fairly good flowers but smaller.

The grower should be more careful in the grading of his flowers. One or more inferior flowers in a bunch, depreciates in the eyes of the buyer the entire bunch. Growers and wholesalers may think we are too critical, too particular, but they must remember that we are looking through the eyes of our customers, the flower buying public. It is because we are particular that the past three years has seen our own business increase more than 300 per cent in volume. A good flower will always command a good figure, but a poor one we do not want at any price.

Carnations have proven unprofitable for us to handle because of their poor lasting qualities. Here, let me say, something is very wrong. More complaints have been made on the poor lasting qualities of the carnations than any other flower that I know of. During the holiday season, we would not care to take a chance on them, and did not buy any. How can you growers and wholesalers expect retailers to push carnations when a feeling like that exists? It is true that carnations have been in greater demand, and have brought better prices this season, but that is only due to unusual conditions. But we must go back a year or more, and what do we see? It is the effects of the past, that caused many of the retailers to side track the carnation. Carnations grown for quantity, not quality, held back for days by the growers, when a holiday season comes along, then dumped on the market in an unsalable condition with fancy prices asked by the wholesaler, the retailer only buying what he absolutely had to have, the balance going to the street men to be sold, as I have seen it, at a price that would not pay for the cutting, let alone the growing of the flowers. In other words, the carnation has been cheapened, made a plebeian flower, and only offered by first class florists when customers want something cheap.

Some growers hold back carnations and ship them but twice a week, reaching the retailers when two or three days old, thinking thereby to save express charges, but that is poor economy for you lose out in the long run. Better ship every day, and have your carnations in a salable condition.

When I was asked to read a paper on the retailer's viewpoint, without much thought I said, Yes. Since, however, the thought occurred to me I will try and see what can be done toward selling carnations. To one of our customers, a lady, I suggested carnations. How often, Mr. Retailer, have you heard the same remark: "Oh! I hate carnations." I asked "Why?" "Well," she said, "when I was in the hospital, a friend sent me some carnations, and do you know I was delighted; but toward evening they seemed to close up, the next morning when I saw the flowers they were dead and had to be thrown out. Imagine me lying there sick, watching those flowers simply curl up and die. It gave me the creeps, and I have hated carnations ever since." Get the point, Mr. Grower. These conditions must be remedied before the retailer can become enthused over carnations.

My purchase slips of cut flowers for several days' business show a very small proportion of carnations as compared with other flowers.

You might ask what has all this to do with carnations? It is merely to show that carnations are in competition with other flowers. You can readily see that a matter of price is no bar to the sale of flowers, providing the flowers are select and of quality, justifying the price. The grower must remember that the retailer is his customer. If not dealing directly, it is through the wholesaler, and it is just as important that he satisfy the retailer, as it is for the store man to satisfy his customers. Can we retailers expect our customers to continue the purchase of carnations under these conditions, or can the grower expect the retailer to push carnations, when it is more profitable, and more satisfactory, to handle other flowers?

The national publicity committee of the Society of American Florists is asking that you subscribe to a fund to use for advertising purposes. Many of you have already subscribed. Last year over $45,000 was given them for that purpose to bring before the public the slogan, "Say it with Flowers." This year more is asked, but let me tell you that your money is wasted, thrown away, and advertising is not worth anything, if you say it with such flowers.

Cost Accounting for Growers.

While the great majority of growers cannot afford a bookkeeper, and as a rule are not accountants, they can, however, keep a line on how the business is going by means of a day book, in which a record is to be regularly made of all receipts and expenditures.

A successful grower has worked out a simple plan of keeping track of his business, finding out costs, and determining, by keeping an exact record of production, which of the varieties of his stock pays him the best. Expenses taken from day book records are charged to separate accounts, such as coal, labor, general and overhead, under which latter should be a generous allowance for depreciation of about eight per cent.

The gross receipts and expenditures are divided by the number of square feet under glass, which gives the gross return; also, expense and profit each per square foot. This is for comparison from year to year, and is the best way to arrive at the relative returns of different crops.

To compare the different varieties of roses, he uses the general method of gross returns per plant. No two growers will perhaps get at results in exactly the same way, but there must be some form of accounting to afford methods of comparison from year to year, so that unprofitable crops and varieties may be discarded.

To run along from year to year without knowing the exact money returns per square foot of the various plants under cultivation, is a very poor and wasteful system. A half hour's work at the end of each day is sufficient to maintain a record, which will soon separate the bread winners from the laggards, the profitable from the unprofitable. Immense sums in the aggregate are lost to the growers of bedding and other greenhouse plants, who keep up an assortment of varieties for which there is little demand. Their quick-selling stock moves off so rapidly that before they know it there is but little left for propagation, while the less popular sorts fill up the cutting beds.

The man who will determine the actual expense of growing bedding plants in from 2½ up to 4 inch pots, and establish a standard cost per hundred or thousand, will be a real benefactor

K.

Foster Absorbs Furrow.

The Foster Floral Co., Oklahoma City, Okla., under which name the establishment will be conducted, purchased the store of Furrow & Co., March 1. The new firm, the incorporators of which are Lon Foster, former manager of Furrow & Co.; T. A. Howard, assistant manager of the same firm, and H. L. Danner, of Oklahoma City, will assume all contracts and obligations made by Furrow & Co.

Chinese Cinnamon Vines

Largest Grower in the World.
Why Not Sell This Money Maker?

Easily sold; easily handled. Sure to grow and sure to please. Strong tubers or roots, mailing size.

$25.00 per 1000.

Smaller quantities, same rate.

Particulars free.

A. T. COOK, CINNAMON VINE SPECIALIST
HYDE PARK, N. Y.

RIGHT ON TIME

For the Easter and Spring Trade

You can secure a large share of this business, which promises to surpass that of all previous years, by liberal advertising in the

SPRING NUMBER

— OF —

THE AMERICAN FLORIST

To Be Issued NEXT WEEK

Stimulated by the nation-wide publicity campaign of the Society of American Florists and many local organizations, the opportunities offered the trade this spring have never been more promising.

Go after your full share of this business by using

THE BEST SELLING MEDIUM IN THE TRADE.

Single Column Inch, $1.50; Page of 30 inches, $45.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

☞ Please send your copy for this issue as early as possible.

⅔ Natural Size.

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000
America, First	$22.00
America, Second size	17.00
Augusta, First	20.00
Augusta, Second size	16.00
Mrs. Frank Pendleton, Second size	40.00
Europa, First	60.00
Schwaben, First	40.00
Mrs. Francis King, First	$20.00
Mrs. Francis King, Second size	16.00
Chicago White, Earliest, First	27.50
Chicago White, Second Size	22.00
Vaughan's Florist Mixed, First Size	16.00

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips.....$13.00 1000 Pips.....$25.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE,** NEW YORK

Providence, R. I.

FUNERAL WORK VERY BRISK.

Trade during the past week has been good with a heavy call for funeral work. The supply of stock has been plentiful. Roses show quality and carnations were never better. Other offerings now present a good variety, among the stocks being callas, violets, Easter lilies, marguerites, daffodils, tulips, sweet peas, calendulas and a little stevia. Bulbous stock is still coming in, but the outlook for the Easter supply is still rather doubtful. There will be very few azaleas and these will bring good prices.

H. A. T.

Waco, Tex.

Business in general throughout the state is good, with a plentiful supply and prices satisfactory. The demand is fair, but as some of the camps are demobilizing, business has decreased to some extent, but it is thought it will improve shortly.

Ths many friends of T. J. Wolfe will regret to hear that his health continues poor and that he has been confined to his bed most of the time since last Christmas.

Visitors: J. E. McAdam, Fort Worth, and Henry Greve, Dallas, both of whom report fine business, with good prices prevailing in their respective cities.

Pueblo, Colo.

Charles Stuckwisch, florist at the state hospital is still picking immense lots of violets, the only ones in this city, and they are a source of delight to the patients. Chas. Stuckwisch, Sr., his father, recently arrived from Indianapolis, Ind., and will reside here, having taken a position at the hospital.

The following have been appointed superintendents of the three public park districts in this city: T. W. Schultz, Dist. No. 1; E. E. Colby, Dist. No. 2, and C. C. Johnson, Dist. No. 3, including East Pueblo.

John Welch, for many years gardener at Mineral Palace park, died recently after a long illness. His funeral was largely attended.

J. P.

Portland Florists' Society.

The regular meeting of the Portland Florists' Society, held March 18, was not very largely attended, due to inclement weather and failure of some members to receive their notices. The annual rose festival was discussed but no action was taken, it being decided to have the management of the exhibition call on the florists and make their wants known. It was, however, practically agreed that decorated autos should be a feature of the parade. F. Wiedeman tried to arouse a little enthusiasm in the matter of co-operative advertising among the local trade, but there seemed to be a diversity of opinion. A committee was named to find out what action the majority were in favor of taking. One new member was elected and one proposal was received. After adjournment, the refreshments committee served luncheon, after which cards were enjoyed and a pleasant evening was spent.

L. T. S.

Railroad Rates Attacked by Redfield.

In a brief recently filed with the interstate commerce commission, Secretary of Commerce Redfield made an attack on railroad freight rates on industrial and commercial shipments, which a short time ago were advanced 25 per cent as a whole, and in some cases more. An extract from the secretary's brief follows:

"It cannot be argued that it is the obligation of the railroad administration to operate at a profit. It is given the support of public funds and has, as have other public services, the basis of the taxing power on which to rest. It has, as a matter of fact, received a large sum from the public treasury, its relation, therefore, to the commerce of the country is that of a servant of that commerce and in so far as for the purpose of revenue it may take steps injurious to the commerce of that country, it departs from its essential duty, and it becomes the obligation of that branch of the government which is charged with the fostering and promoting of commerce to point out the facts and ask for their correction."

Liberty Loan Workers' Reward.

An official message has been sent out by Ben F. McCutcheon, publicity director of the Liberty loan organization, to the effect that medals made from captured German cannon will be awarded to all workers in the Victory loan campaign. The medal is the size of a half-dollar and contains on one side a reproduction of the treasury building and on the transverse side a certification of loan participation with space for engraving the name of the recipient.

JOPLIN, MO.—The Troutman Flower Shop will open here in the near future.

SALT LAKE CITY, UTAH.—Robt. Miller, of the Miller Floral Co., is making an eastern trip.

LOS ANGELES, CALIF.—The J. Dietrich greenhouse plant has been sold to Roy Wilcox, of Council Bluffs, Ia.

BURLINGTON, IA.—Bob Newcomb, of the Burlington Willow Ware Shops, is calling on the trade of Kansas and neighboring states.

BARNEVELD, N. Y.—Harold H. Nicholson, individually, and the Wa-no-ka Greenhouses, were adjudicated bankrupt March 18 and a meeting of creditors has been called for 1 p. m., April 1, in Room 405, Postoffice Building, Brooklyn, N. Y., by order of Robert F. Tilney, referee in bankruptcy.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is $5 per 100 lbs., ex Quay Boston or New York. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Prepared Foliages

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $2.00 per carton; in 5 carton lots, $1.75 per carton; 100-lb. cases, $24.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS. Always handy when natural flowers and greens are scarce. Price, $3.50 per 10-lb. carton.

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

Louisville, Ky.

NOTES.

Herbert Chase, of the Chase Nursery Co., Chase, Ala., a recent visitor to this city, in expressing his opinion regarding the proposed plant exclusion ruling of the federal horticultural board said that from a selfish standpoint he favored it, but that he did not think it exactly right and was too drastic. He mentioned being sent to France several years ago to see if proper precautions were taken there to eradicate the gypsy moth and that he found legal steps had been taken and entire rows of stock had been dug up and burned and groves of cherry trees destroyed root and branch. He was amazed at the thoroughness with which the work was prosecuted and thought that such heroic treatment would insure immunity from any insect pest.

E. G. Reimers & Sons Co., have let the contract for one house, 35x150 feet which will be devoted to roses and cut flowers.

Bulbous stock is arriving and is having a slow sale. Prospects are that it will be exhausted before Easter.

D. L. Swift, who has been an influenza sufferer, is able to be about again.

H. G. W.

St. Louis.

BUSINESS BETTER THAN PREVIOUS YEARS.

Business during the past week has been very good, largely in funeral work, which has continued brisk for several weeks. As a whole, taking the Lenten season into consideration, the demand has been better than in several years past. The bulk of the stock seen is sweet peas, and these have taken their first drop of the season, going down to $7.50 per 1,000. Even this is a good price compared with former seasons. The cut is coming in very heavy and if the weather gets any warmer, the crop for Easter will be short. Roses are very plentiful and some fine Ophelias are offered at reasonable prices. Carnations have also dropped with the increase in supply. Darwin tulips are beginning to come in strong and the quality makes them ready sellers. Jonquils continue to clean up each day and bring good returns. Much of the small southern stock goes begging having little value as a first-class cut flower. The cut of callas is just about large enough to meet requirements, and unless there is an increase in the supply they will be a luxury at Easter. Stocks, snapdragons, myosotis, delphiniums and irises have a ready call. In greens, the market is quite well supplied with prices ruling high on all items.

NOTES.

The florists' publicity committee met last week and effected its organization for the coming year. L. Jules Bourdet was elected chairman and J. J. Beneke, secretary-treasurer. It was decided to adopt the "Milwaukee plan" of raising funds, same to become effective April 1.

A representative of S. S. Skidelsky & Co., Philadelphia, Pa., was a visitor during the week. He reported finding business conditions on his territory generally highly satisfactory.

J. J. W.

ERIE, ILL.—Clarence Peckham has purchased a range at Prophetstown, which he will conduct in addition to his establishment in this city.

KANSAS CITY, MO.—The fourth spring flower show of the Amateur Gardeners' Association will be held at the Hotel Muehlebach, May 17. The fall exhibition is scheduled for September 27.

Nassau County Horticultural Society.

The regular meeting of the above society was held in Pembrooke hall, Glen Cove, N. Y., March 12, with President Adler in the chair. Five petitions for active membership were received. The judges for the monthly exhibition were Thomas Scott, Thomas Meech and G. W. Wyatt, the awards being as follows: Rhubarb, 12 stalks, Thomas Twigg, first; six heads celery, Ernest Westlake, first; pan of narcissi, Thomas Twigg, honorable mention, also cultural certificate for excellent display of pansies. Mr. Twigg, upon request, gave a brief account of his method of growing pansies, which proved quite interesting. An essay was ably read by Ernest Westlake, entitled, "Wanted—A Gardner," written by Robt. Weeks, Cleveland, Ohio, and a letter of thanks was ordered sent the author. Arthur Harris, one of our members who went overseas with the Canadians, was present and spoke briefly. We were all pleased to have him with us, and to give him the glad hand. P. W. Popp, vice-president of the National Association of Gardeners, was present and spoke briefly on that organization. Allen Krichman, manager of the Newark Oyster Shell Lime Fertilizer Co., was present and spoke a few words. A short discussion followed on the making of a large tennis court which proved quite interesting and instructive. It was decided to hold a spring show at the regular monthly meeting, May 14. The executive committee was empowered to draw up a small schedule to be presented at the next meeting, which will be held, April 9, at 7 p. m. Competition—Nine spikes of antirrhinum, three heads of lettuce and a vase of outdoor flowering shrubs. It was decided, on motion of Thomas Twigg, to hold a smoker at the conclusion of this meeting.

HARRY GOODBAND, Cor. Sec'y.

POEHLMANN BROS. CO.

INC.

72-74 E. Randolph Street, CHICAGO. L. D. Phone, Randolph 35

"OUR BUSINESS IS GROWING"

THE BETTER METHOD

TRY the "Advertised Sales Method," a proven form of merchandising that may be applied by the Retail Florist.

Let us co-operate with you in such a manner that you will expand your business.

Weekly Price List sent upon request.

Thirty-four Years Delivering Quality and Service at Fair Prices.

Easter Novelties

Try us for the latest creations in **Easter Egg** and **Rabbit Novelties.** Many have been sold already, with many repeat orders. Four different styles. Per dozen, $21.00.

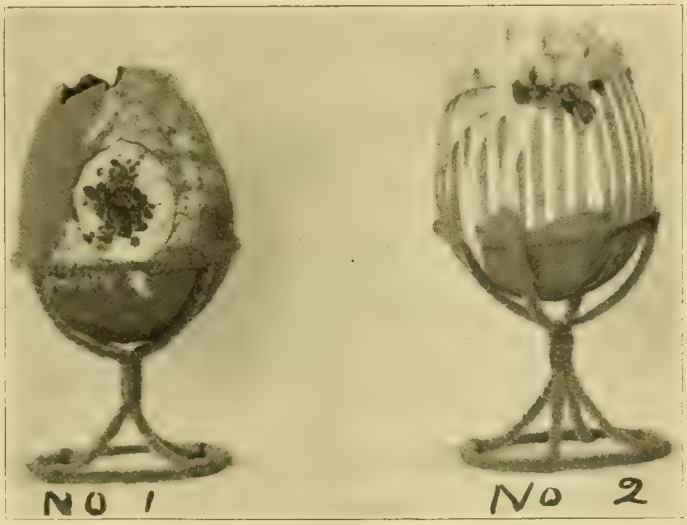
Per dozen

Medium Weave Mats, all colors.....$2.00

Waterproof Crepe Paper, all colors .. 4.50

Try us on an assortment of **Easter Baskets,** both Cut Flower and Plant, $10.00 to $25.00 an assortment.

If You Have Not Received Our Spring Catalogue, Send for One.



Plants We Are Now Offering

50,000 extra fine 2¼-in. Kentia Belmoreana and Fosteriana, $14.00 per 100, $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50.00 per 100; 5-in., $12.00 to $15.00 per dozen; 6-in., $2.00 to $2.50 each. Made-up 5-in. Forsteriana, $1.50.

Livistona Rotundifolia, 4-in., $6.00 per doz.; 5-inch, $9.00 per dozen; 6-in., $1.25 each.

Crotons, all the way from 4-in. to big tubs; prices range from 50c to $10 per plant.

Pandanus Veitchii, 4-in., 50c each; 5-inch, $1.00 each; 6-inch, $1.50 each; 7-inch, $2.50 each.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each.

Coleus, Christmas Gem, large stock, 3-inch, $10.00 per 100; 4-inch, $20.00 per 100.

Dracaena Terminalis, 5-in., 50c to 75c; 6-in., 75c to $1.00.

Dracaena Massangeana, 3-in., $30.00; 4-in., $50.00 per 100; 5-in., 75c to $1.00; 6-in., $1.25 to $1.50.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz.

Heavier Supply-Lower Prices.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 60c to $3.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney, Carnations, all our own growth cut especially for the shipping trade.

PRICE LIST

RUSSELL

$5.00 to $25.00 per 100, according to length of stems.

HOOSIER and OPHELIA

Long	$15.00 per 100
Medium	$8.00 to 12.00 per 100
Good short	4.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	8.00 to 10.00 per 100
Short	4.00 to 6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$4.00 per 100

Write for prices on quantity lots of 500 or more.

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.00 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

STOCK IS IN HEAVY SUPPLY.

Stock of all kind is in heavy supply and obtainable in large lots at low prices. American Beauty roses of splendid quality are seen in quantity at some of the wholesale houses, and while the majority offered are local grown, there are quite a few arriving from the east. Roses in general are very plentiful with more than enough to go around. Carnations are holding up surprisingly well in price, but at times during the past week, considerable pushing was needed to move the receipts, even at reduced figures. Callas and lilies have accumulated to quite an extent, and the supply of sweet peas has increased surprisingly. Snapdragons, tulips, forget-me-nots, calendulas, lupines, daisies, violets, pansies, freesias, mignonette, gladioli, candytuft, allysum, orchids, gardenias, stocks and other miscellaneous seasonable flowers are included in the daily offerings. The shipping trade is not as brisk as it might be, and while the city demand is good, there is considerable room for improvement. Green goods are in strong demand. It is doubtful just what the supply will be for Easter at this writing, but according to many of the growers, carnations and roses will be in heavy supply. Cut lilies will be quite plentiful, notwithstanding the reports to the contrary, but it is expected that they will clean up early at prices ranging from 20 to 30 cents each. Pot lilies will be exceedingly scarce, and the same holds true for blooming stock in general, which should clean up the supply of cut flowers, if business is at all good.

NOTES.

The Elks, led by Allie Zech, defeated the Florists in a three game bowling contest at the Elks' club rooms, Wednesday evening, March 19, by a score of 62 pins. Dan Simonds has been jollying the team representing the trade to such an extent that the boys are willing to put up a purse on the winner take-all proposition for another match.

John Ziska lost a wheel and tire one night this week when auto thieves started to strip his car, but were scared away before they completed their job. They evidently intended to finish their work the next night, for they managed to get away with about everything that Raymond Ziska had on his machine left standing in the same place.

Nothing definite has been done in regard to the local advertising campaign by the Wholesale Cut Flower Association and the Retail Florists' Association, but it would not be surprising if considerable money was spent for space in the daily newspapers and elevated cars.

O. A. & L. A. Tonner have leased the room adjoining their present quarters on the east and will take possession April 1. The partition will be removed and when this is completed they will have the necessary space to take care of their increasing business.

B. J. Delinke & Brother will open a retail store at 3802 Chicago avenue about April 1. Mr. Delinke was formerly in business on the same street, but closed when he joined the colors shortly after this country declared war on the central powers.

Allie Zech's many friends are pleased to hear that Mrs. Zech is recovering rapidly from her recent operation at the Chicago Union hospital. Her room has been kept well filled with flowers and fruit at all times by a host of acquaintances.

Miss Clara Masilotti, who conducts a retail florist store at 1001 South Racine avenue, is a candidate for alderman in the 19th ward, on the city ticket of the labor party. Her candidacy has been ratified by the executive board of the party.

Percy Jones, Inc., has leased a new store on the second floor of the Atlas building at 162 North Wabash avenue, and will concentrate its supply business at its present quarters and the cut flower department at the other.

Harry S. Cook is being kept busy at The Excell Laboratories at 115 East South Water street, the demand for their products being surprisingly heavy. Dr. T. T. Woolens is identified with this firm.

E. F. Kurowski, of the John C. Moninger Co., received the welcome news this week through an American army officer that his daughter is safe in Germany.

C. L. Washburn, of Bassett & Washburn, is again attending to his duties at the store, after spending several weeks with Mrs. Washburn in California.

George Mohn, representing Vaughan's Seed Store, returned last week after an extended business trip and reports trade highly satisfactory.

The Chicago Florists' Club will meet at the Hotel Randolph, Thursday evening, April 10, when Hodgson Jolly will talk on salesmanship.

Wietor Bros. report that the demand for young rose stock is almost as heavy as for bench plants which cleaned up in a jiffy this season.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., called on the trade at Detroit, Mich., this week.

Max Awizzus, of the E. C. Amling Co., has been confined to his home for several days with the influenza.

W. J. Keimel has returned from a visit at Hot Springs, Ark., much improved in health.

A baby boy, Wellington Dieu Schiller, gladdened the home of R. E. Schiller, March 16.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

IN HEAVIER SUPPLY

All Roses Listed Below

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS RUSSELL	
Specials	25.00
Select	$15.00 to 20.00
Medium	10.00 to 12.00
Short	6.00 to 8.00
RICHMOND	
Select	$15.00
Medium	$10.00 to 12.00
Short	8.00
MILADY	
Select	$15.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	
Specials	$15.00
Select	12.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations	$ 4.00 to 6.00
Valley	8.00 to 10.00
Smilax per doz. strings	3.00
Adiantum	2.00
Asparagus, per bunch	$1.00
Ferns, per 1,000	5.00
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Mention the American Florist when writing

Getting the best in Cut Flowers and Greens at all times is easy when you place your orders with

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Fred Rentschler, of the Rentschler Floral Co., Inc., Madison, Wis., spent several days here last week, buying supplies for Easter.

Harry and William Lubliner have the sympathy of the trade in the loss of their father, whose death occurred this week.

At A. L. Vaughan & Co.'s store the demand is very strong for southern jonquils, which are now arriving in quantity.

W. P. Kyle is now with Vaughan's Seed Store.

Visitors: Julius Dilloff, representing Wertheimer Bros., New York; George Collins, with Henry Smith, Grand Rapids, Mich.; Robert Miller, Salt Lake City, Utah; J. R. Gee, Bloomington; Mrs. E. H. Mazey, Minneapolis, Minn. C. H. Roney and wife, traveling from Columbus, O., to Wenatchee, Wash. their former home; C. B. Whitnall, Milwaukee, Wis.

RED OAK, IA.—C. F. Smith has taken the Red Oak Greenhouses, succeeding C. A. Berg.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

ROSES AND CARNATIONS

PRICE LIST—Subject to Change Without Notice.

MRS. RUSSELL	Per 100
Fancy	$25.00
Medium	20.00
Short	15.00
RICHMOND	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Short	6.00
SUNBURST AND OPHELIA	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	6.00
Short	5.00

WHITE AND PINK KILLARNEY	Per 100
Select	$10.00
Fancy	9.00
Medium	7.00
Good	6.00
Short	5.00
KILLARNEY BRILLIANT	**Per 100**
Select	$12.00
Fancy	10.00
Medium	8.00
Good	7.00
Short	6.00
ROSES, OUR SELECTION	$7.00

CARNATIONS	Per 100
Fancy	$5.00
Good	4.00
MISCELLANEOUS	**Per 100**
Valley	$ 8.00
Lillies	25.00
Ferns, per 1,000	$5.00
Smilax, per doz. strings	3.00
Adiantum	1.50
Asparagus Sprengeri strings	.50
Galax, per 1,000	2.00

Boxwood and other green goods at market rate.

Shipping Orders Given Careful Attention. All Orders Carefully Packed.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

COMMON FERNS Positively the largest in Chicago, $5.00 per 1000; 7000 to case in case lots, $4.00 per 1000. Guaranteed to be the best in Chicago.

Leucothoe Sprays
(Cheaper then Ferns)
$5.00 to $6.00
per 1000

PERCY JONES
INC.
56 East Randolph Street, CHICAGO

Florists' Wire
Nos. 18 to 22—12 x 18
$2.00 per box

Mention the American Florist when writing

Milwaukee, Wis.

INFLUENZA STIFFENS DEMAND.

With a return of the influenza, and its fatal results, funeral work again became the main factor for the past fortnight. The daily receipt in all lines is large and on the increase, due to the mild weather conditions, but the demand, both local and for the shipping orders, is large enough to keep things fairly well cleaned up and prices from slumping.

EASTER PROSPECTS WITH LOCAL GROWERS.

For sake of diversion, an auto party consisting of Fred Holton, Gust Pohl, Wm. R. Schroeder, Nic Zweifel and the writer, paid several growers a brief visit, March 21, to size up the prospects for Easter, especially carnations. The first stop was Hugo Locker & Sons' at Wauwatosa, where sweet peas are the main crop. They have them in all stages of growth from newly planted to old ones, ready to be dumped and they look fine throughout. Their carnations also are in A1 condition, with a good Easter crop in sight. Two blocks of callas, have been a good proposition thus far. Herm Arndt, Jr.'s place, nearby, showed that his stock suffered considerably during his siege with the influenza, as there was no practical person in charge during his absence. At the Wauwatosa Floral Co., where Charlie Koch is "it," we saw some exceptionally fine sweet peas just coming into crop. These were planted after the chrysanthemums were out, and both crops will "bring home the bacon." Here, too, a fine block of callas have been commanding good prices to date. As our time was limited, the visit at the C. C. Pollworth plant was too short to cover all the ground thoroughly. Being short on ferns, they are working up a big stock of bedding plants to keep the benches full. While the carnation plants throughout look good, they will not have a heavy Easter crop. Roses look much the same as ever, while the propagating benches are filled with thousands of chrysanthemum cuttings. The largest crop of good sized carnation buds, which will be in for Easter, were seen at the Greenwood Carnation Co's. range at North Milwaukee. With the exception of Nancy, of which they lost quite a few from dry rot, their place is in fine shape. Crystal White, Nebraska and Edna, are being tried out and found O. K. A bench of seedlings, the work of Superintendent Thorpe, has many promising candidates which should make good eventually. At Wm. Manke & Co's. all hands, including Bill, were busy shifting young carnations into "threes." This place looks better than we have ever seen it. While there is no heavy crop in sight, there is plenty of good clean growth from the base, which with proper care, will still make good. A. Reinhardt was exceptionally busy, as usual getting next day's consignment of carnations and sweet peas ready. The latter are very fine, but the cut of carnations rather light at this time. He gets just a little bit more out of his place during the year than most growers would realize.

NOTES.

The A. F. Kellner Co., decorators, who have no competition in this city and vicinity, were more than busy the past week, planning and getting ready to execute numerous orders for "Style Week," March 24-29. This is a new idea in which merchants in all lines, not only department stores, as formerly, will co-operate in having a spring opening on a large scale. As this project has been heavily advertised in the local press for some time, we expect a large influx of visitors from out of town.

A good many of the local craft are pleased to know, from information gained through the trade papers, that the florists in New York and also St. Louis are about to adopt the "Milwaukee plan" of raising funds for advertising. This may lead to the new slogan, "The plan that made Milwau-

Sphagnum Moss

5 bbl. bales..... $1.50
5 bales..... 7.00

Cash Orders.

M. L. CRANMER
MAYETTA N. J.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Exceptionally Fine Supply of All Seasonable Flowers

You can always get everything you want here—
You will be more than pleased with our service.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Jonquils, Calendulas, Tulips, Freesias, Narcissus, Snapdragons, Violets, Daisies, Carnations, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc., Etc.

kee famous," which will be in keeping with the times.

We regret to announce that Mr. Spinti, of the Kamp & Spinti Floral Co., of North Milwaukee, fractured his right leg in three places, when the step of a ladder, on which he was working gave way, March 19. He was busy on the new greenhouse 18x150 feet, which they are adding this season.

Rudolph Preuss & Sons, of North Milwaukee, have commenced work on an addition of two houses, 23x150 feet. They will utilize the material which they secured when they bought and wrecked the Hummel greenhouses last fall.

The next florists' club meeting will be held April 3. This will be exhibition night, and members are requested to make a small display of either cut flowers or pot plants. An invitation to visitors is hereby extended.

E. O.

Chicago Bowling.

The Centrals rolled the following scores in the North Chicago League, March 20:

Players	1st Game	2d Game	3d Game
Lorman	209	182	180
Liebermann	168	204	168
Huebner	204	182	197
Olsem	191	156	198
Price	163	149	208
Totals	935	873	951

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites. Tulips, Iris, Daisies, Callas, Mignonette. Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Special--Lupines. No successful, up-to-date florist can be without this novelty—unexcelled for basket and decorative work.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Nashville, Tenn.

GOOD SUPPLY MOVES SATISFACTORILY.

The demand continues fair, with considerable improvement in the supply. Carnations in all colors are arriving in abundance, and Paper Whites are still offered, while the yellow variety and Dutch hyacinths are plentiful. In fact jonquils are blooming out of doors and the street merchants are to be seen on every corner with bunches at five and ten cents. Quite a fair-sized bouquet can be had for a quarter of a dollar. Hyacinths and violets from the open are also plentiful. This, however has had little effect so far on the florists' business, and fine pots of hyacinths still command from $1.50 to $4. Some sweet peas are seen and snapdragons and mignonette add to the variety. The outlook for Easter does not indicate an overabundance of flowers. Roses, which are still a trifle slow, promise well for that time, and there will be lilies, though not in profusion. Offerings in this item clean up daily at present. In fact, there is a good cut, but none are left over at night as a rule. The social activities, notwithstanding Lent, are awakening and there is considerable doing along that line. With Easter so far advanced, there will doubtless be an ample supply of spring flowers this year.

NOTES.

Stock of all kinds at the Joy Floral Co.'s range has done well this season. Their best bloomer now is the Columbia, although they have produced good varieties in both pink and white. Their Chattanooga branch recently filled a wedding order which broke all records, the decorations including both the embellishment of the church and the golf club. They look forward to a good supply for Easter.

Stock at the establishment of L. H. Haury & Son appears to be coming along in very good form.

CUT FLOWERS--GREENS FLORISTS' SUPPLIES

Become one of our customers today. You will never regret it. Do it NOW.

O. A. & L. A. Tonner

Wholesale Cut Flowers, Greens and Supplies, 30 E. Randolph St., CHICAGO

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Geny Bros. have been well supplied with cut flowers and bulbous pot plants. Lilies will be scarce.

Lilies are expected to be a short item with the McIntype Floral Co., as with other growers. M. C. D.

Cincinnati.

GOOD SUPPLY AT MODERATE PRICES.

The receipts of stock increased greatly during last week and now the market has supplies that are ample in all lines. The demand for stock is about the same as at last writing and the easing of the market was brought about by increased receipts. Prices have dropped. Shipping business, however, continues good. Rose arrivals, for the first time in many months, are large enough to take care of all immediate demands. Carnation receipts, too, are large enough to meet all calls. Sweet peas are in a heavy supply that is excellent in quality. Easter lilies, also rubrums and callas may be had in fair quantities. A goodly amount of bulbous stock is coming into the market. In the list are jonquils, daffodils, freesias, narcissi, Darwin tulips, a few other tulips and Dutch hyacinths. Snapdragons continue to prove good property. Other receipts are pansies, Iris Tingitana, mignonette, forget-me-nots, wallflowers and a few violets.

NOTES.

We regret to have to report the death of Chas. C. Miller, of Covington, Ky., who passed away March 23. Mrs. Miller, who herself is very ill, has the sympathy of their friends in her bereavement and their best wishes for an immediate recovery from her illness.

T. Ben George, Jr., has received his honorable discharge from the service, and arrived home March 22.

The William Murphy Company are finishing some extensive remodeling in their store room.

Visitors: J. T. Herdegen, Aurora, Ind.; B. F. Hensley, Knightstown, Ind.; Irving Aronson, New York, and Joe Marks, representing A. Henderson & Co., Chicago. H.

For Your Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
A heavy all-the-year-round supply of choice stock.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
Single and Double Violets
White and Yellow Daisies
Forget-Me-Nots Pansies

SNAPDRAGONS
Freesia Jonquils
Tulips Darwin Tulips
Sweet Allysum
Pussy Willows

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

RAEDLEIN'S SPECIALS

No. 1.
25 Tumbler Baskets, in all colors, complete with metal liners..... $8.50

No. 2.
12 Cut Flower Baskets, 9 to 11 inches deep 24 to 32 inches over all, in all colors and complete with metal liners..... $9.00

No. 3.
15 Plant Baskets, medium size, assorted shapes, in all colors, complete with metal liners..... $15.00

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Mention the American Florist when writing

Detroit.

LARGE SUPPLY IN GOOD VARIETY.

Flowers in the greatest variety that the season affords are now coming into the market in great quantities, and with the extraordinary influx, comes the corresponding reduction in prices, which however, are well maintained except on violets and sweet peas, which seem to suffer some in comparative net results to the growers. Roses are seen in fine quality and plenty of them to supply the call for this item. Carnations are improving in quality and no surplus is seen. Calendulas, of which the market is well supplied, are not so popular as they were earlier in the season, and some effort is necessary to move them. Fine snapdragons are now available, and the limited stock is easily disposed of. Retailers' reports of the past week are varying. Some have been favored with good business, while others report only fair conditions, but all are expectant of an Easter business unprecedented, and are already preparing for it.

NOTES.

Charles Warncke, of Woodmere, has sold his establishment to the Canfield Floral Co. He and his wife will retire permanently and take a well earned rest after being in the business 40 years at the same location. The property consists of a modern store, residence and 16,000 feet of glass on about one acre of ground.

E. F. Leuchtmann, who recently married Joseph Streit's daughter, has opened a flower store at 2079 Gratiot avenue and reports encouraging business. Mrs. Leuchtmann ably assists her husband in the store.

George Reynolds, once an active member of the florists' club, and a gardener of exceptional ability, died March 22, at his late home Troy, Mich., after a lingering illness.

Henry Forster, secretary of the florists' club, is the proud father of a boy born March 22. Mother and child are doing well.

Visitors: I. Rosnowsky, Chicago; H. L. Blind, Pittsburgh, Pa.; S. Seligman, Philadelphia, Pa.

J. F. S.

Rochester, N. Y.

GOOD ST. PATRICK'S DAY DEMAND.

St. Patrick's day business was good, shamrocks, greened carnations, roses, tulips, etc., all moving well, but there was little call for novelties. Cut stock is still in rather limited supply. Harrisii lilies and bulbous stock in general are being held back for Easter. Daffodils, jonquils and narcissi are good. There is not much call for violets. The carnation supply is limited but of good quality. The supply of roses about balances the demand.

NOTES.

Charles Curtice had the decoration last week for one of the prominent stores of this city. It consisted of a number of birch bark boxes attractively filled with spring flowers, palms and ferns.

Sprays of cherry blossoms, the most perfect seen here in some time, were displayed in the window of Salter Bros.' East Main street store last week. The flowers were of wonderful size.

"Trees of the Arnold Arboretum" was the subject of an interesting lecture by C. C. Laney at a meeting of the Rochester Academy of Science, March 20.

Fred Peartree has resigned his position with the Rosery Flower Shop.

Visitors: Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; Milton Selinka, of New York.

CHESTER.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Washington, D. C.

GOOD SUPPLY MOVES WELL.

Business continues good despite the Lenten season. Stock is both plentiful and good, and in many lines the wholesalers and growers clean up daily. There is an oversupply of sweet peas; the surplus has become greater with the advent of southern daffodils in quantity and it is almost impossible to market them at any price. The better grades of roses move well, but others have to be pushed. The demand for carnations has been very good, and the fine lot of snapdragons now offered meets ready sale. Pansies are good and bring 60 cents per hundred. Orchids are plentiful and are offered at from 40 cents to 60 cents each. Outdoor stock is now coming into bloom.

NOTES.

A "Victory banquet," the first social event in three years, is to be given by the florists' club at the New Cochran hotel, April 9. Officers will be inaugurated at this time. Preparations are being made to accommodate 100 persons. A ban has been placed on all speechmaking, and the address of welcome, to be delivered by President Z. D. Blackistone, is to be limited to 50 words. Each of the ladies will be presented with a Victory bouquet. This was originated in Washington and worn extensively during the armistice celebration. Red, white and light lavender sweet peas, tied with flag ribbon, will form the arrangement. The committee in charge is headed by George C. Shaffer. He will be assisted by Fred H. Kramer, Otto Bauer, Z. D. Blackistone and Clarence L. Linz.

Welcome news last week was that William F. Gude is slowly recovering from the nervous breakdown which has kept him confined to his home now for nearly a month.

B. F. L.

Lancaster County Florists' Association.

March 20 there was a meeting of the war garden men of Lancaster, Pa., held in the Chamber of Commerce rooms, which was addressed by Rufus Herr, of Strasburg, and Fred Ritchy, of Lancaster. This meeting occupied the room our club usually has, but we met in the secretary's office and had what was perhaps the most throughly cooperative gathering we have had for some time, due to the paper by M. J. Brinton on the duty club members owe to the club, and the fact that we were together in a small space. Mr. Brinton's paper was full of that wisdom that comes from a man who speaks only when he has something to say. He spoke of the wonderful Laddie carnations we saw in Philadelphia, exhibited by Wm. Kleinheinz, and the fact that he brought one home with him, which was kept in his bedroom for two days, then taken to the greenhouse and kept in the cut flower room where it was in perfect condition up to and including February 11. The plants that produced these flowers were grown inside all summer, and those of us who know Mr. Kleinheinz, know also that they had proper care every minute of that time, and that no insect nor impure air was allowed within 50 feet of them.

S. S. Pennock, who kindly made his return home from Baltimore, via Lancaster, in order to attend the club meeting said that Chas. Akehurst has a new seedling the color of Ward, a much freer bloomer, and just as good a keeper, that looks good to him, but that it may not be put on the market as a plant proposition. He also gave us a short, but impressive talk on the employment of returned soldiers, who were not able to take up ordinary occupations on account of being partly disabled, saying that many of these men could do greenhouse work and would make excellent employes.

T. J. Nolan made a flying trip from Philadelphia to attend the club meeting, returning the same night, just as we do when we attend the Philadelphia meeting. He reports business very satisfactory, and always has some pat remarks on matters pertaining to the welfare of the florist. Short talks were made by B. F. Barr, H. A. Schroyer and A. M. Herr on the duty club members owe to their club and their fellow members.

The next meeting will be held at the home of Chas. M. Weaver, of Ronks, Pa., where a number of the new Burpee sweet peas are being given a trial. Members from Lancaster will take the Coatsville car at 5:45 p. m. (daylight saving time), inspect the place, and listen to a talk by Geo. W. Kerr of the W. Atlee Burpee Co. on how these flowers are produced. The date is April 10.

The ladies' auxiliary held a meeting at the home of Mrs. Lemon Landis, Lancaster, with a good attendance and an interesting programme was carried through. They will have a joint meeting with us next month at the Weaver home, and after business, have a social and refreshment hour, to which we are all looking forward.

ALBERT M. HERR.

CARO, MICH.—The range of Mrs. A. J. Packer, which has been closed during the winter, will be reopened.

CHICAGO is YOUR cut flower market and the place in which to entrust us with your orders.

OUR RESPONSIBILITY to the retail florist has stood the "Test of Time" in the 38 years we have been in business.

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

Communicate with us for special offers in the "Glut" periods.

We do not sell to department stores.

WE QUOTE THE MARKET.

KENNICOTT BROS. CO.

Pittsburgh.

MARKET CONDITIONS UNCHANGED.

The wholesale market remains firm with not much change in prices from last week. St. Patrick's day does not amount to much here, with a showing of a few shamrocks and some green carnations on the street stands. The better stores refuse to handle same. Delphinium Belladonna has made its appearance, is of very fine quality, and sells readily. The longer grades of American Beauties are coming more freely and clean up daily at $5 to $9 per dozen. There are not so many tea roses coming at present, but the demand is for the shorter grades, the longer stock not cleaning up till the shorts are sold. Lilies are more plentiful and sell readily at $20 and $25 per 100. Snapdragon is very good and brings from $1.50 to $3 per dozen. Sweet peas have been of poor quality the past week, due possibly to the warm weather we have been having. Receipts of mignonette, myosotis, freesias and baby primroses have been light, but have been equal to the demand, as box trade is very limited, most of the business being funeral work. Southern jonquils are coming heavier, but the street boys dispose of most of them.

NOTES.

The Pittsburgh Cut Flower Co. reports a large supply business for Easter; in fact, all the retailers in this district are preparing for a large Easter trade especially since the Victory Loan drive has been put over till after that day.

Geo. Wessenauer, of Sewickley, has been confined to his home with influenza for the past week, but is now improving.

W. J. Smith, of The Altimo Culture Co., of Canfield, O., was here on business for two or three days last week.

M.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

WILD SMILAX

$2.50 per 50-lb. case.

Over twenty years' experience in business. Prompt service. Good weights.

F. & S. LEE, Marion, Ala.

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	10.00@	40.00
" Hoosier Beauty	3.00@	30.00
" Killarney Brilliant	6.00@	20.00
" Killarney	6.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	8.00@	25.00
" Prince de Bulgarie	8.00@	25.00
" My Maryland	8.00@	25.00
" Mrs. Geo. Shawyer	8.00@	25.00
" Milady	8.00@	30.00
" Sunburst	8.00@	25.00
" Mrs. Aaron Ward	6.00@	15.00
" Hadley	8.00@	25.00
" Ophelia	8.00@	20.00
" Double W. Killarney	8.00@	25.00
" Mrs. Moorfield Storey	8.00@	25.00
" Champ Weiland	8.00@	25.00
" Stanley	8.00@	25.00
" Francis Scott Key	8.00@	25.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		6.00
Violets, per 100	.75@	1.00
Carnations	4.00@	8.00
Cattleyas, per doz.	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Snapdragon, per doz.	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz.	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns per 1,000 $5.00		
Galax " $1.50@ 2.00		
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax, per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case.		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

BEAUTIES IN QUANTITY,

and the Best for Quality we have had so far this season. Until the end of the season, we will be very strong on Good Beauties. Prices are very reasonable.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY MOVES WELL AT LOWER PRICES.

Prices a little lower, but a good demand for almost all grades of stock, particularly carnations, describes the condition of last week's market. There was a full supply of almost everything, except carnations, which appear to be off crop, there being a falling off of at least 25 per cent in the growers' shipments. The quality of the stock is fine. Roses are now quite plentiful. American Beauties are more in evidence, and long stemmed stock at quick moving prices will soon make this a factor. While all rose stock is of good quality, Special Hadleys, when halfblown are wonderfully beautiful. The same grade of Columbia is also superb. Sweet peas are in full supply. The special stock was never better, and all grades appear to clean up well at satisfactory prices. Callas are seen in quantity, yet there is a good demand that takes them all. Easter lilies are not so plentiful, but all good flowers still command the high level of this winter's figures. Iris Tingitana is, in its various grades, seen in quantity. This beautiful flower, for some reason, does not meet with the recognition that its high artistic form and coloring deserves. It should be featured not over two or three flowers to a vase; it will keep in the ordinary living room from three to four days in good condition. Cattleyas are lagging a trifle, or there is what appears to be an over supply. All kinds of green goods, from the best greenhouse asparagus to the wood ferns, are in constant demand. One of the retailers declared recently that he ought to get a bunch of green with every $10 purchase of flowers, as that was what his customers expected of him. Daffodils are seen in all the stocks. The Emperors are fine. Quantities of the southern outdoor stock are received daily, selling at from 50 to 75 cents per 100, and cheaper by the case. Most of this material is sold by the street merchants.

March 23.—Receipts were full in all lines, but the good demand kept things moving nicely. Quite a number of the stores were busy with funeral work, which with the supply necessary to stock up the cases made a busy morning. Very fine American Beauties and a plentiful supply of cattleyas were features.

FLORISTS' CLUB PROGRAMME.

The April meeting, to be held in the Adelphia hotel, has a wealth of features any one of which would ordinarily have been considered a drawing card. At 5 p. m. will be staged a splendid collection of Easter flowering plants, novelties and specimens of the choicest stock of the best growers of this city. A number of these will be decorated and featured as seen later in the shops. This should be especially interesting to retailers. At 6 p. m. sharp, the dining club will sit down to a shad dinner, price $2. This will not only be some dinner, but toothsome as well. Notify Hugh Niessen, before 12 noon of that day. No tickets; pay $2 as you enter. "Dollars and Cents: How to Make and Save Them," will be the topic of the meeting, opening at 8 p. m. Two professors from the Wharton School of Finance of the University of Pennsylvania, Dr. Edward P. Moxey, Jr., professor of accounts, and Dr. Herbert W. Hess, professor of advertising and

Air Plants

Per dozen bunches.....$1.00
Per 100 bunches..... 7.50

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls.....$4.50

Paper Flower Pots

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000.....$3.50
2½-inch, per 1000..... 4.50
3 -inch, per 1000..... 6.00
3½-inch, per 1000..... 8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, Mar. 26.	Per 100
Roses, Beauty, Special	60.00
" Fancy	40.00
" Extra	30.00
" 1st	15.00
" Killarney	6.00@ 12.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	5.00@ 8.00
" Ophelia	6.00@ 12.00
" Russell	6.00@ 20.00
" Shawyer	6.00@ 12.00
Lillies	15.00@ 20.00
Cattleyas	40.00@ 60.00
Carnations	3.00@ 5.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Violets	.75@ 1.00
Mignonette	5.00@ 7.00
Ferns .....per 1,000, 3.00	
Calendulas	3.00@ 5.00
Freesias	2.00@ 5.00
Paper Whites	5.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00
Golden Spur	4.00@ 5.00
Victoria	5.00@ 6.00

BOSTON, Mar. 26.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	2.00@ 8.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, Mar. 26.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Calendulas	4.00@ 5.00
Easter Lilies	15.00@20.00
Sweet Peas	1.00@ 3.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Violets	1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING in the line of **Cut Flowers, Plants and Florists' Supplies.**

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of **Choice Cut Flowers and Greens**

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of **WIRE DESIGNS**

Write for Price List

C. A. Kuehn, WHOLESALE **Florist**

All Seasonable Cut Flowers

Mfr. and Dealer in "Florist's" (Brand) Supplies

1312 Pine Street, ST. LOUIS, MO.

salesmanship, will address the club. Dr. Moxey will speak of the importance of knowing, and describe easy methods of ascertaining costs. Dr. Hess will give the latest ideas in advertising and salesmanship as applied to the sale of flowers, both matters of vital interest to grower and retailer. An added feature will be a movie exhibition by the National Cash Register Co., showing in store scenes, the methods of conducting business in an up-to-date way, and the proper use of a cash register.

SHAMROCKS.

As a catch crop, the growing of shamrocks for the 17th of March, Paddy's day, has, when it is well managed, a place way up front. To grow and successfully market 80,000 two-inch pots of this bit of Irish sentiment, in the short period of 10 weeks, is a feat worth recording, and which any firm can well point to with pride. This idea was conceived, and the trade worked up by the late William K. Harris. If possible here, why not in every large city of the country. The crop is, from a business point, safe and sure, as the sale is made or the order secured before the seed is sown. The little pots are given away as souvenirs the week of the 17th of March to every purchaser. That it has advertising value, is demonstrated by the department store keeping it as an annual event and generally adding a little to their order for each succeeding year.

HORTICULTURAL SOCIETY MEETING.

The March meeting of the Pennsylvania Horticultural Society was well attended and very interesting. There was a display of arranged vases of cut flowers, also cut carnations. Pot cyclamens, amaryllis, primulas and cinerarias were of good quality, and were much admired. C. E. Meyers, of Pennsylvania State College, gave an illustrated lecture on "Planning and Preparing the Vegetable Garden." The subject was treated in interesting detail with very effective colored slides depicting every operation and crops in all their stages.

NOTES.

Pennock Brothers staged a rose show as an attraction in their window the past week. All the standard varieties were exhibited, one dozen to a vase. They were beautifully arranged as to color combination and for general effect. While they attracted considerable attention as soon as displayed, there was an immediate added interest when

Wholesale Flower Markets

PHILADELPHIA, Mar. 26.	Per 100	
Roses, Beauty, special	55.00@	60.00
" " fancy	20.00@	35.00
" Mrs. Chas. Russell	15.00@	35.00
" Killarney	5.00@	12.00
" Hadley	10.00@	50.00
" Sunburst	6.00@	12.00
" Wards	6.00@	12.00
" Ophelia	8.00@	25.00
" Columbia	10.00@	35.00
Carnations	4.00@	6.00
Cattleyas ...each $0.40@$0.75		
Easter Lilies	15.00@	20.00
Callas	15.00@	20.00
Snapdragons	6.00@	12.50
Calendulas	2.00@	4.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus Strings	.50@	.75
Asparagus bunches		.50
Dagger and Fancy Ferns, per 1,000	3.00@	4.00
Violets, single and double	.75@	1.00
Sweet Peas	.75@	2.00
Daffodils	3.00@	5.00
Freesias	4.00@	6.00
Paper Whites	4.00@	5.00
Tulips	4.00@	5.00
Iris	10.00@	15.00

ST. LOUIS, Mar. 26.	Per 100	
Roses, Hadley	3.00@	10.00
" Killarney	3.00@	8.00
" White Killarney	3.00@	8.00
" Hoosier Beauty	4.00@	15.00
" Russell	4.00@	35.00
" Ward	3.00@	6.00
" Mrs. Sawyer	3.00@	10.00
" Sunburst	6.00@	12.50
Ferns		4.50
Carnations	2.00@	8.00

MILWAUKEE, Mar. 26.	Per 100	
Roses, Killarney, W. Killarney	5.00@	12.00
" Ward	4.00@	10.00
" Mrs. Chas. Russell	8.00@	25.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	25.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted	4.00@	6.00
Cattleyas, per doz.	4.00@	6.00
Sweet Peas	1.00@	2.00
Violets	.75@	1.00
Paper Whites	4.00@	5.00
Narcissus	6.00@	8.00
Callas, per doz.	2.00@	2.50

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

SPECIAL VALLEY

ROSES, CARATIONS, VIOLETS

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, Mar. 26.	Per 100	
Roses, Beauty, special	60.00@	75.00
" " fancy	40.00@	50.00
" " extra	20.00@	30.00
" " No. 1	8.00@	15.00
" Hadley	8.00@	35.00
" Killarney	6.00@	20.00
" Sunburst	6.00@	20.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
Cattleyas		50.00
Easter Lilies		25.00
Lilium Giganteum		20.00
Carnations		6.00
Valley		6.00
Ferns, per 1,000		4.00
Sweet Peas	1.00@	2.00
Calendulas		4.00
Daffodils		5.00
Violets	.75@	1.00

JOSEPH J. LEVY
WHOLESALE FLORIST
56 West 26th Street, Opposite New York Cut Flower Co. Telephones Farragut 8862 and 8863. NEW YORK

the name cards were placed on the vases an hour later. Reading of these caught and held crowds all day long. These little name cards added fully 100 per cent to the decoration in advertising value.

Robert Shock has just returned from Texas, where it is now summer time. While there, he had a talk with Philip Foley, of the Foley Greenhouse Manufacturing Co., Chicago, (the only Phil) who had arrived the day previous from Omaha, Neb., where he had the misfortune to have the tips of his ears frozen. He says that this United States has "some climate."

Edward Reid, who took a run to Norfolk, Va., in his car for the week-end, said that the national flower, at least in that city, is the daffodil, as everybody appeared to be carrying them. Business in the stores there was reported satisfactory, with expectations of a good Easter.

One of the local wholesalers believes that the general softening of prices in the cut flower market is due to the influx of outside southern daffodils. If so, get ready for the rebound next week when the crop passes out.

G. A. Leins has great faith in the slogan, "Say it with Flowers," having it in fac simile across the top of his new awning, on his car, delivery tags and all stationery. K.

New York.

LESSENED DEMAND CONTINUES.

Business continued quiet during the greater part of the past week, but it was quite active, March 22. In part, that is accounted for by the retailers stocking up sufficiently to carry them over Sunday. For some reason, probably dark weather, the supply of carnations fell off and $8 per 100 was paid, on several days, for the best stock. Roses were slow, the best special American Beauties dropping to $50 per 100, and even lower. In such stocks as Ophelia, it was only the finest that brought $15. Prices held up well on narcissi, tulips and spring flowers in general. It seems a long time since lily of the valley was as slow as it is at present. During the wartime scarcity, with consequent high prices, it would seem that a large part of the public dropped lily of the valley for something else. Lilies continue firm, and are likely to hold up well until after Easter. The Easter lily situation is unsatisfactory to most of the retailers. A few state that they have engaged supplies of pot stock, but many others have not. We understand that the wholesale price on what will come in will not be less than 35 cents, bud and flower. In the various plant ranges, there is a fair supply of rambler and other pot roses, but so far as we can learn, nearly all the plantsmen are claiming that they are sold out. There will be some heather, and fair stocks of hydrangeas, daisies, genistas and pans of tulips and hyacinths, but the lilies will be greatly missed. As noted in our issue of March 22, the violet market has been in an upset condition. Quantities of them are used in funeral work, and some of the former street venders have been discharged from the army and resumed their business. Great preparations have been in progress throughout the past week for the parade on Fifth avenue, March 25, of the 27th Division of the overseas army that recently returned from France. The dealers in laurel and other green will reap some profit from it, but it is doubtful if it will have much effect on the cut flower market, though there will probably be some dinner decorations. As for the Fifth avenue retailers, they will probably close after getting out their morning orders—they might as well, as Fifth avenue will be a mass of humanity, and outside the marching lines, it will be hard for anything larger than a squirrel to push through.

March 24.—There is the usual amount of Monday buying, with no change in prices worthy of note. There seems to be some increase in the supply of stock, which if continued, may cause a break. Southern narcissi are now on the market, wholesaling at about $2 per 100, but prices on greenhouse stock and tulips, hold firm. Neither wholesalers nor retailers are expecting much business for tomorrow; it has been proclaimed a public holiday on account of the parade of the New York troops, and the florists are likely to close at 10 a. m., several having already made announcements to that effect.

NOTES.

The Holland-America liner, Noordam, is officially announced as due at this port, March 23. The Noordam was formerly a bulb carrying boat. On this trip she comes via Brest, and doubtless will bring soldiers, but is unlikely to have much in the line of horticultural stock. The Sloterdyk sailed from Rotterdam, March 13, for this port, and should soon be here. She is reported to have a considerable cargo of plants, etc.

Visitors: President Ammann, of the Society of American Florists; Philip Breitmeyer, Detroit, Mich.; J. F. Anderson, Buffalo, N. Y.; Harry Bayersdorfer, Philadelphia, Pa. A. F. F.

Fort Wayne, Ind.

WARM WEATHER FORCES IN SUPPLY.

Conditions have been such during the past week, that the growers are of the opinion there will be no bulbous stock left for Easter, as the weather is so spring like, that it is impossible to hold back the stock. The market is being crowded with Dutch hyacinths, tulips, jonquils, and daffodils, while there is a fair quantity of freesias. There is some excellent stock being shown in carnations, which bring very good returns. Roses are getting more plentiful, and the quality is improving. In spite of the increase in the supply, there is no over-production, on account of the vast amount of funeral work which is in demand each day. Outside of this heavy call for flowers, business is about normal for this season of the year. Azaleas are being shown in several of the flower shops, although in limited numbers. Cineraria plants are being offered in large numbers, and never fail to attract the prospective flower-buyer.

NOTES.

A. J. Lanternier & Co. report the busiest week of the season, with both funeral work, and flowers for social purposes making heavy inroads on their stock. Clem Lanternier is spending several weeks in Chicago, on business.

The W. J. & M. S. Vesey greenhouses report the demand far ahead of the supply, on account of the abnormally heavy call for funeral work, which seems to be increasing instead of decreasing.

Spencer sweet peas, finer than ever before at this season, were shown at the Doswell Floral Co's. store last week. Decorative work was also in good demand.

Herman Leitz, of the New Haven Floral Co., has just returned from a business trip to Chicago. H. K.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Telephone 7960 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Mar. 26. Per 100

Roses.	Beauty, special	40.00@50.00
"	" extra and fancy	25.00@ 30.00
"	" No. 1 and No. 2.	8.00@ 15.00
"	Hadley	6.00@ 40.00
"	Hoosier Beauty	2.00@ 12.00
"	Francis Scott Key	12.00@ 50.00
"	Columbia	4.00@ 15.00
"	Prima Donna	4.00@ 15.00
"	Alice Stanley	3.00@ 15.00
"	Mrs. Geo. Shawyer	3.00@ 12.00
"	Double White Killarney	3.00@ 15.00
"	Killarney	2.00@ 12.00
"	" Queen	2.00@ 12.00
"	" Brilliant	2.00@ 12.00
"	Aaron Ward	3.00@ 12.00
"	Sunburst	4.00@ 12.00
"	J. L. Mock	3.00@ 15.00
"	Ophelia	3.00@ 15.00
"	Mrs. Chas. Russell	4.00@ 35.00
Cattleya orchids, special		50.00@ 60.00
Rubrums		8.00@ 10.00
Lilies, Longiflorum and Formosum		12.00@ 15.00
Lily of the Valley		1.00@ 4.00
Adiantum Croweanum and Hybridum		1.00@ 1.50
Carnations		3.00@ 8.00
Gardenias, per doz.		3.00@ 9.00
Violets		.15@ .40
Paper White Narcissus, per doz.		.50@ .60
Snapdragons, per doz.		1.50@ 2.50
Callas, per doz.		1.50@ 2.00
Sweet Peas		.50@ 2.50
Mignonette, per doz.		.75@ 1.00
Golden Spur narcissus, per doz.		.60@ .75
Fresias		1.50@ 3.00
Narcissi Giant, per doz.		1.50
Tulips, per doz.		.25@ .50
Tulips, Darwin, per doz.		1.50
Iris, per doz.		1.50@ 3.00
Gladiolus, per doz.		.75@ 1.50
Daisies, yellow		1.50@ 2.50
Asparagus Plumosus, doz. bchs.		3.00@ 5.00
Smilax	doz. strings	1.50@ 2.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

We Have What You Need

3 plants in a pot. A good investment with the scarcity of palms now prevailing.

$12.00 per doz. with 3 Flowers

The above illustration was taken from a photograph of one of our 5 inch Kentia Belmoreanas with 3 artificial Lily Flowers. This combination will satisfy your customers at Easter, should you not be able to supply them with real Lilies. You will be surprised how natural the plants look. **Notice the illustration.** These palms are also good as fillers for basket work. You cannot make a mistake so order a good quantity.

FOR IMMEDIATE DELIVERY

PANDANUS VEITCHII.
7-inch, 24-inches high, each....$2.50
6-inch, 15-16 inches high, each 1.50

FICUS ELASTICA.
6-inch, 18-inches high, each.... .75

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each 1.00

DRACAENA ROTHEANA.
7-inch.....each 1.50

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., $12.00

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., $12.00

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, 50c

This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for immediate delivery.

BOSTON FERNS.

6-inch.....each, $0.60
7-inch.....each, 1.00
8-inch.....each, $1.50
9-inch.....each, 2.00
10-inch.....each, $2.50

DRACAENA INDIVISA. 5-inch.....each, 35c

$30.00 per 1000 lots. 500 at 1000 rate.

THE GEORGE WITTBOLD CO.,

745 BUCKINGHAM PLACE
CHICAGO - ILL.
L. D. Phone Graceland 1112

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

WASHINGTON D. C.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN WISCONSIN

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists
Consignments Solicited
48 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St, NEW YORK
Telephone 1994 Morningside.

A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

Chicago.

RONSLEY

17 East Jackson Boulevard

Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

HACKENSACK, N. J.

House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Astoria Florist NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

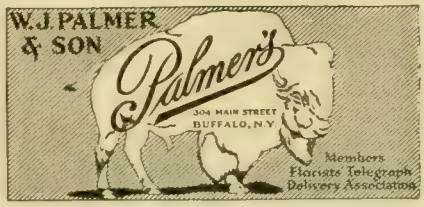
Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO.
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.



New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

New York
G. E. M. STUMPP
761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770S Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries
DULUTH, MINN.
to Superior, Wis.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Etc
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.
Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.
The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

GARLIC bulbs are selling at 10 times normal prices.

ANGERS, FRANCE—Rene Godineau, of R. & M. Godineau, has returned from army service.

THE high mail order seed record in the west is about three weeks later than last year.

THE first issue of the new seed trade monthly, the American Seedsman, has just come to hand.

FAIRBURY, NEB.—Onion sets from Chicago arrived here, February 27, frozen as hard as marbles.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade March 25 were as follows: Timothy, $8.00 to $10.00 per 100 pounds.

ONION SETS in the Chicago district are selling in carload lots at 75 cents to $1 for colors and $2 to $2.50 for whites, according to quality.

THE list of creditors of the Harris Bros. Seed Co., Mt. Pleasant, Mich., issued by W. W. Russell, receiver, makes very interesting reading.

ODENSE, DENMARK.—L. Daehnfeldt, Ltd., in a recent communication, state that, due to the fact import licenses to America have been refused, they are unable to make shipments at present, but hope conditions will improve in the near future.

VISITED CHICAGO: L. L. Brotherton, representing the Jerome B. Rice Seed Co., Cambridge, N. Y.; A. E. Bather, representing Northrup, King & Co., Minneapolis, Minn.; W. H. Crossland, representing the Courteen Seed Co., Milwaukee, Wis.

TOLEDO, O.—The clover market closed 25 cents lower March 25, at $29.50, registering a gain of $2.25 during the previous seven days. March was quoted at $29.50 and April at $25.25. Timothy was unchanged, cash being offered at $4.95, April $4.95, May, $4.90 and September $5.55.

SOUTHWORTH & Co., Toledo, O., say: "Clover kicked up its heels in the springlike weather and got close to $30. Prices are highest ever known. The stocks are decreasing rapidly and are now near the vanishing point. Figures indicate they are around 500 bags, but may actually be somewhat larger. Shipments this week were over 3,000 bags, while receipts were small. The advance was around $2 in cash and $5 in April and October.

SAN FRANCISCO, CALIF.—J. B. Agnew advises that the report that he had retired from the Pacific Seed Growers' Company is in error, as he is still connected with T. A. Cox in the management and has succeeded to Henry Voorman's interest in the concern. He has, however, taken up the growing of sugar beets as a side line, and has increased his plantings to the extent of a 100-acre French prune orchard. He has a 99 per cent stand on 200 acres of sugar beet roots and his wheat, March 12, stood eight inches high.

MINNEAPOLIS, MINN.—George C. Thomson, of Northrup, King & Co., reported seriously ill in last week's issue, is much better and expects to be at his desk again in a few days.

FLORAL PARK, N. Y.—In comparing volume of business with that of the corresponding months in 1918, John Lewis Childs, Inc., reports January showed a gain of 51 per cent, February was 6 per cent better, and March is running about 26 per cent ahead. There is a noticeable increase in the demand for the more expensive items.

PHILADELPHIA, PA.—Business for 1919, compared with the corresponding period last year, is several thousand dollars ahead, according to I. N. Simon & Son, attributed partly to the early spring. The force is exceptionally busy, having all they can possibly do, although with some night work, things are in fairly good shape at present.

ROCHESTER, N. Y.—Every department of the new establishment of James Vick's Sons, to which they moved last summer, shows a very satisfactory increase in volume of sales over last year's corresponding period, with the exception of grass seed, the demand for which is just starting. Contract orders for flower seeds are for larger quantities than in 1918 on many varieties, and as large an acreage as can be spared for the usual line of asters, phlox and other flower varieties is being planned for.

RICHMOND, VA.—Business since January 1 has been much more satisfactory than during the corresponding period last year, according to T. W. Wood & Sons. There has been a steady demand from all sections for practically all kinds of seeds, both field and garden, with the possible exception of potato, showing that the general farming industry is not specializing in any particular crop this year. Retail garden seed trade is just starting in great volume. Inquiries for cow peas and soja beans are larger in volume than last year. With short stocks of the former nearly everywhere, it is feared that a situation will result similar to clover seed conditions, with gradual advances in price to very high market values.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Catalogue Mailing Troubles.

C. E. Kendel, Cleveland, O., secretary of the American Seed Trade Association, referring to a communication of J. Bolgiano & Son, Baltimore, Md., which appeared in our issue of March 15, page 414, under the above caption, writes:

"I am wondering what the late ruling in regard to the size of catalogues will lead to. We have formed a habit of submitting to any order from Washington, because we were at war, and it was the patriotic thing to do. There will have to be a showdown soon on both sides as to how far such orders may go before it will be proper to protest, and now appears to be the time to begin on this one. It seems to be an unreasonsable, abitrary ruling without a logical reason therefore. Why an ounce in weight makes one catalogue white and another black is beyond comprehension."

Congressional Garden Seeds.

In the spring a congressman's fancy lightly turns to free garden seeds. So he says to his clerk: "Send our mailing list to the federal seed-bin in the basement," which, having been done, he takes up other affairs of state.

A few days later the constituent's heart is warmed as he takes from his mail box a franked package of assorted seeds, together with a franked letter, bearing the warm regards of his congressman.

The gift package is no indication whatever that the congressman knows a cucumber seed from a shoe peg, or that he cares a peppercorn for the fortune of the constituent's sweet corn, or that he knows whether the recipient

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

lives in a fourth floor flat or on a half-section wheat farm. This performance is but the annual carrying out of an ancient custom established no one knows when, and still honored, as All Fools' day and Hallowe'en are honored.

In its inception this custom was doubtless a follow-up favor to the constituent. Why it took the form of garden seeds, no one seems to know. It could as well have been the gift of a spring hat to the wife, or of a necktie to the constituent himself. Ordering in large quantities, congress could get reasonable figures on hats and neckties, if taken as report says congressional garden seeds are taken, from left-over merchant stocks of years gone by.

Though intelligent gardeners prefer to choose their own garden seeds, and though most farmers' and gardeners' organizations have repeatedly petitioned congress to abolish the wasteful and foolish custom, still the package comes as regularly as spring itself, and bills are introduced every year to make the appropriation for gift seeds a little bigger. Nearly $10,000,000 to date has been squandered in this way.—Minneapolis Tribune.

Imports at New York.

As announced, the S. S. Noordam from Rotterdam, via Brest, arrived at New York, March 23. She brought a considerable stock of plants, seeds and bulbs, much of it consigned to brokers. The following shipments appeared on the manifest for the firms named:

McHutchison & Co., 442 cases and 162 bundles trees and plants.

John Scheepers & Co., 45 cases trees, etc.

M. Van Waveren & Sons, 17 cases plants, etc., and 89 cases bulbs.

W. Van Dorn, 444 cases plants, etc.

Bobbink & Atkins, 8 cases plants.

P. Ouwerkirk, 167 cases plants, etc.

A. Rolker & Sons, 6 cases roses, 9 cases other plants.

To others: 2,297 cases plants, roots, etc., 54 cases bulbs and 10 barrels spinach seed.

Catalogues Received.

American Forestry Co., Boston, Mass., trees; Oakland Dahlia Garden, Woodbury Heights, N. J., dahlias and gladioli;

A. Gaultier-Bucher, Port-Boulet, France, seeds; L. Daehnfeldt, Ltd., Odense, Denmark, seeds.

THE H. F. Michell Co., Philadelphia, Pa., received 150 cases of Japanese bulbs by the S. S. Tova Mura, which came through the canal. The shipment included speciosum, rubrum and giganteum lilies, all in good condition.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides

Stop In—Write Or Telephone For 1919 Catalog

4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

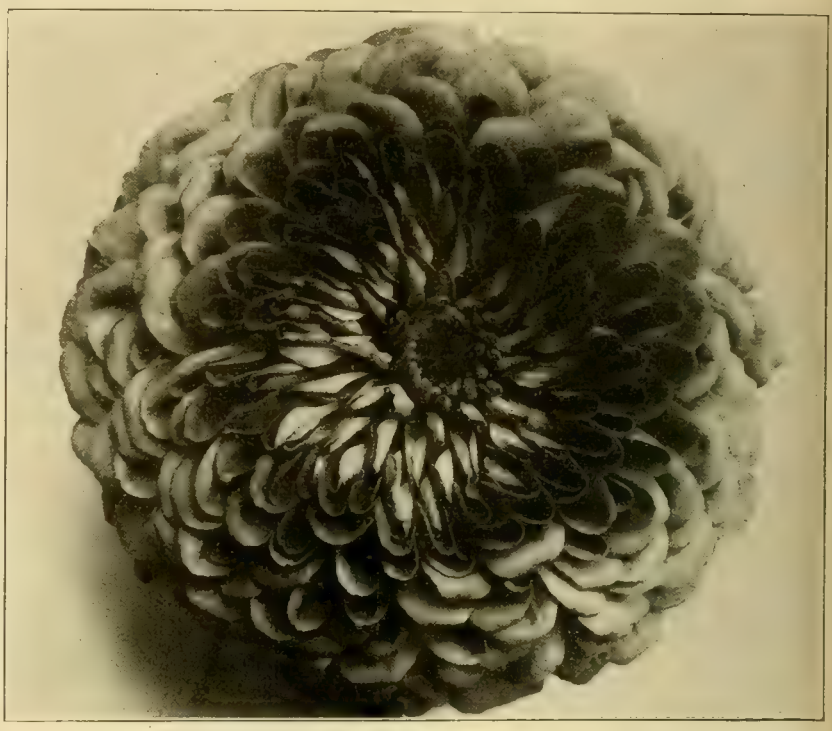
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

GLADIOLUS BULBS

READY FOR Immediate Shipment

Terms: 30 days, 2% for cash. Unknown correspondents, please send cash with order. F.O.B. Benton Harbor, Mich.

LEADING VARIETIES

Per 1,000	1½ in.	1¼ in.	1 in.	¾ in.	½ in.
America, soft pink, most popular	$22.00	$17.50	$14.00	$ 9.00	....
Brenchleyensis, deep red	18.00	15.00	12.00	8.00	5.00
Empress of India, dark red	30.00	24.00	19.00	14.00	10.00
Europa, clear white, best of all	60.00	48.00	38.00	30.00	22.50
Golden West, orange red	28.00	22.00	15.00	12.00	10.00
Glory of Holland, fine white, lilac	32.00	24.00	15.00	12.00	10.00
Halley, salmon orange, very early	22.00	17.50	14.00	9.00	5.00
Klondyke, yellow with dark blotch	24.00	19.00	14.00	9.00	7.00
Lily Lehman, clear white, early, fine	32.00	25.00	16.00	12.00	9.00
Loveliness, fine creamy white	40.00	32.00	25.00	20.00	15.00
Liebesfeuer, bright scarlet, best	60.00	48.00	37.00	30.00	24.00
Master Wietze, dark violet, fine	25.00	20.00	15.00	12.00	9.00
Mrs. Francis King, light red, popular	22.00	17.50	14.00	9.00	5.00
Niagara, cream yellow, finest cut flower	35.00	28.00	22.00	17.00	12.00

Per 1,000	1½ in.	1¼ in.	1 in.	¾ in.	½ in.
Panama, beautiful rose	$26.00	$21.00	$16.00	$12.00	$9.00
Primulinus Hybrids, beautiful shades, early flowering, fine cut flowers	20.00	16.00	12.00	9.00	7.00
Pink Perfection, bright fine pink, late	35.00	28.00	22.00	17.00	12.00
Peace, white, pale lilac feathered	35.00	26.00	18.00	13.00	10.00
Prince of Wales, beautiful orange, new	68.00	55.00	44.00	32.00	25.00
Schwaben, best soft yellow, early	35.00	28.00	22.00	16.00	12.00
War, blood red, large flower	40.00	32.00	25.00	20.00	15.00
Willy Wigman, white with pink blotch	35.00	28.00	22.00	16.00	12.00
Yellow Hammer, clear yellow, new	40.00	32.00	25.00	20.00	15.00
Exhibition Mixture, choicest kinds	17.50	14.00	10.00	7.00	5.00
Florists' Mixture, light colors	15.00	12.00	9.00	6.00	4.00
Mixed, all colors	13.00	10.00	7.50	5.00	4.00

DAHLIA CLUMPS — Peony, Decorative, Flowering and Cactus

P—Peony. D—Decorative. S—Show. C—Cactus.

		Per 100
D	Anny Doppenberg, sulphur yellow, award of merit	$20.00
D	Boreel Van Hoogelanden, terra cotta with golden-yellow shade, free flowering	40.00
P	Bertha Von Suttner, salmon pink with yellowish shade, flower eight inches in diameter	10.00
D	Bianca, beautiful rose lilac, very large flower; award of merit	25.00
D	Bergvan Heemshede (1913), soft citron yellow, very free-flowering	15.00
D	Delice, very lovely pink, excellent for garden and exhibition	13.00
D	Hochsai, one of the newest varieties	40.00
D	Inculinde, golden orange, flower nine to ten inches large, strong stem; first-class certificate	25.00
D	Jack Rose, crimson red	6.00
D	King of Autumn, the variety for specialists, color like the well-known Rose Sunburst, fine colored plate obtainable on request, unique in every particular, rich-flowering. Until now unsurpassed	40 00
P	Madame Van Loon, lovely orange red	13.00
D	Princess Mary, delicate pink, large flower, new, highly recommended	35.00
D	Princess Juliana, clear white, the best white dahlia for cutting, very free-flowering	15.00
S	Red Hussar, fine cardinal red	10.00
D	Sylvia, beautiful pink, excellent cut flower	$ 5.00
D	Terra Cotta, terra cotta color, highly recommended; award of merit	25.00
S	Yellow Duke, primrose yellow, extra	10.00

POMPON, ROSETTE AND SINGLE FLOWERING DAHLIAS

Cheerfulness, lilac rose, pompon	12.00
Halley, salmon	12.00
Helvetia, alternating white and red, single flowering	12.00
Kitty, very nice, dark brown foliage, single flowering	12.00
White Astor, pure white, pompon	12.00
Yellow Transparante, recommendable to plant on lawn, single flowering	12.00

ASSORTMENTS

Decorative Dahlias, in 10 choice varieties, our selection	12.00
Peony Dahlias, in 10 choice varieties, our selection	12.00
Cactus Dahlias, in five choice varieties, our selection	12.00
Dahlias, mixed, undivided field grown clumps, $75.00 per 1000	8.00
Dahlias, mixed divisions, $45.00 per 1000	5.00
Dahlias, mixed, separate colors, field grown clumps, $85.00 per 1000	9.00
Dahlias, mixed, separate colors, division, $50.00 per 1000	5.50

WESTERBEEK & KLYN *connected with* **MICHIGAN BULB FARM**

25 Beaver St., NEW YORK CITY. BENTON HARBOR, MICH.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SPIREAS

For DECORATION DAY

Ready for Shipment About March 25th

Gladstone, $25.00 per 100 **Japonica, $25.00 per 100**

Packed 200 per case. Terms 2% 10 days or 90 days net. Packing at cost.

C. J. SPEELMAN & SONS

38 Murray Street, Telephone, Barclay 3280. NEW YORK CITY

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

This is the coming florist early all white forcing Gladiolus. We have no stock to offer to the trade this season, but will have a small surplus this coming autumn. If you want an ideal florist all white Gladiolus, send us your address and we will mail you our trade circular when issued.
LILYWHITE was awarded first-class certificate of merit by the Massachusetts Horticultural Society.

A. E. KUNDERD
GOSHEN, IND

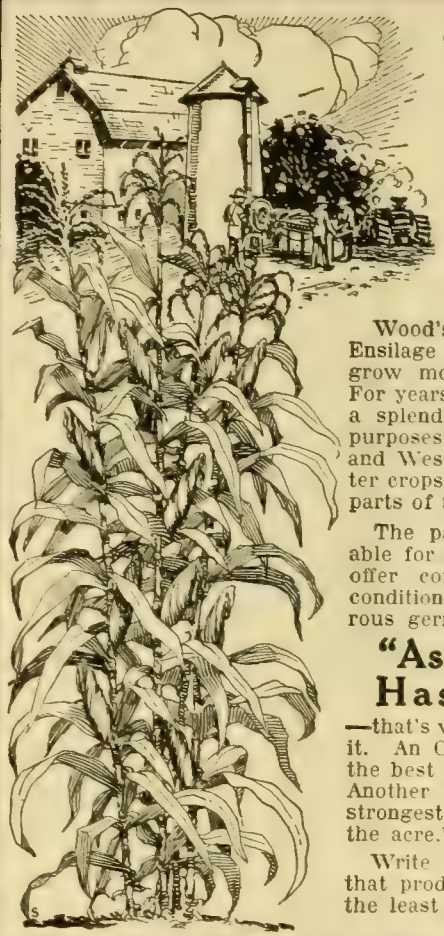
Forage Plant Seed Imports.

The following comparison of imports of forage plant seeds permitted entry into the United States under the seed importation act has been compiled by the seed laboratory, bureau of plant industry, United States department of agriculture:

Kind of Seed.	—2 Mos. Ending Feb. 28— 1919. Pounds.	1918. Pounds.
Alfalfa	300	100
Bluegrass:		
Canada	105,100	471,800
Clover:		
Alsike	1,370,500	903,400
Crimson	.....	110,000
Red	1,600	700
White	.....	1,700
Clover mixtures:		
White and Alsike	3,600	.....
Alsike and Timothy	112,200	16,300
Millet:		
Broom-corn	.....	46,700
Hungarian	118,000	.....
Rape	204,100	1,778,400
Redtop	100	.....
Ryegrass:		
English	241,900	380,900
Italian	109,600	102,000
Timothy	22,700	1,200
Vetch:		
Hairy	46,800	24,900
Spring	134,600	.....

Battle Cry of "Feed 'Em."

The onion forever, the beans and the corn,
Down with the tater—it's up the next morn—
While we rally round the plow, boys,
And take the hoe again,
Shouting the battle cry of Feed 'Em.
—Fred Emerson Brooks ("Patriotic Toasts.")



WOOD'S
Famous Southern Ensilage
Corns

Wood's Famous Southern Grown Ensilage Corns enable farmers to grow more silage on every acre. For years these corns have enjoyed a splendid reputation for ensilage purposes, particularly in the North and West—making larger and better crops than corns grown in other parts of the country.

The past year was very favorable for curing and maturing. We offer corns cured under natural conditions—unsurpassed in vigorous germination.

"As a Silo Filler It Has *No Equal*"

—that's what one farmer says about it. An Ohio farmer writes: "It is the best silage corn I ever raised." Another writes: "Some of the strongest land made 100 bushels to the acre."

Write for prices of these corns that produce the most silage from the least land and labor.

T. W. WOOD & SONS
Richmond *Seedsmen* **Virginia**

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

MISCELLANEOUS STOCK	Per 100
Vinca Variegata, 4 in	$12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in	3.00
Calendula, Orange King, 3 in	5.00

ROSENDALE GREENHOUSES, Delanson, N. Y.
Successors to Ernst Harris.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Sweet Pea Seed For Florists

SPENCER VARIETIES	Oz.	¼ lb.	Lb.
Asta Ohn. A soft pinkish lavender self	$0.20	$0.70	$2.60
Barbara. Salmon	.20	.75	2.80
Blanche Ferry. A giant type of Spencer form, with rose standard, and white wings suffused and tinted with light pink. Best bi-color	.20	.65	2.50
Constance Hinton. Best black seeded white	.20	.70	2.60
Countess Spencer. The original giant flowered Spencer, with finest waved standard and wings clear pink, deepening somewhat towards the edge, but almost self colored	.15	.55	2.00
Dainty. White ground, with beautiful picotee edge of rose pink, splendid form	.20	.60	2.20
Dobbie's Cream. Deep cream or primrose, waved	.20	.60	2.00
Dobbie's Lavender. George Herbert. An improved Florence Nightingale, clear pure lavender	.20	.70	2.60
Edith Taylor. Bright salmon rose. A fine flower, long stems, flowers well placed	.20	.65	2.40
Edward Cowdy. Glowing orange scarlet	.25	.90	3.40
Fiery Cross. Bright red orange cerise	.50	1.60	6.00
Flora Norton. Light blue	.20	.70	2.80
Florence Morse. Beautiful light pink, deepening toward the edges. Very large, open, wavy form of best Spencer type. Long stems, four blossoms on each stem	.15	.60	2.20
Florence Nightingale. A good lavender	.20	.60	2.20
George Herbert. Bright rosy carmine of largest and best Spencer form	.20	.60	2.20
Hercules. A rich pink flower of giant size; this is really a giant type of the Countess Spencer	.20	.70	2.80
Illuminator. A glorious orange salmon	.20	.70	2.80
King White. Produces gigantic flowers absolutely pure white. The standard is of finest form, decidedly frilled and waved, and terminates beautifully at the throat. Wings large, waved and gracefully cover the keel	.20	.70	2.80
King Edward VII. The best pure red Spencer, very large, with especially immense wings	.25	1.00	4.00
Margaret Atlee. Rosy salmon pink on a creamy buff ground, immense wavy standard inclined to double; one of the best light pinks	.20	.60	2.40
Margaret Madison. A beautiful self-colored azure blue	.20	.70	2.60
Masterpiece. Clear lavender self	.20	.75	3.00
Marie Corelli. A bright glowing crimson, almost a self color	.20	.70	2.80
Miriam Beaver. Light apricot and buff	.20	.75	3.00
Mrs. Cuthbertson. Standard rose pink., wings nearly white; one of the best pink and white bicolors.	.20	.60	2.40
Mrs. Townsend. White, suffused and edged with blue	.20	.60	2.40

SPENCER VARIETIES	Oz.	¼ lb.	Lb.
Nubian. Fine chocolate color	$0.20	$0.60	$2.40
R. F. Felton. One of the best lavender Spencers, resembling Asta Ohn in color, but it is much larger and finer	.20	.65	2.40
Robert Sydenham. Rich orange salmon self	.25	.90	3.60
Rosabelle. A very fine, large rose-colored flower, giant size and a strong grower, producing abundance of sprays of four	.20	.65	2.60
Royal Purple. Best purple Spencer	.20	.70	2.80
Stirling Stent. A deep salmon colored flower; less influenced by weather than any other variety of its class	.20	.70	2.80
The Cardinal. Brilliant poppy scarlet; large, waved flowers of great substance; four blossoms to a stem: the best scarlet	.60	2.00	8.00
Thomas Stevenson. Bright orange scarlet, almost a self	.20	.70	2.80
Vermilion Brilliant. A brilliant scarlet Spencer of splendid form	.20	.70	2.80
Wedgwood. A clear azure blue	.20	.70	2.80
White. Flowers very large and of magnificent Spencer waved form. Stems, as a rule, carry four blossoms	.20	.60	2.40

VAUGHAN'S FLORIST MIXTURE OF SPENCER VARIETIES

In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self colored ruffled sorts with the light shades predominating	.20	.70	2.80

UNWIN AND GRANDIFLORA TYPES

	Oz.	¼ lb.	Lb.
Blanche Ferry. Pink and white	$0.10	$0.25	$0.80
Captain of the Blues. Purplish mauve	.10	.25	.90
Dainty. White, with pink edge, unique	.10	.20	.80
Dorothy Eckford. One of the best whites	.10	.20	.80
Emily Henderson. White, early and free	.10	.20	.70
Frank Dolby. Largest and finest pale blue	.10	.30	1.00
Gladys Unwin. Pale rosy pink	.10	.25	1.00
King Edward VII. Bright red	.10	.25	1.00
Lady Grisel Hamilton. Lavender	.10	.25	.90
Lord Nelson. Deeper and richer than Navy Blue, same as Brilliant Blue	.10	.25	.90
Mrs. Geo. Higginson, Jr. Delicate light blue	.10	.25	.90
Navy Blue. Deep violet blue	.10	.25	.90
Nora Unwin. Giant white	.10	.25	.90

Florists' Catalog Now Ready. If You Do Not Receive a Copy, Please Write for One.

Vaughan's Seed Store, 41-43 Barclay St., NEW YORK — 31-33 W. Randolph St., 803 W. Randolph St., **Chicago**

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

MICHELL'S ASTER SEED

CREGO. Blue, White, Shell pink, Rose pink, Purple, Lavender. Tr. pkt., 40c; $2.00 per oz. Mixed colors. Tr. pkt., 30c; $1.25 per oz.

SEMPLE'S LATE BRANCHING, in separate colors. Tr. pkt., 30c; $1.50 per oz. Choice mixed. Tr. pkt., 30c; $1.00 per oz.

EARLY ROYAL BRANCHING, in separate colors. Tr. pkt., 40c; $2.25 per oz. Choice mixed. Tr. pkt., 40c; $2.00 per oz.

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown. EXTRA QUALITY.

Per 100 seeds, 50c; per 1000, $3.00; per 5000, $13.75; per 10,000, $25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, March 25.—Cucumbers, 2-dozen box, $3.00 to $3.75; celery, Florida, crate, $4.75 to $5.25; leaf lettuce, per box, 25 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $4.50 to $6.00.

New York, March 24.—Celery (Florida), per case, $2.00 to $4.50; cucumbers, $1.25 to $2.00 per dozen; mushrooms, 50 cents to $2.25 per three-pound basket; tomatoes, per pound, 25 to 60 cents; lettuce, per package, $1.00 to to $5.50; radishes, per 100 bunches, $4.00 to $6.00.

Vegetable Markets.

Reports to the bureau of markets, United States department of agriculture, for the period March 18-25, show an irregular price trend with the movement continuing fairly heavy. In western potato producing sections there was a feeling of greater confidence, the price ranging $1-$1.40 at Rocky Mountain and northern shipping points. Wisconsin and Minnesota producing sections also strengthened, closing at $1.50-$1.55 per 100 pounds, f. o. b. sacked. Northern stock held steady in the Chicago carlot market at $1.65-1.75 and ranged $1.90-$2.35 in southern cities. Old northern cabbage stock advanced to $45 per ton in producing sections and followed a wide range, generally higher in leading consuming markets at $35-$60, reaching a top of $100 in New Orleans and declined to $25-$30 at St. Louis. Onion markets were slightly weaker, the average price of good sacked yellow stock in leading consuming markets being 25 cents lower at $3-$4 per 100 pounds. Texas spinach was quoted at 65-75 cents per bushel basket f. o. b. shipping points and $30 per ton loose. Florida celery recovered from the decline of the previous week and sold at $3.50-$4 per crate f. o. b. California Golden Heart ranged $8.50-$11 per crate in consuming markets. Florida tomatoes were rather weak at $3.75-$4 per 6-basket crate at shipping points. Choice stock in northern consuming markets brought $4-$5.25.

Rhubarb and Asparagus.

One of the early spring activities in market gardening is the removal of rhubarb and asparagus fields. We generally see instructions to start rhubarb from seed, and use one-year-old rhubarb seedlings. However, we have had poor luck in this line. All the seeds we have tried, and we have tried many, have always given us a mixed lot of characters, all the way from sour-dock to select rhubarb with no two alike. Such a lot is poor property, hence we cannot advise any one to depend on seed, unless they can find a better lot than we ever had. Our local market is a great rhubarb market, and we have seen no better anywhere. The demand is for a pink rhubarb of good dimensions, hence the growers all use divisions from selected stock plants. These may be one-eye or two-eye cuttings, and if the crowns are old crowns, it is best to select the young, strong eyes from the outside and discard the center. The best way to plant is to simply plow the cuttings in every third or fourth furrow when plowing the land. The cuttings should be fastened to the furrow slice, and then simply covered by the next round of the plow. The common practice in this locality is clean cultivation the first year and mulching with coarse fresh manure after, and renewal every fifth or sixth year by forcing the roots in hot-beds, after which they are discarded.

To start new asparagus beds, one-year old seedlings are best. It is an advantage to produce them at home, as too often the shipped roots have suffered from drying out. Wide deep furrows are made five feet apart, and the young roots are placed two and a half or three feet apart in the rows. It is of the utmost importance to spread the roots fan-like and horizontal; in fact, it is best to build small mounds with a hoe where the roots are to be, and put each root over a mound, thus placing them in a natural position. They resent being planted like strawberry plants with roots in vertical position. It is natural for asparagus to run their roots horizontally near the surface, hence top-dressing is the method of feeding. Asparagus are gross feeders; in fact, it is almost impossible to overfeed them, once they are under way. The first year, clean cultivation is the big problem, and those deep furrows should not be closed in altogether until the second season; merely cover the plants enough to start them and permit the soil to return to them gradually. In sections where the asparagus beetles are numerous, a poisonous spray must be used repeatedly to save the plants. We have used pyrox with excellent results.

MARKETMAN.

Asparagus of Rust-Resistant Type.

The Washington family of rust-resistant asparagus, developed by the United States department of agriculture in cooperation with the Massachusetts agricultural experiment station and other cooperators throughout the country as the result of 13 years of effort, is now well disseminated among interested growers and seedsmen, some of whom have available stocks of the new strains for sale. The department of agriculture announces that while it will continue to distribute the new strains, private enterprise must be looked to henceforth to furnish the general trade with its main supply of seeds and roots. The names of firms and individual growers who have stocks of the new strains may be obtained from the bureau of plant industry, department of agriculture.

Cultural suggestions for the growing of the new strains include early sowing, clean seed bed, a small percentage of spinach or radish seeds to mark the row for cultivation before the asparagus seedlings show, the dropping of seed by hand five to six to the foot, cultivation between the rows with cultivators or scuffle hoes, and removal of weeds in the rows by hand.

In digging seedlings great pains should be taken to preserve all the storage roots unbroken and unbruised. Trimming the roots down to a uniform length of six or eight inches is strongly condemned. One-year-old roots are said to do better than two-year-old roots of the same stock. The ideal shoot should be about an inch in diameter, straight and not much flattened, of clean growth, with scales fitting closely in a tight bud.

The department of agriculture has recently issued a circular giving information on the breeding and culture of the new rust-resistant strains of asparagus supplementary to that on general asparagus growing contained in Farmers' Bulletin 829.

Chicago's Future.

W. A. Bertram, general manager of Great Lakes & Gulf Transportation Co., says: "When the Calumet-Sag canal is finished and Lake Calumet developed into the world's greatest inland harbor, we shall see Chicago the most densely populated island in the world, with the lake on one side and canals from north to west and south to east. Chicago will be the consuming center of America, enjoying the same water rate as the Atlantic coast. Water and coal made Pittsburgh. We are on the fringe of a large coal district, and the iron Pittsburgh uses is at our own back yard. When the canal system is completed we will have every manufacturing advantage."

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood. **French Varieties and Otaksa.**

Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Mouliere, Otaksa, $5.00 per 100; $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Seasonable Stock

—READY NOW—

Achyranthus Herbsti, (dwarf, brighest red)	$ 4.00 per 100
Ageratum, Little Blue Star and White Cap	3.50 per 100
Abutilon, Daydawn (Pink)	5.00 per 100
Asparagus Plumosus, 1½ in., $3 00 per 100; 2½ in.	4.00 per 100
Asparagus Sprengeri, 5 in., long top	20.00 per 100
Coleus Golden Crown	3.50 per 100
Cuphea Platycentra (Cigar Plant)	3.50 per 100
Dracaena Indivisa, heavy, 6 in. specimens	.75 each
Dracaena Indivisa, 7 in. specimens	1.00 each
Ficus Elastica, 5 in. pots, 18 in. high	.75 each
Lantana Weeping	4.00 per 100
Parlor Ivy	3.50 per 100
Manettia Bicolor (Manetta Vine)	4.00 per 100
Salvia Splendens, Zurich and Bonfire	$3.50 per 100; 30.00 per 1000

The Storrs & Harrison Co., Painesville, Ohio

Rose Plants Wanted

We need a considerable quantity of good Rose Plants in variety, 2½-inch or 3-inch, for immediate delivery. Send list, giving quantities and prices.

DINGEE & CONARD CO., West Grove, Pa.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

CANNAS

Dormant roots all sold. We have a few hundred well established plants from 3 inch pots, **King Humbert,** $6.50 per 100; **Yellow King Humbert,** $8.00 per 100.

W. W. COLES, Kokomo, Ind.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

VISITED CHICAGO: P. J. Lynch, New Castle, Ind.

AMAWALK, N. Y.—The main office of the Amawalk Nursery, Inc., has been moved from Eddyville to this city.

THE annual meeting and exhibition of the American Peony Society will be held in Detroit, Mich., next June, the date and place to be announced later.

WASHINGTON, D. C.—An oak, dedicated to the soldier dead of the department of agriculture, was planted on the department grounds, March 25, by Secretary of Agriculture Houston.

WILLIAM GOLDRING, the eminent English landscape gardener, passed away February 26. The design of an old English garden surrounding the British pavillion at the St. Louis exposition in 1904 was carried out in a fine way and obtained for him a gold medal.

Arsenic for Killing Surplus Trees.

In cleaning up pasture land or clearing new land for crops it is often desirable to kill trees by some method surer and quicker than the old-time method of girdling. In dealing with the kinds of trees which sprout from the stump, such as the oaks, hickories, and red gum, a reliable method of killing is especially needed.

For the purpose of poisoning trees, arsenic has been successfully used in both this and other countries, often killing trees in a few weeks or a few days which by the simple girdling process would require months. Useful directions for making up a poison solution for quick and effective work in all kinds of timber, together with the method of application are given below, quoted from a recent number of the Australia Forestry Journal. In Australia, it appears, much investigation has been carried on, and this method has been widely used with excellent results. Following is the formula:

Arsenic, 1 pound.
Washing soda, 1 pound, or caustic soda, ½ pound.
Whiting, ½ pound.
Water, 4 gallons.

Since the ordinary white arsenious oxide of commerce is not soluble in water to any great degree, soda has to be used for the purpose. When large amounts of the poison are desired washing soda will be cheaper, but for small amounts caustic soda will perhaps be found the handiest.

To prepare the solution, first dissolve the soda (either form) in a convenient amount of water, using heat, if desirable, to assist and hasten it; then slowly add the arsenic, previously made into a thin paste (as the housewife treats her cornflour), stirring all the time; place on a strong fire, and after it has come to the boil, allow it to remain boiling for at least half an hour; stir from time to time, and be careful to stand on the side away from the fumes, as, being poisonous, they are apt to cause sickness. When the arsenic is thoroughly dissolved, the solution may be made up to the required bulk by adding the remainder of the water, either hot or cold. The whiting is added merely to serve as an indicator of the trees treated as it turns white on drying.

The best time for carrying on the operation of poisoning is when the tree is dormant, or during the winter months. This will most surely prevent suckering, although trees can be killed practically any time of the year.

In applying the poison, the tree is first girdled by a series of heavy downward strokes of the ax through the bark and well into the wood, leaving the chips protruding outward in a "frill" extending completely around the tree. It is necessary that this "frilling" process be thoroughly done, which alone would ordinarily kill the tree after some time. A half pint for small trees to a quart for very large trees of the poison is then poured into the chipped surface, taking care to saturate the wood thoroughly. An old teapot or kettle with a spout serves well the purpose of pouring without needless waste or spilling down the tree. Saplings may be cut off low down and the poison applied over the stump by a swab stick. If this is done when the sap is down the tree will be completely killed and suckering prevented.

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Elmer Rawlings, Allegany, N. Y.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc
EUREKA, CALIFORNIA.

IBOLIUM The new Hybrid **HARDY PRIVET.** L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

SELECT HOLLAND STOCK
For Florists and Nurserymen

Rhododendrons, hardy American sorts (can select good plants for pots, from 18-24 inch grade). Any quantity.		
18-24 inch, 8 to 12 buds		$1.25 each
24-30 inch, 12 to 15 buds		2.00 each
Boxwood, bush form,	12 inches high	.60 each
" " "	18 inches high	1.00 each
" " "	24 inches high	1.50 each
Boxwood, pyramid,	42 inches high	3.50 each
" "	48 inches high	4.50 each
" "	54 inches high	5.50 each
Boxwood, globe,	16 x 16 inches high	3.25 each
" "	18 x 18 inches high	4.00 each
" "	20 x 20 inches high	5.00 each
Azalea Mollis, 15 to 18 inches, full of buds		.75 each
Azalea Pontica, 18 inch, named colors, full of buds		1.00 each
Kalmia Latifolia, 18 to 24 inch, full of buds		1.25
" " 24 inch, full of buds		1.75
Aristilochio Sipho (Dutchman's Pipe), 4 foot tops		.40
Magnolia Soulangeana, 4-5 feet, well budded		2.50

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

ASPARAGUS Plumosus Nanus. Extra strong and bushy 3-inch pots, $7.00 per 100; Sprengeri, 3-inch, $6.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, Ohio.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1. $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

50 4-inch Sprengeri, 12c each; 100 3-inch Sprengeri, $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 3-inch, 7c; Sprengeri, 4-inch, 10c. WOLFE, THE FLORIST, Waco, Tex.

BOXWOOD.

Boxwood, bush form, pyramid and globe. For sizes and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Gladiolus, ready for immediate shipment. For varieties, sizes and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Bulk Gladioli. For sizes, varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

CANNAS.

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1000. W. W. Coles, Kokomo, Ind.

Cannas. Fine 2 to 3 eye plump roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

ROOTED CHRYSANTHEMUM CUTTINGS

	Per 100	Per 1000
Good Cheer	$3.50	$30.00
White Enchantress	4.00	35.00
White Wonder	4.00	35.00
Beacon	3.50	30.00
Aviator	3.50	30.00
Nancy	3.50	30.00
Mrs. Ward	3.50	30.00
Enchantress	3.50	30.00
Rose Pink Enchantress	3.50	30.00
Rosette	3.50	30.00
Albert Roper	3.00	25.00
Alice	2.50	20.00
Thenanthos	2.50	20.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
BASSETT & WASHBURN,
Greenhouses, Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

CARNATIONS

Matchless. Out of soil, $4.00 per 100; $35.00 per 1,000.
CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED MUM CUTTINGS

	100	1000
White Razer	$2.25	$20.00
Yellow Razer	$2.25	$20.00
Smith's Ideal	2.25	20.00
Golden Queen	2.25	20.00
Buckbee	2.25	20.00
Enguehardt	2.25	20.00
Nagoya	2.25	20.00
Yellow Chadwick	3.00	30.00
White Chadwick	3.00	30.00
POMPONS		
Golden Climax	2.25	20.00
Lillian Doty	2.25	20.00
Diana	2.25	20.00
Golden Wedding	2.25	20.00

Special
JAMES HAMILTON LEWIS—Splendid new pompons from Octo, per 100, $4.00.

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUMS

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

Chrysanthemums. 2½-inch, Mensa, Silver Wedding, Christy Mathewson, Mrs. Weeds, Pres. Taft, Com. Mathew, Chapolora, $4.00 per 100; $35.00 per 1,000. WOLFE, THE FLORIST, Waco, Texas.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

COLEUS.

COLEUS. Best bedding kinds including Golden Bedder and Firebrand, 2-inch, $3.00 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Christmas Gem, large stock, 3-inch, $10.00 per 100; 4-inch, $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY.
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlia Clumps, Peony, decorative, flowering and cactus. For varieties and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Dahlias. A fine lot of dahlia plants in the best cut flower sorts ready by April 1. Send for catalogue for list and prices. R. Vincent Jr. & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DAISIES.

Daisies. Paris, Queen Alexander, 3-inch, 7c each. WOLFE, THE FLORIST, Waco, Texas.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracaena Rotheana, 7-inch, each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

ECHEVERIAS.

Echeverias. Strong plants, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

Boston Ferns, large stock, 4-in., 30c each, $3.50 per doz.; 5-in., 40c each, $5.00 per doz.; 6-in., 75c each, $8.50 per doz.; 7-in., $1.00 each, $11.00 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Boston, 6-in., 60c; 7-in., $1.00; 8-in., $1.50; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Boston Ferns. 40 5-inch at 30c each. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Texas.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms, American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine 2¼-in., $14.00 per 100; $120.00 per 1,000; 3-in., $25.00 per 100, $220.00 per 1,000; 4-in., $50 per 100; 5-in., $12.00 to $15.00 per doz.; 6-in., $2.00 to $2.50 each; Forsteriana, 5-in., made-up, $1.50. Poehlmann Bros. Co., Morton Grove, Ill.

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Texas.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Phoenix Roebelenii, 5-inch, $1.25 to $1.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

I have several thousand pansy plants, fall transplanted, Mastodon strain, at $1.25 per 100, $10 per 1,000. EDGAR EASTERDAY, Nokomis, Ill.

Pansies. Cool greenhouse grown seedlings, $4 per 1,000. Elmer Rawlings, Allegany, N. Y.

RHODODENDRONS.

Rhododendrons, Hardy American sorts, 18-24 in., 8 to 12 buds, $1.25 each; 24-30 in., 12 to 15 buds, $2.00 each. The Storrs & Harrison Co., Painesville, O.

ROSES.

ROSES. OWN ROOT. 2 and 2½ INCH.

	Per 100	Per 1,000
8,000 Columbia	$17.00	$150.00
10,000 Mrs. Charles Russell	14.00	130.00
4,000 Ophelia	10.00	90.00
2,000 Hoosier Beauty	10.00	90.00

Surplus stock grown for our own planting
ROLF ZETLITZ CO.,
Lima, Ohio

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.
E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

BENCH ROSE PLANTS
White Killarney, per 100, $7.00; per 1000 $60.00.
Richmond, per 100, $9.00; per 1000 $80.00.
PETER REINBERG
Wholesale Florist
30 East Randolph St. Chicago

8,000 Good, Strong 2½-inch
PINK KILLARNEY—Ready to shift.
$8.00 per 100; $75.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago

BENCH ROSE PLANTS—2 YEAR
5000 Montrose—500 Russell
$500 takes the lot.
WEISS-MEYER CO.,
Maywood, Illinois.

Two new roses of which we have a surplus stock: Roselind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

2,000 3-INCH COLUMBIA ROSES
Nice strong, heavy stock. Order early.
$25.00 per 100; $200 per 1,000.
WALTER A. AMLING CO., Maywood, Ill.

Rose cuttings. Elegant cuttings of Columbia, $12 per 100; $110 per 1,000. Special discounts on quantity lots. Cash, please. ALBERT F. AMLING CO., Maywood, Ill.

Rose Premier. Own roots, March delivery, 2½-inch., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown. 1918 crop.	Per lb.
Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50
Cauliflower seeds, Danish grown.	Per oz.
Extra Early Dwarf Erfurt, selected stock.	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY,
Racine, Wis.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co. 518 Market St., Philadelphia, Pa.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

SEEDS.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Wood's famous Southern ensilage corns. Write for catalogue and prices. T. W. Wood & Sons, Richmond, Va.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SPHAGNUM MOSS.

Sphagnum Moss. 5 bbl. bales, $1.50; 5 bales, $7.00. Cash, please. M. L. CRANMER, Mayetta, N. J.

SPIREA.

Spireas for Decoration Day. Ready for shipment about March 25. Gladstone and Japonica, $25 per 100. C. J. Speelman & Sons, 38 Murray St., New York.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCA VAR., 50 4-inch at 12c each. Cash, please. Edgar Easterday, Nokomis, Ill.

ZEBRINA.

Wandering Jew, any color, 2½-in., 3c each. WOLFE, THE FLORIST, Waco, Texas.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Rito, the energizer, for soil bacteria; $5 per 100 lbs., ex quay Boston or New York. The Molassine Co., Ltd., East Greenwich, London, England.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

MISCELLANEOUS.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Knoeschell Bros. Co., 452 W. Erie Street, Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

CINNAMON VINES.

CHINESE CINNAMON VINES

Largest grower in the world. Why not sell this money maker?

Easily sold, easily handled; sure to grow and sure to please. Strong tubers or roots, mailing size, $25 per 1,000. Smaller quantities, same rate. Particulars free. A. T. COOK, Cinnamon Vine Specialist, Hyde Park, N. Y.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouses of every description. Write for plans and estimate. American Greenhouse Mfg. Co., Masonic Temple, Chicago.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

THE KROESCHELL

Is making the most wonderful Greenhouse heating record in the world. Florists who have used other makes are continually giving the Kroeschell the highest praise.

ONE OF BOSTON'S WELL KNOWN GROWERS

The Kroeschell has taken the place of four cast iron boilers at a big saving in coal. We are using it now for the fifth year. The longer we use it the better we like it.

(Signed) A. B. KNOWLTON,
NORTH GRAFTON, MASS.

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

THE KROESCHELL

Has replaced hundreds of cast iron boilers. In every case higher temperatures are secured with the Kroeschell, with the same piping and with less fuel.

THE PLANT KING OF THE WEST

I have used Kroeschell Boilers ever since I built my first greenhouse. They have always given me the very best satisfaction and I believe them as good boilers as money can buy.

(Signed) F. OECHSLIN,
CHICAGO, ILL.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 50 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of

FLOWER POTS

Why?

A. H. HEWS & CO., Inc.
Cambridge, Mass.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Split Carnations

Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid

I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Mention the American Florist when writing

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers

Mention the American Florist when writing

American Greenhouse Manufacturing Co., Chicago

--are YOU quitting business?

If you're not planning more and better greenhouses, quitting will be your next move, because with the increased demand for produce, **intensive** cultivation and increased production under the **best conditions** becomes a **necessary** element of **success.**

Quit or build—that's the slogan.

But the cost of building?
Get an estimate from us.
—it's free.

American Greenhouse Mfg. Co.

50 Broad St., NEW YORK. Drawer 335, PANA, ILL. Masonic Temple, CHICAGO.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.

Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

—OUR SPECIALTY—

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Mention the American Florist when writing

DREER'S

Florists' Specialties

New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST -
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
½-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

Mention the American Florist when writing

Trade Directory

PRICE: $3.00 POSTPAID

American Florist Co.
440 S. Dearborn St., Chicago

Index to Advertisers.

Advance Co.....524
Alfred Lozier Rosery.508
Allen J K.....503
Alpha Floral Co.....507
Amer Bulb Co..... I
American Greenh'se Mfg Co.....523
Amling E C Co.....499
Anderson S A.....508
Angermueller G H Co.....500
Aphine Mfg Co.....522
Astoria Florist.....506
Avenue Floral Co...508
Baer Julius.....507
Barnard W W .Co...515
Bassett & Washburn.492
Baumer Aug R.....509
Baur Window Glass Co..... IV
Bayersdorfer H&Co.501
Begerow's..... 506
Berger Bros.....500
Berning H G.....500
Bodger J & Sons Co..512
Boland J B.....509
Bolgiano J & Son.....514
Bramley & Son..... 509
Braslan Seed Growers Co.....510
Breitmeyer's J Sons. 506
Briggs Floral Co.....508
Broadway Florist...507
Brown A J Seed Co..510
Brown Bag Filling Machine Co.....512
Bryan Alonzo J.....517
Buchbinder Bros....524
Buckbee H W.....508
Budlong Co J A 496
Burpee W A Co.....515
California Florists...507
Central Floral Co...509
Chicago Feed & Fertilizer Co.....524
Chicago Flower Growers Assn.....499
Clark E B Seed Co..514
Clarke's Sons D.....508
Clay & Son.....111
Coan J J.....503
Coles W W.....517
Conard & Jones Co..518
Cook A T.....486
Cooke Geo H.....509
Cottage Gardens Nurs Inc.....518
Cowee W J.....523
Coy H C Seed Co....513
Craig Robt Co.....517
Cranmer M L 494
Danker Fred A 508
Dards Chas.....506
Dietsch A & Co.....IV
Didgee & Conard Co.517
Dominion Floral Co.506
Dorner F & Sons Co.517
Drakos Co.....505
Dreer H A.....523 524
Duluth Floral Co....508
Dunlop John H.....506
Eble Charles. 505
Edwards Fold Box .111
Elm City Nursery Co 518
Erne & Co.....498
Excell Laboratories. 11
Eyres H G.....505
Fallon Florist..... 508
Foerster Co Joseph..493
Foley Greenhouse Mfg Co.....111
Ford M C.....503
Ford William P.....503
Fox J M & Son Inc..507
Frauenfelder C 508
Freeman Mrs J B....507
Frey C H.....508
Frey & Frey 508
Friedman 509
Froment H E.... ...503
Futterman Bros.....502
Galvin Thos F.....507
Gasser J M Co.....506
Giblin & Co.....523
Gnatt The Ove Co...490
Godineau R & M....512
Goldstein I.....503
Gorham Printery Inc.111
Grakelow Chas H...506
Grand Rpids Flo Co. 508
Grimm & Gorly.....509
Grossberg-Tyler-Finnermann Co....496
Gude Bros.....505
Habermehls Sons J J.505
Hardesty & Co.....507
Hart George B.....503
Hart Henry.....505
Haven Seed Co The.517
Heacock Jos Co.....517
Heinl John G & Son.518
Henderson A & Co ... I
Henderson Lewis ...506
Henry Co The John.499
Henshaw Floral Co .503
Hentz & Nash.....502
Herr Albert M 517
Hess & Swoboda....506
Hession.....507
Hews & Co A H.....523
Hill D Nurs Co.....518
Hollywood G'rdens.506
Holm & Olson.....506
Holton & Hunkel Co.501
Hort Advertiser.....524
House of Flowers...505
Hurft Edgar F.....515
Hurst & Son 512
Ickes-Braun Mill Co.IV
Idlewild Greenhs 509
Jahn Hugo..... 506
Jones Percy. 494
Joy Floral Co.....505
Kahler Pottery Co..523
Kasting W F Co.... I
Keller Pottery Co Geo.....523
Keller Sons J B.....507
Kelway & Son 513
Kennicott Bros Co..498
Kervan Co The.....503
Kessler Wm.....503
Kottmiller A.....505
Kroeschell Bros Co..522
Kruchten John.....499
Kuebn C A 501
Kuhl Geo A 517
Kunderd A E.....514
Landreth Seed Co....515
Lang Flo & Nur Co.508
Lange A.....505
Leborius J J..... .507
Lee F & S.....499
Leonard Seed Co....515
Levine & Co 485
Levy Jos J 502
Liggit C U.....517
Littlefield Florist ...508
Lockland Lum Co....111
London Flow'r Shp .509
Long Island Flo Co.505
Louis Simon Freres & Co..... 516
Louise Flower Shop.507
McCallum Co.....501
McGill R C & Co....512
McHutchison & Co. .514
Mackie William.....503
Malandre Bros.....508
Mangel 509
Matthews the Flo'st.507
Matthewson J E.....505
May & Co L L.....509
Meconi Paul.....503
Metairie Ridge Nursery.....508
Michell Henry F Co.....515
Michigan Bulb Farm 513
Michigan Cut Flower Exchange 499
Millang Joseph A...502
Miller Floral Co.....508
Miller & Musser.....499
Molassine Co The...489
Moninger J C Co .. .IV
Murray Samuel.....509
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...500
Newell A.....508
N Y Cut Flower Ex..503
N Y Floral Co..... 509
Nicotine Mfg Co.....524
Niessen Leo Co.....500
Okmulgee Window Glass Co.....IV
Orchid Florists 508
Pajan Louis E.....505
Palmer W J & Son...507
Pappas D J.....507
Park Floral Co 507
Peacock Dahlia Fr..518
Peacock E R Co.....511
Pearson E W.....508
Pedrick G R & Son..512
Penn The Florist...509
Peters & Reed Poty..523
Philadelphia Wholesale Floral Ex.....501
Philips Bros.....508
Pierce F O Co.....IV
Pierson F R Co,.... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....510
Pikes Peak Flo Co...508
Pillsbury I L.....523
Pittsburg Cut Flo Co 500
Podesta & Baldocchi.509
Poehlmann Bros Co.491
Pollworth C C Co ...501
Polykranas Geo J....503
Potter Floral Co....505
Pressing Seed Co W C.. 510
Pulverized Manure Co The.....522
Pyfer A T & Co.....495
Raedlein Basket Co..497
Randall A L Co.....499
Randall's Flow Shop.509
Randolph & McClements.....508
Rawlings Elmer.....518
Ready Reference.....519
Reed & Keller.....111
Regan Ptg House....523
Reid Edw.....500
Reinberg Geo.....499
Reinberg Peter.....493
Rice Bros.....501
Rice Jerome B Seed Co..... 511
Riedel & Meyer.....503
Robinson J C Seed Co.513
Rock Wm L Flwr Co..508
Rodgers J W.....505
Rohnert Waldo.....515
Ronsley Florist.... 505
Ro endale Grhs.....514
Rosery Floral Co ...509
Routzahn Seed Co ..513
Rusch G & Co.....501
Saake O C.....505
Salzer Seed Co.....509
Sceery Edward.....507
Schiller the Florist..507
Schillo A Lum Co ...IV
Schlatter W & Son 507 524
Schmidt Chas L.....509
Shaffer Geo C 509
Sharp Partridge & Co..... 524
Sheppard H W.....509
Sheridan Walter F..503
Siebrecht George C.503
Simon & Son I N....513
Situation & Wants...485
Skidelsky S S & Co.. I
Smith A W & Co....506
Smith & Co E D.....517
Smith & Fetters Co..508
Smith Henry.... .508
Speelman & Sons C J.513
Storrs & Harrison... .....517 518
Stumpp G. E. M....507
Thorburn J M & Co .512
Tonner O A & L A..496
Totty Chas H 517
Traendly & Schenck.503
Traveling Wholesale Florist 502
Trepel Jos.....507
Turner Bros.....523
United Cut Flo Co..503
Vaughan A L & Co..495
Vaughan's Seed Store .....I 488 515
Vick's Sons Jas.....517
Vincent R Jr & Sons Co..... I
Walker F Co 505
Weber F H.....508
Weidemann H G....507
Weiland & Risch ..499
Weir James 505
Westerbeek & Klyn.513
Western Seed & Irrigation Co.....511
Wietor Bros 494
Williams Mrs E A...509
Winterson Co E F..494
Wittbold G Co 504 505
Wolfskill Bros & Morris Goldenson.505
Wood T W & Sons..514
Woodruff S D & Sons.512
Yokohama Nurs Co.514
Young A L & Co....502
Young John & Co...503
Zech & Mann...497 499

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2203 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000: 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
Before After
422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

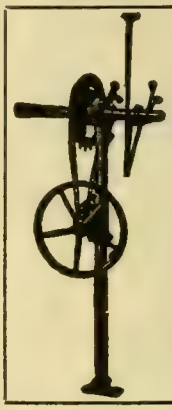
This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.


Up-To-Date Sash Operating Device and Greenhouse Fittings.
Put your proposition up to us, we can take care of your requirements.
Write for catalogue.
Advance Co.
Richmond, Ind.

Dreer's Peerless Glazing Points
For Greenhouses
FULL SIZE No 2
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, APRIL 5, 1919.** **No. 1609**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

My Garden.

When Spring comes smiling through the wood
I love to take my trusty hoe
And in a mild, Arcadian mood
Go out and make my garden grow.
No finer outdoor sport I know,
Nor one that offers greater wealth,
A calm content it does bestow,
And that rare fruit of perfect health.

A partnership with the Divine
I feel in all I plant or sow.
The care and delving must be mine
And God will make the flowers grow
And fruits to ripen in the row.
But more than Nature's kind increase
From out my happy labors flow;
More than all that, heart-ease and peace.

Too oft in barter and in trade
Our gain another's loss must show.
But what is in my garden made
Is never through my brother's woe.
I feel the kind and easy glow
Of one whose time is wisely spent;
Like busy bees the hours go
To bring the honey of content.

L'envoi

My garden, unto you I owe
My spirit's wider range and scope
That causes in my heart to grow
A higher faith, a nobler hope.

—Thomas Lomax Hunter, in Saturday Evening Post.

SUGGESTIONS FOR EASTER.

Easter Stock.

The concensus of opinion of the best judges of the Easter plant market, is that all flowering plants of whatever grade, will be sold at good prices. In fact, at this writing, April 1, there is little that is not engaged, and many have been compelled to accept, or only fill from 25 to 50 per cent of the amount of the orders desired.

Those growers who took chances with cold storage giganteums will come out away ahead, as in nearly all cases they have turned out much better than expected. But even with this success, and the Bermudas and the Azores, there will not be one-quarter the usual supply.

Belgian azaleas are of course out of the question, but a very good substitute is the Japanese hardy azalea, Hinodigiri. These, particularly in four-inch pots, when bushy, well flowered specimens, are in great demand for combination baskets, and on account of its comparative low price, popular with all buyers. Larger stock, with their great wealth of small flowers, closely set on even the smallest shoot, are quite the equal, as a decorative plant, of the best imported Belgian varieties, and have the added advantage of being perfectly hardy.

The choicest plants of all the Easter assortments are the varieties of heather and Boronia elatior. Such stock is never plentiful, as it has to be grown by specialists, men who in addition, are assisted by reason of favorable location, securing natural suitable temperature and atmosphere.

Hydrangeas were never better than the various stocks seen this season, nearly all of which are the newer French varieties. Growers should select one of the dwarfest growers and finish it in four-inch pots, as there is a great demand for this size for basket combinations. Rambler and baby rambler roses, while not as plentiful as the hydrangeas, will be the two quantity items of the Easter assortment. There will also be quite a supply of tea roses, plants forced a year ago and discarded, Ophelia, Sunburst, Hoosier Beauty, and the ever popular American Beauty. These, grown in pots during the summer, make fine stock for forcing for Easter. Magna Charta is seen in many stocks. There is no better variety grown for a pot plant. The cold spell of March 26-29 was a great boon to the growers of bulbous stock, which had been coming on so fast that it was thought impossible to hold these in flower for Easter. They are now declared to be on the safe side and can be counted on.

The matter of the high prices is viewed quite seriously by the timid ones. There should be no uncertainty regarding this all important matter. The cost of production has been much greater than ever before, the wholesale price is now twice that of a year ago, and the ratio of profit that was found necessary when prices were low or normal, must still be maintained. A retailer said recently: "It takes nerve to ask $4 for the plant that I sold last year for $2, but I get it; in fact, I have to, and while during the past winter I have not handled quite so much plant stock, yet my books show a good volume of business and a fair profit."

Easter Plant Baskets.

There is no Easter offering more effective or salable in the store than a well arranged basket of flowering and foliage plants. They are bound to figure prominently this year on account of the scarcity of so many of the popular favorites, such as azaleas, lilies, rhododendrons and most of the bulbous stock which latter can hardly be held until the late date.

These plant combinations can be made up in all kinds of receptacles. The supply houses offer baskets and hampers in all sizes and great variety of form and coloring; they are seen in round, oval and square, with high and low handles, all fitted with tins or water proof receptacles. There are self colors or combinations of every tint imaginable.

The less expensive holders are, painted plant tubs, earthen pans and bark covered boxes. The trellis box is also a good seller, the latticed support, when trimmed with a baby rambler, offering a splendid background for the small plants in front.

The foliage plants consist of small palms, kentias or arecas, in three or four inch pots, small Pandanus, Veitchii, variegated funkias, dracænas in variety, particularly Sanderiana and Kelleriana. Crotons are especially valuable in three and four-inch pots. Nephrolepis Norwood, elegantissima, Smithii and Verona, all feathered ferns, are very effective. The near Farleyense, or adiantums, Glory fern, cuneatum and Croweanum add grace and refinement while Pteris cretica and Mayii, with their white striped foliage, relieve heavy spots of green.

Any of the flowering plants that are available are, of course, to be used in these combinations. Many that are not symmetrical, or with scarcely blossoms enough to make a salable plant, will fit into and give color and good finish to many plant arrangements.

There is great enonomy of time, and a much better growth and finish, to all work of this character when it is made up at the greenhouse the week before it is to be offered for sale. The necessary receptacles, and all the stock for filling, should be gathered together at one of the growers, where skilled men, without interruption, can in a short time make great progress. With the gradually increasing stock before them, combinations are repeated or changes and variety in the new work suggested. A good plan is to have a schedule numbering the amount of the various sizes, to meet the store's demands. There should be tags attached to each arrangement, on which is written the cost price of the receptacle, and the stock used in filling, this latter to be added as each is planted.

All work should present a good finish, a few small ferns covering the soil front or back, when any gaps occur. Good color combinations are important. Pinks should predominate in a shaded blue basket, yellow should have a green or brown background and are also beautiful in white and gold. Light blues and whites, in a pink and white basket, are harmonious. Tubs painted light blue, with their bands gilded, show off a Tausendschon rose to good effect, also pink hydrangeas.

Filling the Baskets.

There will fortunately be quite a few spiræas, which came over just on time to make Easter. These with their luxuriant foliage and beautiful white plumes, are great additions to all large arrangements. They cannot well be used in their original clumps, but can be easily divided by cutting the ball of roots up from the bottom into three of four sections; cut to within an inch of the top, then pull the plant apart. In this way, the ball is not disturbed, and none of the stems or foliage broken. The roots that are cut do not seem to affect the plant, as there remains enough in the solid portions to sustain life. The ball, of course, should be wet, and the separated sections not allowed to get dry thereafter. Ferns that are too full and heavy, can be divided in the same way and suffer no bad results.

Pansies, Bellis or English daisies, English primroses and forget-me-nots all make good pans or boxes or low baskets, which filled for a week, become, at the greenhouses, or in frames, full of flowers.

Easter Week in the Store.

There is no more trying time for the retail florist than that of Easter week, when he is called on to handle from four to six times his usual volume of business. Experience is a great teacher, and each store has a system, some much more perfect than others, which has been evolved from lessons learned in the past. The foundation of all systems is preparedness. The man who looks ahead, and prepares well in advance for every contingency, does not go "off the handle," or "up in the air," when the stress comes, but is ready with his emergency measures, to handle the situation.

The small city store in the retail district, has to make the most of every foot of space, often covering up wall cases or space with step staging, so as to make all the room possible for pot plants. Every kind of stock not required for Easter, is stored away and all cut flower work is made up in the basement, or out of the store, so as to leave the work table or counter for Easter plants. The arrangement should all have been planned out before hand, the necessary staging provided for or in stock and ready for the plants as they arrive. Provide saucers for every plant; they will require less water, and will not dry out, nor will they drip over the floor. A wet, muddy floor is an abomination.

As far as possible, it is best to keep each kind of plant together. They are much more showy in solid blocks of color, than the variegated mixture so often seen. A bank of genistas, another of pink hydrangeas, or of the blue, a block of spiræas, Tausendschon or Dorothy Perkins roses, give color and mass effects that call particular attention to the various groups. Plants in all the varieties can be featured with special decorations to the pot, and ribbon bow in the foliage, bird or figure sticks and the like, and elevated in the group, so as to give it prominence. It is also very much easier to wait on customers, when all the stock of a particular plant is right before them.

There should be a space, to which plants sold can be at once removed. Customers are always wanting the things that are marked "sold," and think nothing else is good. So it is best to get all selected stock immediately out of the way. All clerks should be instructed to urge immediate delivery, but if plants must be held until the last days of the week, there should be a space provided for them. He is a lucky man who can find an empty store, or light basement nearby, in which to store stock, and also use it for the delivery department.

A system, in which a double numbered tag is used, appears to work out well in handling and keeping track of stock that is sold. This tag attached to each plant is perforated across the center with duplicate numbers above and below. When sold, the bottom part, with price on reverse side, is pinned to the sales slip. This plant is by the removal of half the tag automatically marked sold, and is easily found in any group when wanted for delivery. There should be a "hold for card" section, customers often selecting stock and bringing later a card to go along, which they want to attach themselves. This is then soon accomplished.

The tag envelope is a great time saver. With a bunch of these wired, or with string ties, into which the customers card can be placed and the address written as on a tag, the plant is immediately ready for delivery.

All pots should, in addition to being cleaned both on sides and bottom, be decorated with crepe paper, mat or two shades of paper, outside white and inside at the top the same shade as the

EASTER PLANT BASKETS.
Baby Rambler and Hydrangea.

flower. All of these covers should be on hand, of a size to fit any pot or pan. Such preparation is a great help, as it is then but a moment's work to attach them.

A good system at this busy time is to have the bookkeeper or cashier address all tags and tag envelopes containing cards, and write the order with prices, date and hour of delivery on a small sheet of paper the size of the tag. These three are then fastened together with a wire clip, and filed in the box of that date for delivery. When orders are being put up, this system greatly expedites the work. If this is done as soon as orders are taken, items and prices not understood are corrected while the matter is fresh in mind. Every order should be written so correctly and plain that it could be put up by any competent person, but at these hurried times mistakes will occur, and this immediate checking is a great help.

At such busy times, very few cut flowers should be handled in the store. Orders are taken for Saturday or Sunday, delivery. When at night, the time comes for putting up the boxes, their selection should be in the hands of one competent person, who, with the stock within easy reach in the stock boxes, selects the orders, adds the card and tag, which are then given to clerks to be placed in the boxes for delivery. Such a system avoids all friction, and the proper stock in amount and quality is given to each order. Corsages are left to the last, when they are made up from stock reserved for them, so that they shall be as fresh as it is possible to have them.

System in the handling of stock as soon as it is sold is important, as in the hurry and confusion of the rush times, mistakes are liable to occur that cause disappointment and loss. One man should be in charge of the plant stock, whose business it is to see that, as far as possible, it is always in order, quickly replacing from the floor, unsold plants, and seeing that the sold stock is properly tagged and sent to the delivery department. All plants should be wrapped for delivery; it takes time, but it is much the safest plan. With a little coaching inexperienced women can do this and the perfect delivery of the plants will more than repay this expense of labor.

Keep all stock in saucers, and urge their sale as most necessary to success of the plants in the house. No flowering plant will remain in bloom or last any length of time in a heated room without a saucer to catch the surplus water, which is taken up as the soil drys out.

Great care must be taken to see that no plants are dry when delivered. As a rule, they are not watered at once, perhaps not until the next day, and they are then in such condition as to cause complaint and dissatisfaction. A dry plant often means a total loss when it has to be taken off the bill.

A few extra boys for long distance deliveries are of great assistance, relieving the cars for more important work. These long distance carriers, get things out on time, which otherwise might be too late. It is well to mark the time they leave the store on their list, and also the same on their return. It keeps them on the job.

As the stocks run low, they should be brought together and placed so as to present as good an appearance as possible. When scattered all over the store or greenhouse, they look, from the empty spaces, as if the best had been picked out and there was nothing but the culls left. Every endeavor must be made to sell out as clean as possible. At the very last, prices may be lowered to bargain hunters, but judgment must be used, as good late buyers appear for plants to be sent to friends they have overlooked, or who have surprised them with a gift.

EASTER PLANT BASKETS.

Tausendschon Rose, Pink Hydrangeas, Pink Spiraea, Pandanus Veitchii, Marguerites and Pink Ribbon.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in midsummer the plants should be started early either by cuttings or seeds so that the plants at this time should be large enough for a 3-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into 4-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

WORCESTER, MASS.—A modern flower shop has been opened by Samuel Fierer at 21 Pleasant street.

BRAMPTON, ONT.—Peter Smith, formerly with the Dale estate, has opened a flower and seed store here.

INDIANAPOLIS, IND. — John Grande, Jr., whose establishment was badly damaged by fire recently, is making good progress with rebuilding.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

The Grower-Retailer.

The grower whose range is in, or convenient to, a good residential district, where, with a combined store, he can dispose of his stock at retail, is ideally fitted for carrying on the business in the most economical way. When, in addition, he possesses skill as a grower, and is alert in keeping his stock and varieties up-to-date, he is almost sure to forge ahead and be counted as one of the successful men of the trade.

A prominent grower in the above class, at his greenhouses in Germantown, Philadelphia, Pa., combines all the above requisites. His quite extensive greenhouses are always progressively filled with seasonable, salable stock, one crop closely following another, as he claims it is only in this intensive use of greenhouse space, that the business can be made to pay.

Order and system are everywhere apparent; nothing is done in a haphazard way and there are many wrinkles in plant culture and management, the result of watchful experience, that he is always turning to good account. His stock of French hydrangeas, splendidly budded, are the admiration of all who see them. The quantity variety is Bouquet Rose, which he finds makes the best pot plant. They are all one year old, from cuttings struck in March, potted into three, then four, and later shifted to 5½-inch pots. They are grown on the inside after the bedding stock is out of the way, until it is time, in August, to bring in the carnations. They are then plunged outside, in the ground from which the carnations were taken. They are never allowed to want for water, and are pinched as late as September 15. They are brought inside late in November before danger of hard frosts, and placed under the benches in a cool house. Never at any time, must they be allowed to become very dry, when growing, or particularly when dormant, or loss of buds will be the result. They are started in a temperature of 45-50°. As the shoots develop, they are given 55° and then 60°. About March 1 they are shifted into larger clean pots, mostly six-inch, and the largest to seven-inch azalea or half-pots. The new pots do not have to be cleaned at Easter. Very good stock is also seen that had been planted outside. These made a stronger growth, and were mostly placed several together in tubs to make larger specimens. It was all ideal stock, with a bud on nearly every shoot.

Whenever a bench has been cleaned of its soil, it is thoroughly hosed and given a spraying with a solution of carbolic acid and arsenate of lead, which destroys all insect life and fungus.

A bench of Keystone strain snapdragon had given excellent results the entire season. This is never sprayed with water, as to dampen the foliage, it is thought, causes rust. Nicotine and lemon oil spray are used whenever necessary for insects.

No manure is mixed in the soil for mignonette. There may be a layer of well-rotted material on the bench before the soil is placed, but it must not be mixed through.

Carnations on raised benches are planted close; not over seven inches apart in and between rows, with 24-inch wire stakes at the ends of rows and between each plant. These are held at the top to straight wires, the length of the bench, by means of a "Cort" wire clip. As the plants grow, a string from one stake to another binds them in an oval, and keeps the flower shoots erect until they reach the top wires. This plan appears to work admirably. It is found that young carnation plants, after being potted, do best on a cool bottom, ground space if light, being preferable to a bench.

A bench of gladioli had gypsophillas sown between, which came along after the bulbs had been cut out. Bouvardia had been a splendid early winter crop on one of the benches, which had given way to make room for Easter forcing roses, of which 100 pots of fine Frau Karl Druschki were a feature.

Five thousand cold-storage giganteums had been forced, about half of which were coming on for Easter. Much of the stock was a very good height and well set with buds, many carrying three to five to a shoot. This is all started under the benches, and remains there until the growths are at least 10 inches in height. Many growers bring their lilies to the light when two or three inches in height. They then spread out and make a compact short growth and cannot afterwards be drawn up.

Soil that has been used on the benches for one crop, may be regenerated, fallowed or sweetened, by turning up roughly and given a sun bath and a thorough drying out. With, or even without, the addition of a little fresh soil, very good results have been obtained by this process.

FLOWERS express every degree of sentiment, regard and friendship the whole world over.

The language of flowers is known to everyone, rich and poor, old and young.

SAY IT WITH FLOWERS.

A Florist's Card.

Next Week in the Flower Shop.

As the busy time approaches, the uncertainty as to the available plant supply continues, so much depending, particularly with the bulbous stock, on weather conditions. Those who have been dilatory in visiting the growers, are now finding out to their sorrow, that there is little, if anything, of value left, for the reason that there was not near enough to go around in the first place. Growers are now offering fabulous prices to one another for choice stock; 385 Azore lilies in six inch pots, scarcely showing buds, were recently sold for $400. Growers are in a quandary as to the distribution of their meagre stock. Much of it, already set aside, could be resold at greatly advanced prices.

The only salvation for the late buyer is to gather the odds and ends, and have these, together with foliage plants, made up into baskets. The season has been so open, and outside stock so advanced, that even as late as a week ago, growers were lifting and potting deutzias, which they were sure would make Easter.

The coming week should have the Easter event featured in every possible way. The fact that this spring floral holiday is rapidly approaching, should be emphasized in a window display of samples of the choicest offerings,—roses, hydrangeas, spiræas, genistas, heather, etc., all trimmed to look their best, also several made up plant baskets in various sizes. Such stock, artistically arranged in window and store, will produce a good effect, and is likely to have a ready sale as well.

Care should be taken in the prices of advance orders of cut flowers, as they will certainly soar to very high figures, much in advance of anything normal for this holiday. It will be a great Easter for the grower who has the stock, and also presents an opportunity to the dealer, lucky or foresighted enough to have it to handle.

In all the various details of store management, there should be a round-up to see that every department has been looked to, and is in readiness for the great strain. The weather is now so settled that the first filling of the window boxes can and should be made. All pansies are sure, as they will stand a frost. These are full of flowers now and present an immediate and satisfying effect. Customers should be urged to have this work done at once, as if not, they are sure to come in at the last and order them to be in place before Sunday morning. Marguerites, geraniums and vincas could almost be risked this season, but in all cases, the customer is to take the chance, otherwise it is up to the florist to make them good.

If, on account of their not holding for Easter, pot and pan hyacinths and tulips are plentiful, they could be run as a feature at this time. When nicely decorated with crepe, white and colored paper the shade of the flowers, or chip mats, they take on at once a different character and should be easy to move.

The store display tables should never be without something artistically made up in vases or baskets of cut flowers, articles that have an inviting, "take me" look. The little bud vase with one choice rose, placed on the customer's writing desk, is often sold, as it gets, for the moment, undivided attention.

Be sure to have a good supply of fibre or earthen pot saucers. No plant should be sold without a saucer. If this feature should become general, it would have much to do with increasing the love for plants and their use in house decoration. Particularly is it important at this time, when rambler roses, spiræas, hydrangeas and other full blossoming plants make such demands on their roots to overcome the dry rooms of the dwelling.

Push daffodils and sweet peas. They are now at their height. Both are popular with flower buyers, and can be sold to good advantage.

A good publicity feature is to have a few stock slips, or announcements; one calling attention to the fernery

G. A. LEINS' MODERN FLOWER SHOP, PHILADELPHIA, PA.

and the variety of plants for refilling, another to the semi-weekly or week end flower service of boxes of spring flowers at a special price. Time to fill window boxes, and list the appropriate stock, is another good subject. The description of the advantages of the Florists' Telegraph Delivery will make interesting reading. These should be kept in separate boxes with one pasted on the outside to distinguish them. Every box or package sent from the store should carry one or two of these slips. Their cost is trifling, and each contains an individual message that is read, and may possibly be read by others, and at times, laid away for reference.

Do not neglect your part in the publicity campaign. The best and most successful men in the business are giving of their valuable time and money, because they know it pays them. Profit by their example—and mail your check at once to Secretary John Young, 1170 Broadway, New York City.

A Modern Flower Shop.

The accompanying illustration pictures the interior of one of the best appointed, medium-sized flower shops that one will see in a day's journey. This ideal store is situated in a residential district which is fast becoming a business center. In all large cities, due to various reasons, such as changes in car lines, subway or elevated roads, there are at times rapid changes in business centers, where dwellings of all kinds are altered into stores.

G. A. Leins, who for several years conducted a retail shop at 2834 Girard avenue, Philadelphia Pa., wishing to have a more modern store, purchased a dwelling at No. 2825, on the opposite side of the street, and converted the front room into a store. In lowering the floor almost to the level of the street, he obtained a 15-foot ceiling, which nearly always makes a bright interior.

The store is 17 feet wide and 35 in depth. Its width is accentuated by the aid of four large mirrors, each 56x65 inches, which, placed between colonial columns, give a continuous mirrored surface the depth of the store on one side. The fluted wooden columns support a somewhat heavy cornice shelf over the mirrors and are continued across the rear of the store, partitioning a space seven feet in width, which, open to the view of the store, is used as a work room. Over this is a balcony of the same width with an ornamental railing. This is used to store and display baskets and gives a good decorative effect from the front. A lantern electric fixture in front of each column, together with the semi-direct ceiling light, gives a very artistic illumination. A marbleized base under the mirrors adds a good finish. The woodwork is white enamel, the walls papered in tones of light gray and blue. A feature which gives a bright, clean appearance at all times, is the floor of red plastic composition laid off in squares. The color effect is striking. It is easily kept clean and always looks fresh and new. The front of the store is in keeping with the interior, there being a large show window, with wide transoms above, which admit light over the awning in summer. The photograph was taken last fall at chrysanthemum time.

Mr. Leins is a great believer in the slogan, "Say it with Flowers," which is used on all his stationery, tags, customers' envelopes and cards, as well as on his car, and painted the full length across the top of his awning.

The colonial treatment of this interior, together with the mirror effects, electric fixtures and plastic flooring, present an ideal store decoration that requires but comparatively few plants and flowers to give it a well-stocked appearance. It is worthy of close study by anyone contemplating changes or improvements to their store.

RICHMOND HILL, ONT.—J. H. Dunlop expects to make additions to his range here.

CHELSEA, MASS.—Martin F. Lally, well known to the trade of Boston, has opened a retail store at 20 Washington street.

SPOKANE, WASH.—More than 100 persons attended the mid-winter banquet of the florists' club. The event was a great success.

NEW BEDFORD, MASS.—The store of Williams, The Florist, which has been closed, due to war conditions, will be reopened shortly.

PLANT NOTES.

Hydrangeas.

There are very few plants that are generally grown that show more variance in their culture or in the returns to the grower than the hydrangeas, especially those that are grown for summer blooming. In looking over the stocks in the several markets one will often see the extremes of these plants grown in the same sized pot; one with eight to 10 heads of bloom, short and stocky with fine foliage, an ornament on any porch or in any yard; and the other tall and long jointed, with two or three heads of bloom and five or six branches with no flowers and the foliage thin and small, the former bringing the grower $2.00 to $2.50 and the latter hardly averaging 75 cents. Yet these two plants have practically cost the grower the same amount of labor. These plants grow rapidly and must have plenty of room, an abundance of sun and lots of nourishment. It is useless to try to grow a good plant when they are crowded together. Many growers finish these plants by raising the pots over the benches of bedding plants that do not now require the full amount of sun, placing the hydrangeas about four feet apart in the center of the bench and standing the pot on a stand two feet above the other plants. This gives the hydrangeas a fine location. When the plants have set their buds the pots will probably be full of roots and a watering of liquid manure once or twice a week will greatly assist them in finishing up the flower and keep the foliage in good color. To grow good hydrangeas they must have plenty of food, room enough to grow shapely and for the air to circulate all around the plant and a light, well ventilated location. Under these conditions they are easily grown and are remunerative to the grower.

Freesias.

Although the freesias are a cheap bulb they should not be thrown away, for it takes but little attention to ripen them off after they are through blooming and as good bulbs can be procured as those that are purchased. The freesia is a native of southern Africa, so they are blooming at the natural season when flowered in midwinter in the north. But the bulbs must be allowed to mature their growth and then dried off gradually. The pots or boxes in which they are grown can then be placed in full sunlight and allowed to become very dry. A shelf near the glass makes an admirable place on which to place them after the growth has finished and no more watering is required, but they must not stand where any drip from the roof on a stormy day is liable to keep them moist. They can be shaken out in June and the bulbs started, as it is comparatively easy to select the flowering bulbs and store in a dry place until wanted for planting. For Christmas blooming the bulbs should be started early in July and a succession of plantings until September will give the grower flowers until the following spring.

Lilium Longiflorum.

Among the best flowers for greenhouse culture during the summer months is the Lilium lancifolium, of varieties rubrum, roseum album and Melponene. While these varieties can all be grown outside, yet under those conditions they rarely give perfect flowers and they also tarnish quickly in the direct rays of the sun or under heavy rains, and to have flowers that can be used for decorative work or designs it is far better to grow them under glass. Those that are to bloom in July should have been started in March, but for August blooming they can be planted now. One of the easiest ways to grow these bulbs is to plant them in boxes from four to six inches deep, not too large, but of a size that one man can handle when filled with soil. Do not fill the boxes too full when planting the bulbs, for like all lilies they throw out roots at the surface, so it is well to leave room for top dressing later. Grow them in a cool, shady location and after the spikes begin to grow give them plenty of water and keep them tied erect to stakes. Constant fumigation will be necessary to keep the green fly in check. This is in no way forcing these bulbs, and if properly dried off after blooming the bulbs may be grown year after year and a good crop of flowers obtained.

Celosia Plumosa.

The plants of Celosia plumosa or the ostrich plume celosia are of very easy culture and make very showy plants for either the garden or the greenhouse. They form pyramidal bushes and the yellow and red plumes which resemble ostrich feathers stand gracefully above the foliage. While they make showy plants for the garden, finer specimens are grown under glass, and they make very showy plants in the late summer and fall. Seed sown in April will make fine plants for culture during the summer, but like all the celosias the young seedlings damp off easily. As soon as large enough they should be potted in good light soil in 2½-inch pots and later shifted to 4-inch to grow large plants to 6-inch pots. They should be grown in a good, strong light, for if shaded the plants will become drawn and the dwarf, compact plants are more desirable. C. plumosa aurea, the orange ostrich plume, and C. plumosa coccinea, the crimson ostrich plume, are the two best of the older varieties, and Pride of Castle Gould, a new introduction of the last few years, is the best of all the ostrich plume varieties and can be obtained in many colors.

Gypsophila Paniculata.

There are few summer flowers that are of more use to the florist having a local trade than the gypsophila, for it lightens up work beautifully and greatly aids in softening the appearance of the summer flowers, many of which have a coarse look in floral work, and in bouquets, sprays and basket work the sprays are particularly useful. The grower not possessing a good bed of

EASTER PLANT BASKET.
White Hydrangeas, Yellow Callas and Heather.

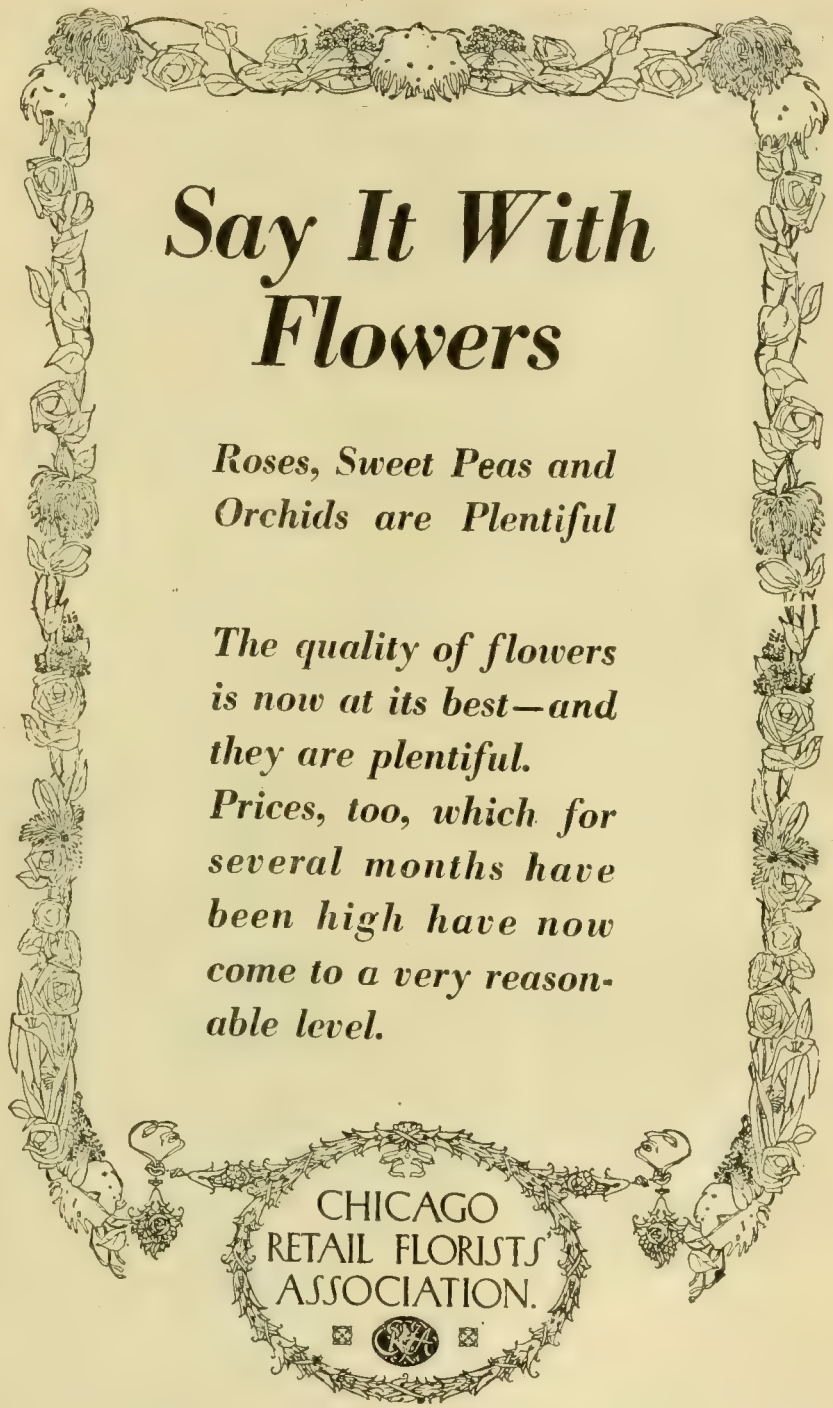
this should procure stock at once and plant them in a good, sunny position, and after once becoming established they require no further attention than to keep the bed free from weeds and occasionally cultivated. Seed can be now sown and as soon as large enough transplanted in rows outside where they can remain until another spring, when they can be again transplanted to permanent quarters, but to have plants that will bloom this year it will be necessary to procure older stock. The double form of this plant is even more beautiful than the single for some purposes, and its lasting qualities make it more valuable for a cut flower than the older variety.

THE ROSE.

Handling the Easter Cut.

Easter coming so late this year, April 20, makes timing of most any kind of a crop a matter of guess work, as the weather being so irregular at this season, the crop is rushed and checked, at intervals, and no matter how carefully one attends to the ventilating and the heating end, there is still left certain elements over which the grower has little control, yet, there are many things, that by extreme watchfulness and care, can be made to counteract unfavorable weather conditions. The grower at this time is more or less inclined to let some of the outside work cause a certain amount of neglect on the inside, but we have found it good business to employ extra help from now on until the houses are emptied and planted, keeping up the regular routine inside, and giving the inside plants particular attention at the change of the season. As we carry over at least two-thirds of the indoor stock each year, we try to keep them growing vigorously right through the season, until time to prune. We are rewarded by having a good strong wood to select, when pruning, and wood that is free from red spider, which is of great importance in starting with clean growth every season. This can only be accomplished by persistent syringing and frequent mulching, running through April, May, June and July (if necessary), with the same care as we used in mid-winter, and it surely pays. We have tried various crops grown on the outside in former years, too numerous to mention, crops that at times caused us to take the help from inside to help handle, and invariably we have found that any crop that we have grown outside, that has conflicted with the indoor growing, has been handled at a loss. This may be the opposite of some other growers' experience, but where roses are the main crop and, with the competition as keen as it has been of late years, the grower must not, of necessity, make many false moves inside, and the stock surely will not stand for any neglect on the inside if one wants to keep abreast of the times and the "trailers" do not count. This, of course, applies to the young rose stock, which, if neglected in any way, will show the result later on when benched. Keep the young plants shifted after each growth has ripened. The 2¼-inch stock can be shifted to a 3-inch, and the 2½-inch stock to a 3½-inch pot. After leaving the three-inch size, all pots should be carefully drained; one piece of concaved crock, with the concaved side of the crock covering the drain hole, is far better than a handful of finely broken crock, and never use charcoal for drainage as is sometimes recommended. It takes a little time to drain a pot properly, using sometimes two pieces of crock, one at the side of the hole, and another resting on this, forming a bridge, so to speak, over the drain hole. If one has the slightest doubt as to the difference this little detail makes in the growth of the plant, he can try say 50 plants, potted as described here, and 50 more where the drainage has been just "chucked" into the pots. I am sure the results will be in favor of the former method. Again, do not let any speed limits or records be broken when potting rose cuttings or shifting the stock. A certain amount of time is required to pot a rose properly, as the soil must be thumped down very finely, and not pushed in tightly with the thumbs. Leave considerable room for water at the top, and aim to have a certain regularity in all of the work.

Now just a few suggestions in regard to the cut for Easter. In spite of the many warnings to growers through the trade papers, there were many instances where the old practice of "corning" the stock was resorted to last Christmas, and in all probability this will occur again this Easter. But all we can say is "don't." We think, with the most gratifying prices received by the growers during the fall of 1918, and the season of 1919 up-to-date, that the grower who would offer stale stock, would come under the heading of a slacker. There was a time when we were all on the anxious bench, thinking



CO OPERATIVE ADVERTISING OF CHICAGO FLORISTS IN LOCAL PAPER.

we would have to run the ranges on a 50 per cent basis, whereas the peace treaty was signed, and we forged ahead under the same conditions, (growing conditions), with the privilege of buying coal, and followed by the best prices for stock the grower has ever received. Of course, these prices balance, or in other words, are justifiable compared with the prices of everything required to produce good blooms, and yet the figures could and were expected to assume different proportions in our ledgers. So, for the sake of continued good business, let the consumers get their money's worth; at least have the decency to give them fresh flowers. The Easter cut will in all probability require a little extra care in the handling and cutting. There will necessarily be a lot of "ice-box stock," but this need not be any serious drawback. Keep the ice box scrupulously clean, and all jars or crocks scrubbed daily, plenty of fresh water, and avoid placing too many flowers in the jars, by cutting several times a day. The flowers can be cut in a much more uniform manner saving a lot of extra handling from day to day, and when sorting the cut, the blooms can be selected carefully, so that each flower will be uniform, advancing at the same stage for shipment. The cut must be handled daily, tagging each jar, and anything that reaches the 72-hour stage, after cutting, should be packed and shipped. With the proper facilities, the cut stock at this stage will be at its very best for the commission man to handle to the best advantage. With the ordinary means for keeping stock where, for instance, the cellar is used with no ice or cold storage, unless the weather is somewhere around 45° outside, which will hardly be the case in most localities from April 15-20, we would suggest shipping every other day. The impression we are aiming to make is to have the cut reach the consumer fresh for the sole purpose of working the business of selling the growers' output at a fair profit and continued good business. If this is not incentive enough for any grower, he surely is past advising.

E.

London Flower and Plant Prices.

The influenza epidemic has made white flowers even dearer than would otherwise have been the case. Lilium Harrisii, always expensive at this time of the year, now bring 21s. to 24s., but especially good L. longiflorum realize as much as 36s. Callas are also expensive, the wholesale price being 13s. to 18s. Even camellias are from 6s to 7s., all per dozen blooms. Lily of the valley sells freely at about 4s. per bunch, while the humble snowdrop is valued at from 5s. to 9s. per dozen bunches, and not large ones at that. Richmond roses and May Day carnations are the chief colored flowers, though Parma violets from France, tulips and lilacs from Holland, and the interesting snake's head, or, as the salesmen term it, Widow iris (Iris tuberosa), because the segments are black and green, from Sicilly, are in limited quantities. There never were such prices for daffodils as now; they range from 12s. to 24s. per dozen bunches.

Pot plants are unequal to the demand, and cut foliage is also unduly scarce. The chief plants are genistas, hydrangeas, marguerites, cyclamens, cinerarias and ericas.—London Garden, March 8, 1919.

THE CARNATION.

Care of the Older Plants.

The demand for carnations continues good, so it will pay to give close attention to the older plants that have been doing business throughout the winter season and encourage them to extend their productiveness for a considerable time. It has been the rule in former years, when the brighter days of early spring nearly doubles the cut of carnation flowers, to let up on the care of some of the benches of plants, and gradually let them drop out for the season, or else replace them with some pot stock, but this year, carnation plants in good productiveness, are about the most valuable stock on the place, and it is a hard pull to have to rip any of the plants out, and unless it is absolutely necessary to have the room for some more important crop, a little closer attention given the carnation plants at this time will help them prolong their usefulness to well into the summer.

Unless the beds have been mulched lately, it will greatly help the plants to put on a mulch of one-half fine, fresh soil and one-half well-rotted manure. The purpose of putting on a mulch at this time is twofold. First, after continuously watering the beds as needed throughout the winter, the soil will have by now become washed from the roots of the plants and sunken quite a good deal so that it is now in need of replenishing to give the roots some fresh soil to work on. Another good reason for putting on the mulch at this time, is to protect the roots from the increased power of the sun from day to day, which causes the soil to dry out too rapidly so that the blooms become smaller as the season advances. The mulching of the beds now serves still another purpose; it conserves the moisture in the soil, saving quite a little on the watering, which is a very important point, for if we can hold the soil in the proper condition without having to water too often, the plants are better off for it. From now on, as the weather becomes warmer, less steam heat will be needed at night, which means that there will be less drying out of the soil from that source, and the soil will retain the moisture much longer. Overwatering, under these conditions, is one of the causes of stem rot starting in again at this time of the year.

The plants can be syringed on a bright day once each week to keep

EASTER PLANT BASKETS.
Acacia, Pink Hydrangea, White Spiraea, Light Pink Azalea.

the red spider in check and freshen up the growths of the plants.

SHADING AND CUTTING.

After April 1, plants that are expected to remain in production for any length of time, will be greatly benefited by a light shading. The best method of doing this is to draw a strip of shading, six to eight inches wide, down the center of each pane of glass.

It is hardly necessary under the present conditions to dwell on the importance of keeping the flowers removed from the plants as soon as they become ready. During the balance of the season, it is best to cut them before they are fully developed. They will then retain their color longer and keep very much better.

CARE OF THE YOUNG PLANTS.

The young stock being brought along for next season's planting, should be given the closest attention. This young stock is now growing rapidly and needs to be watched closely as regards topping back the growth to keep them strong and bushy. Every branch the plants can be induced to make between now and planting time will mean extra flowers next winter. The earlier propagated stock of these young carnation plants are now strong enough to go outside in cold frames whenever the bench space in the greenhouse is needed for other plants, but the frames must be situated out of danger of the plants becoming flooded by heavy rains, also with a southern exposure for the plants to get the benefit of the warm spring days. A week or so before the time comes for planting them out into the field, it is a good plan to remove the sash from the frames during favorable weather to harden off the plants so that they will stand the transferring to the field better.

C. W. JOHNSON.

Cyclamens.

This famous winter-flowering pot plant, bids fair to be of great importance the coming season as there is but a limited supply. None of the large growers have any young stock to sell, requiring all on hand to make sure of their winter supply for next season.

While there are still some young plants in the seedling boxes, most of the stock is now in two-inch pots, some of the strongest in fours, and with some growers planted out on benches of soil, where they make a quick growth, much faster than in pots. These are lifted as they become large enough for a four-inch pot, and shifted on as they grow.

One of the large growers of cyclamens, who has been very successful, prefers bringing his plants from the seed flats on in pots. His stock is now nearly all in two-inch pots, with four to five leaves. It is standing on a bench covered with ashes, each pot spaced so as to give all the leaves freedom and allow a circulation of air around the pots. These are frequently sprayed with the hose, as often as twice a day being not considered too much in bright weather. A few hundred of the largest have been transferred to four-inch pots.

In speaking of planting out on benches, this grower says: "They make a quicker growth, but it is more or less gross or spongy, and they get quite a check when lifted to be potted. I never like to disturb the roots of a cyclamen in any way, as this is quite sure to interfere with the building up of a perfect corm or bulb, the finished form and later ripening of which has so much to do with the quantity and quality of its flowers."

DAFFODILS AND YELLOW RIBBON.

How To Make A Small Greenhouse Pay.

Paper by Edward Williams, Grand Island, Neb., read at the annual meeting of the Nebraska State Florists' Society, Lincoln, February 25, 1919.

I am very glad that I am able to be here today, having risen from a sick bed to be with you, but if a florist cannot attend a meeting of his co-workers once in a year, at least, he might as well be dead all over as to be half dead.

Our genial secretary has handed me a problem: "How to Make a Small Greenhouse Pay." The record of the largest ranges in the country today, is that they started on a small scale. Nearly all within hearing of my voice, I dare say, all of you, began with a few dollars and lots of nerve, and that determined "I will," and here you are today. Of course, some of us have not succeeded as well as others, we know, but we do know one thing, and that is this: That anyone that thinks it is a snap to embark on a small scale in the floral business, has another guess coming.

Conditions today are different to what they were 25 years ago. When most of us started up, the florist, or I should say, the "hothouse man" was a small fry in a community. The neighbors were always against him, for, if he did not smoke them out with his tobacco stems about twice a week, he would wake them up along the "wee hours" of a zero morning to ask them for the loan of their largest lamp, and if they had two he would take both, for that old flue was not drawing well. Of course, being up all night was all right; it had to be, and, of course, the watering and firing had to be looked after the next day, besides hitching up "Old Dobbin" to deliver that 25-cent bouquet to Mrs. Maloney, for she was going to entertain the ladies' aid that day and when you got back some one had been in and ordered a $2 wreath. Of course, as is expected, you missed your dinner, but that is all right. When evening came, you had covered the frames and were ready to eat that evening meal. Oh Boy! how I will

shovel in that food. You sat down and proceeded to get busy, when along comes a rap at the door. "Is Mr. Jones in? Yes, well I thought I would stop to let you know that some boys have broken out several glasses in your roof." "Thank you." Out you go, grabbing up all the gunny sacks you can carry. After looking after that operation, you return to the good wife who is warming over the plate of victuals you left half devoured. Some life! The years roll along. Johnnie is growing to be a big boy and he does most all the delivering. The wife has taken a hold of the cut flower end of the business and we have a college boy who takes care of the firing nights for his board and room, making it a little easier for father. The silver clouds are just breaking through. Yes, they are, for dad does not get up nights any more. We have a steady fireman; no more delivering. We have a delivery boy. No, mother does not work any more; we have an experienced salesman. Father need not pull that smudge can around. He does not have to cover up the cold frames. The foreman looks after all that. Johnnie takes care of the business end. What does father do? Nothing. Oh! what a glorious feeling. Now you all know that these few remarks of mine are the steps that most of us have taken in climbing up the ladder of success. Some of us have come through with a few less scars than others. Some fell by the wayside. I will close this rambling of mine by stating that I know, and you know, of men that have made more money, lived better, and have not worked every member of the household to make it, as the small beginner in the floral business has. You and all of us, are entitled to all we have or will make. And I think that when we get beyond the river, the small beginners will all be in the front row.

Getting down to how to make a small greenhouse pay, after giving you a few facts as to what to expect when you start in a small way. To begin with, these days are days of specialists. My advice to a beginner would be to grow one thing, and grow it well. To start on say carnations and bedding plants, or sweet peas and bedding plants, filling in at different seasons, such as following up with a summer crop of early tomatoes, cucumbers, asters, etc. In that way, working his capital the year around, of course, the cold frames can be used to good advantage at all times. The cut from a small place would be best disposed of to the retail stores. I am referring to a beginner in a city, where the competition is keen at all times. A man must know where he is at. It is better to to be safe than sorry. Always hold up your standard for square dealings, know what it costs you to grow your stock and get a price that will leave you a profit on your investment. Cheapness never gets one anywhere. Study up on your business, so as to be prepared to make suggestions along different lines, such as, laying out the lawn, planting shrubbery, or where to make the flower beds so that they will do best. Let customers know that you are working for their interest. Last but not least, get paid for it, for the upkeep in the floral business, I dare say, is above the average, besides at all times handling perishable goods.

If a small beginner in a small town, absolutely different methods would have to be used, for then, he would be catering to his own retail trade, and would have to govern his plantings accordingly; a mixed line, so as to be able to fill almost any order, for any occasion, and having connections so that he can get goods to fill his orders on short notice, in that way growing with his trade. The one big mistake many have made is, after getting started, they want to increase too fast; hence, getting into debt, paying big interest, and overstocking. Of course, I realize that nothing ventured, nothing gained, but there is a limit, and one must know where that limit is.

A florist is not made; a man must have a love for the profession to stick to it. He has to be able to stand set backs; he has at all times to hold himself in readiness for any emergency, for there is lots of grief attached to all business. Treat your employes with respect. Give them to understand that some responsibility rests on them. In that way, they will take more interest in the work. I could go on with more along this line, but I have stated facts, which, if adhered to, will bear fruit.

I wish also, at this time, before concluding, to say that since we last met, things in general, look brighter. I believe that this country will enjoy real prosperity for some time to come, and it will be safe for us to be prepared for our share of it. The past few years have been very trying for us, but we have weathered the storm. The florists of the United States have held up their share. All have done their utmost to back up the government. It it gratifying to me to see how our profession has come to the front. These meetings bring us together, we exchange thoughts, we get closer together. The work of the different committees of the Society of American Florists the past two years has been very burdensome. Right here I wish to say that every florist in Nebraska should be a member of the national society. Do not be a sluffer. Get in the game and shoulder your part of the work that has been accomplished by this society. As state vice-president for Nebraska, I would like to see us 100 per cent S. A. F., and I am going to do the best I can to make it, and I want every S. A. F. member to help me.

Problem of Fairness and Justice.

There are, at the present time, many of our progressive florists, who have felt the benefit of the use of the slogan, "Say it with Flowers," and who can see the cumulative value of its continued usage, where everyone feels the advantage by the continuity of its use. There has come to me innumerable letters pertaining to the effect of its use by various members who innocently have been exploiting the slogan in this manner, "Say it with Brown's Flowers," (or any other name could be used for illustration), but it would be better for all concerned, and the good of the slogan would be kept, by just utilizing the words, "Say it with Flowers," in our regular set form, leaving out the firm name in this connection. This to 100 per cent advertising value. will eventually keep its prestige up Whereas, using it in connection with a

EASTER PLANT BASKETS.
Heather, White Hyacinths and Dwarf Pink Azaleas.

firm name, it loses its implied action, and eventually, would be dropped. Now let us in fairness and justice to the craft generally, for the future, stick to the slogan as it is. If needs be, in reading texts of your advertisements, mention the firm name as often as necessary, but for national results, please let us not make any changes. This is purely a request, and those that can do so, will merit their own reward. This is written in a spirit of fairness to all, and not intended as a criticism to those who have used it otherwise.

The trade publications are giving this publicity to the article with the hope that all may join in the good it can create by proper usage. Use the slogan, "Say it with Flowers," without reconstruction, and all will feel its benefit.

HENRY PENN,
Chairman Nat. Publicity Com.

National Publicity for Flowers.

With the close of March, our campaign fund stands at a little over one-third of the required sum of $100,000 to be subscribed. The progress made is not as satisfactory as might be expected, in view of the very excellent results following the campaign of last year, and the early efforts of this year. It is very evident that large numbers of florists are still hesitating to send in their subscriptions. On the other hand, it is pleasing indeed to record subscriptions from whole-hearted business men, in addition to amounts previously subscribed. These men have satisfied themselves that our campaign is no longer experimental in character, and is productive of immense benefit.

Various organizations in other lines of trade have for some years been conducting campaigns similar to ours, and from the fact that the efforts of many have been doubled several times we can safely judge that their campaigns have been successful. These activities have been conducted on lines, which, in the main, are similar to our own. While some have employed a taxation plan based on goods shipped, the voluntary contribution plan has been adopted where possible. Nearly all use a slogan in connection with their publicity, but it is freely admitted that our own slogan, "Say It With Flowers," is the best ever coined. It is not mandatory, but simply suggestive—and there is subtle power in the suggestion.

All florists may use our slogan. The more it is used, the greater the benefit to the trade. But do not change it in any way—it ceases to be effective when changed or adapted to a personal reference. It is even better to use the exact type form adopted for the magazine advertisements. Our promotion bureau, in order to meet this need, has available electrotypes of the slogan line in various sizes for requirements under any and all conditions. Every florist who uses his local newspapers for his direct publicity, should possess himself of one or more of these electrotypes. Folder describing them, and other newspaper plates, are available on application to the secretary. All electrotypes may be used continuously according to their season. Our "Mothers' day" electro of last year is just as effective this year; all that need be changed is the "12th," and any newspaper will do this. The date this year is May 11. All electrotypes of this advertisement sent out in future will have provision for this change.

One of our largest subscribers—a man who sizes up a situation very readily—has suggested that there may be many florists who would like to subscribe $50 or $100 or more annually, but would prefer to make monthly payments on their subscriptions. Our finance committee is quite ready to accept contributions in this form, and will record and publish the full amount of such subscriptions only.

Our committees would impress upon everyone who has not yet subscribed, the importance of taking action quickly. The committees lose no time whatever. As fast as available amounts are collected, our advertising agency is instructetd to put into circulation the publicity matter prepared. There is no waiting. This is the reason urged for a prompt response to our appeals. Now is the season for effort and the committees are not justified in taking personal risks in the placing of any orders for which they have not sufficient funds to cover.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years, unless otherwise stated:

Frey & Frey, Lincoln, Neb. (sub.)	50.00
Steinhauser Flor. Co., Pittsburg, Kan.	10.00
Koethe's Flowers, Philadelphia	10.00
John Feiden, Jr., Great Falls, Mont.	5.00
Julius Chevalley, Blue Point, N. Y.	5.00
O. S. Magunson, Kane, Pa. (1 yr.)	5.00
S. F. Stephens & Son, Columbus, O.	25.00
Walter A. Hammond, Lancaster, Pa.	5.00
Edward Smokiewitz, Hamtramck, Mich.	5.00
Marret & Miller, Louisville, Ky.	10.00
William Sim, Cliftondale, Mass.	25.00
	$ 155.00
Previously reported	34,290.50
Total	$34,445.50

JOHN YOUNG, Sec'y.

EASTER PLANTS.
A Specimen Rhododendron.

Lupines.

The lupine is one of the most beautiful flowers of its class. It grows readily from seed sown in summer. The young plants can be potted up and carried along in a cold frame until quite late in the season, but the growth must be protected from frost. They are brought into the house to follow chrysanthemums, being planted out in good rich soil on the benches. The temperature should not be over 50° at night—some growers advise 45°. Under these conditions, the first flowers are ready for cutting about February 20. Good strong plants will send up spikes, which carry flowers one-third or almost half the length of 36-inch. If this spike is cut with a short stem, from four to six lateral shoots below will break out and produce sprays about 10 to 12 inches long, well covered with bloom for which there is generally a good demand. The strongest plants are the first to flower, producing wonderfully fine spikes, which if cut off at the ground, measure 36 inches including 18 inches of flower. Such stock brings top price in the market. The standard colors are shades of blue, white, and a golden yellow, or orange, which latter shade is new.

BLUE POINT, N. Y.—Charles Fish is building one house, 40x200 feet, Lord & Burnham construction.

BELLEFONTAINE, O.—Robt. McMurray is adding two new houses and service building, of Foley construction.

OFFICERS OF THE COMMERCIAL FLOWER GROWERS OF CHICAGO.

Joseph Kohout, Libertyville, President.

Otto H. Amling, Maywood, Secretary.

N. J. Wietor, Chicago, Treasurer.

Carnation Prices for Mothers' Day.

We are in receipt of the following communication under recent date from Charles E. Russell, of the Jones-Russell Co., Cleveland, O.:

"The proposal of the carnation growers to ask higher prices for carnations for Mothers' day may not be profiteering, but it will inevitably appear so to the public, and in my judgment, there is grave danger that the Mothers' day idea will be endangered, and that the retail florists of the country will get a black eye if they attempt to feature carnations for this occasion at the prices that will be necessary, if the growers stand pat.

"Of course, the retail florists would be foolish to be made the victims. They can sidestep the situation by telling the public frankly that they are refusing to handle carnations at all this year because they know prices are too high. But this course will leave a bad impression in the public mind, and will, in my opinion, undo all of the work of the florists' associations in building up a sentiment and in making Mothers' day a national event. It will be a shame if the growers precipitate such a calamity.

"Carnations at more than six or eight cents each are too high priced for that day. If we cannot buy at that price, and sell at $2, or not more than $2.50 a dozen, we shall let them alone."

Detroit Bowling Tournament.

Anticipating a renewal of interest in bowling as a feature of the entertainment during the Society of American Florists' convention week this year, the local committee on bowling is making tentative arrangements for the event, and requests the organized teams throughout the country to make their entries for the participation in the games as soon as possible. The programme thus far arranged is as follows:

Grand contest open to all organized teams competing for the grand trophy. Two other prizes will also be given in this contest, and a prize to the player on either team scoring the highest average. The individual games will be open to all except those players in the three games of the grand contest and, at least 10 and perhaps more prizes will be awarded, graduating from the highest, down to the number to be later designated.

Peter Pearson, Chicago, Vice-President.

The championship contest of three games will be open to the 10 or more players scoring the highest points in the individual games, and the highest man from each team entering the grand contest. The ex-presidents' contest will be open to all ex-presidents of the Society of American Florists, and suitable prizes will be provided.

Ladies' bowling. Three games will be rolled by the ladies and at least 10 prizes awarded.

The entire top floor of the Recreation building has been engaged for the exclusive use of the visiting and local florists, and here all the games will be rolled, including the ladies' contest. There are 28 alleys on the floor and they are considered the finest in the west, and being on the top floor of a nine story building, the maximum of comfort for the bowlers and spectators will be enjoyed.

According to the present plans, Wednesday evening, August 20, will be assigned to the contest. Captains of organized teams please make entries and report to Joseph Streit, chairman, 1366 McClellan avenue, Detroit, Mich.

Massachusetts Agri. College Short Course

The Massachusetts Agricultural College has just announced its policy to repeat as often as may be necessary the special six-weeks short course in agriculture and horticulture for returning soldiers and sailors. Such a course was given at the college during February and March of this year. The success from the first course and the number of inquiries received from men in service in the United States and France has induced the college to make this provision for men who wish a short period of practical instruction as a preparation for farimng.

The next six-weeks special short course will begin April 14 and close May 24. Instruction will be given in soils and fertilizers, field crops, types and breeds of live stock, poultry husbandry, farm management, farm machinery, fruit growing and dairying. Tuition is free. No fees of any kind are required in this course.

It is expected to make special provision during the summer term, beginning June 30, for instruction of soldiers, and if there is sufficient demand for it to give a special six-weeks short course soon after college opens next fall.

Commercial Flower Growers of Chicago.

The Commercial Flower Growers of Chicago met at the Hotel Randolph, Thursday evening, March 27, when the following officers were elected: Joseph Kohout, president; Peter Pearson, vice-president; Otto H. Amling, secretary; N. J. Wietor, treasurer. Walter A. Amling, George Ball and Rudolph Ellsworth were elected members of the executive board, and R. J. Windler, chairman of the membership committee. There was a large attendance and the constitution and by-laws of the association of cut flower and plant growers tributary to the Chicago market, known as Commercial Flower Growers of Chicago were adopted. Great interest and enthusiasm was shown at the meeting, and many telegrams and letters of congratulation and endorsement have since reached the secretary's office.

OFFICERS OF THE COMMERCIAL FLOWER GROWERS OF CHICAGO.

Walter A. Amling, Maywood, Executive Board.

Rudolph Ellsworth, Downers Grove, Ex. Board.

R. J. Windler, Chicago, Membership.

Horticultural Society of New York.

It was unfortunate that the exhibition of the above named society, March 28-30, connected up with about the worst storm that has visited New York since the winter of 1917-18. Nevertheless, and notwithstanding bad weather, the display was creditable, and the exhibitors who braved the elements, are to be commended. Commercial growers of cut flowers who are taking stock in schemes of publicity that are as nebulous as the proposed League of Nations, might well consider the advantage of exhibiting at such a time and place, the American Museum of Natural History. As it was, there was but one commercial exhibitor of roses and two of carnations; Charles H. Totty, Madison, N. J., with the rose, Columbia, and a sport of the carnation, Benora, and Louis Hoebel, West Fort Lee, N. J., with a new variegated seedling carnation. Joseph A. Manda, West Orange, N. J., made a fine exhibit of cymbidium hybrids, for which he was awarded a special prize.

The exhibits were staged in the spacious foyer of the museum, where in years past, the public has gasped and wondered at the mammoth chrysanthemum plants grown by John Canning and Ed. Marshall. The space formerly occupied by the big blooms was made attractive with groups of flowering and foliage plants by the Julius Roehrs Company, Rutherford, N. J., and groups of forced flowering trees and shrubs by Bobbink & Atkins, Rutherford, N. J., both exhibitors being awarded special prizes. Lager & Hurrell, Summit, N. J., exhibited attractive novelties in flowering orchid plants and were awarded a special prize. Julius Roehrs Company also took special prizes for specimen plants of Azalea indica and genistas.

James Stewart, gardener to Mrs. F. A. Contsable, Mamaroneck, N. Y., and George Ferguson, gardener to Mrs. Payne Whitney, Manhasset, N. Y., brought attractive features to the exhibition, Ferguson having the largest number of exhibits and the greatest variety of them. James Stewart's collection of amaryllis was an exceptionally fine feature which won a special prize. He also took first honors for a vase of 18 roses—Ophelia, or any Ophelia sport," the schedule had it. We believed it to be a sport; also a special prize for vases of clivias, and first for 12 cyclamen plants. George

George J. Ball, Glen Ellyn, Executive Board.

Ferguson exhibited the following: 12 pots Primula malacoides, first prize; 12 pots Primula obconica, first prize; vase of annual lupines, special prize; 25 dark pink carnations, first prize; 25 carnations, Belle Washburne, first prize; 25 carnations, Princess Dagmar, first prize; 25 white carnations, first prize; 100 sprays of sweet peas, first prize; 12 spikes mignonette, first prize.

John Lewis Childs, Inc., Flowerfield, N. Y., showed pots of the yellow calla, Elliottiana, which won a special prize. Peter Hauck, Jr., East Orange, N J., (Max Schneider, Gr.) exhibited 12 plants Primula malacoides, second prize; also 25 light pink carnations, first prize; 25 flesh pink carnations, second prize; 25 scarlet carnations, second prize. Mrs. Francis T. Morgan, Highland Falls, N. Y. (Louis Karsten, Gr.) staged 25 flesh pink carnations, first prize; 25 variegated carnations, first prize. Mrs. J. Hood Wright, New York (Chas. Thomas, Gr.) took first prize for 18 red roses. Mrs. Louisa Skidmore, Great Neck, N. Y. (Louis Piantin, Gr.) showed 18 Columbia roses, first prize; 18 red roses, second prize; 18 yellow roses, first prize; vase of elægnus, special prize.

James A. Macdonald, Flushing, N. Y., (R. Hughes, Gr.) exhibited specimen Azalea indica, special prize; specimen Adiantum cuneatum, special prize. William Shillaber, Essex Fells, N. J., (J. P. Sorensen, Gr.) won a special prize for vase of Sweet Pea Yarrawa. E. Fardel, Great Neck N. Y., for a basket of Fardel hybrid freesias, was awarded a silver medal; a novel and attractive exhibit. Charles H. Totty's vase of variegated carnation, sport of Benora, won first prize. Louis Hoebel, for variegated seedling carnation took second honors. This is something of a novelty, hard to describe—pink and lavender, we would call it.

A. F. F.

The Late Henry Hansen.

Henry Hansen, well-known Chicago florist, died Monday afternoon, March 31, of diabetes at the age of 60. He was born in Sweden, but came to this country at an early age, and was for a time with his father, who conducted the business at 1742 Cemetery drive about 50 years ago. He became proprietor about 35 years ago and built up a splendid business, being ably assisted by his family. He had a host of friends in this vicinity, and was well thought of in the neighborhood in which he lived, which was very much in evidence in the shape of the beautiful floral tokens seen at the funeral.

The funeral was held the following Tuesday from the home to St. Gregory's church, with interment at St. Henry's cemetery. This is the second time that the grim reaper visited the Hansen home within the year, Elmer dying last June. Arthur, who was with the American troops overseas, arrived home several months ago. Mr. Hansen leaves a wife, Elizabeth, and three children, Margaret, Henry Arthur and William. The family has the sympathy of the entire trade in the loss of a loving husband and father.

DAYTON, O.—H. H. Ritter, veteran florist of this city, has been seriously ill at his home, suffering from a complication of diseases.

LOS ANGELES, CALIF.—F. Edward Gray is still conducting his establishment here at 4832 Fifth Avenue, and in addition to landscaping is a florist.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST
440 S. Dearborn St., CHICAGO

THIS ISSUE 76 PAGES WITH COVERS

CONTENTS.

My Garden 525
Suggestions for Easter 525
—Easter stock 525
—Easter plant baskets 525
—Easter week in the store 526
Salvia 527
The retail trade (illus.) 528
—Next week in the flower shop 526
—A modern flower shop 529
Plant notes 530
—Hydrangeas 530
—Freesia 530
—Celosia plumosa 530
—Gypsophila paniculata 530
The rose 531
—Handling the Easter cut 531
London flower and plant prices 532
The carnation 532
—Care of the older plants 532
Cyclamens 533
How to make a small greenhouse pay 533
Problem of fairness and justice 534
National publicity for flowers 535
Lupines 535
Carnation prices for Mothers' day 536
Detroit bowling tournament 536
Massachusetts Agri. College short courses 536
Commercial Flower Growers of Chicago 536
Horticultural Society of New York 537
The late Henry Hansen 537
Society of American Florists 538
Plant quarantine 538
American Rose Society 538
Club meetings next week 538
San Francisco 540
Chicago 550
Fort Wayne 556
Cincinnati 558
Boston 558
Buffalo 558
Pittsburgh 560
Rochester 560
Columbus 560
Philadelphia 562
New York 564
The seed trade 576
—French bulbs 576
—Southern conditions 576
—As others see us 576
—The city home garden 577
—Imports at New York 577
—French export embargo removed 577
Market gardeners 582
—Early tomatoes 582
—Sweet potato propagation 582
The nursery trade 584
Ladybugs in France 584
—The tulip trees 584

APRIL 11, 1919, is bird day.

THE second number of the Journal of the Society of American Florists, just out, shows material improvement over the first issue.

THE United States department of agriculture is claiming that lily bulbs, now grown abroad, can be produced in this country, but the government authorities do not prove that the same can be done at a profit.

LILIES for Easter are coming on remarkably well considering that the bulbs were held in cold storage an unusually long time. The stems on 7-9 bulbs are somewhat short, but show from one to five buds each. The increase in the loss of bulbs is slight.

A CABLE from London quotes Gugielmo Marconi, wireless inventor, as follows: "Within three months, you, from your hotel room in London, will be able to call any New York telephone number, get it inside of fifteen minutes, and then talk for three minutes for $5.

American Rose Society.

The annual meeting of the American Rose Society, held at the Hotel Breslin, New York, April 2, was quite well attended and several matters of business interest were disposed of. The election of officers for the ensuing year resulted in the selection of Capt. George C. Thomas, Jr., Chestnut Hill, Philadelphia, Pa., as president. F. L. Atkins, of Rutherford, N. J., was chosen vice-president, and Harry O. May, Summit, N. J., and Professor E. A. White, Cornell University, Ithaca, N. Y., were re-elected to the positions of treasurer and secretary respectively. The executive committee, which will serve for three years, consists of Robert Pyle, West Grove, Pa.; George H. Peterson, Fairlawn, N. J., and James Boyd, Haverford, Pa. A. F. F.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that The Elm City Nursery Co., Woodmont Nurseries, Inc., of New Haven, Conn., submits for registration the new plant mentioned below:

Ibolium privet is one of some thousand seedlings produced by crossing Ligustrum ibota with Ligustrum ovalifolium, ovalifolium being the mother parent. It is similar in general habit to the California privet, being perhaps somewhat more robust. The foliage is glossy dark green, turning at maturity, when subjected to extreme cold weather, to a rich bronzy-green. It is also more inclined to bush freely from the base as compared with California privet. Its great claim for the public's consideration as compared with California privet, is its hardiness, partaking in this respect of the pollen parent, ibota, having proved to be perfectly hardy wherever the Ibota privet is hardy, which gives this new hybrid a very extended range of usefulness. The extreme test as to hardiness was proved out in the winter of 1917-18, when ibolium privet lived without the slightest injury, side by side with the California privet, which was not only killed to the ground but in many cases perished outright. The name "ibolium" is coined from the Ibo from Ibota, and lium from ovalifolium.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date. JOHN YOUNG, Sec'y.

Plant Quarantine No. 37.

SECRETARY HOUSTON REFUSES RELIEF.

Winfred Rolker, of the New York Florists' Club protesting committee, received a communication on this subject from Secretary Houston of the department of agriculture, Washington, D. C., under date of March 28 and we reproduce extract from the official document as follows:

"It is clearly my opinion that the distinctions and classes in this quarantine order have been made only after careful consideration of the best information obtainable. It is also evident that the various restrictions embodied in the order are not necessarily final; one amendment has already been issued, that of February 12, 1919, with reference to the use of sterilized soil about the roots of imported plants. It is, therefore, always possible that further convincing evidence may make other amendments necessary, not only for modifying or removing restrictions now in force, but also for extending existing restrictions or adding further prohibitions thereto.

In view of the facts and considerations above set forth, it is my opinion that Plant Quarantine 37 is scientific in origin and purpose, as well as sound in principle, and that its enforcement will make for the safety of the plant, fruit, and forest interests of the country, with as little injury to private agencies and individuals as is compatible herewith."

[It will be noted from the above that Secretary Houston supports his federal horticultural board in its most sweeping plant quarantine and expects the horticultural trade of the country to beg for possible modifications from time to time. In other words, practically all importations are cut off bodily.

If the American plant importer has the political influence, and the time and money to spend on railroad fares and hotel bills in Washington, he may try to secure those rights which he has enjoyed and exercised for more than 50 years in importing from leading European nursery districts, without injury to American horticulture.

The federal horticultural board has ignored all requests for actual proof of damage done by commercial horticultural imports. Future action is outlined in the fact that a report is current to the effect that the board had enlarged the list of bulbs exempted under the quarantine, but Chairman Marlatt advises April 2 that no amendment permitting entry of additional bulbs had been made or is now being considered.

The number of federal employes and their salaries are being increased very materially from year to year. The new quarantine should enable such political party as may be in control, to add a large number of appointees to this service at fat salaries.—Ed.]

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Cleveland, O., April 6, 8 p. m.—Cleveland Florists' Club, at Hollenden Hotel. Al. B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Chicago, April 10, 8 p. m.—Chicago Florists' Club, at Hotel Randolph, Wells and Randolph streets. A. T. Pyfer secretary, 164 North Wabash avenue, Chicago.

Newport, R. I., April 8, 8 p. m.—Newport Horticultural Society, at Music hall. Fred P. Webber, secretary, Nelville, R. I.

Seattle, Wash., April 8, 8 p. m.—Seattle Florists' Club, at Henry building. Thomas Wylie, secretary, Holly street, Seattle.

Detroit, Mich., April 9, 8 p. m.—Detroit Florists' Club at Hotel Statler. H. C. Forster, secretary, 1634 Woodward avenue, Detroit.

Lenox, Mass., April 9, 7:30 p. m.—Lenox Horticultural Society, town hall. Lewis Barnet, secretary, care of Allen Winden, Lenox.

Louisville, Ky., April 9, 8 p. m.—Kentucky Society of Florists, Masonic Temple. Joseph Abele, secretary, Louisville.

Madison, N. J., April 9, 8 p. m.—Morris County Gardeners' and Florists' Society, at Masonic hall. Edward Reagan, secretary, Morristown.

New York, April 9, 8:30 p. m.—Greek-American Florists' Association, at 119 East 23d street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., April 9, 2 p. m.—Dutchess County Horticultural Society, at Fallkill building. Theo. H. DeGroff, secretary, Hyde Park, N. Y.

Newark N. J., April 10, 8:30 p. m.—Essex County Florists' Club, at Roever's hall. David Murphy, secretary, 181 Clinton avenue, Irvington, N. J.

St. Louis, Mo., April 10, 2 p. m.—St. Louis Florists' Club. No regular meeting place. J. J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Rochester, N. Y., April 11, 8 p. m.—Rochester Florists' Association at 95 East Main street. Ambrose H. Secker, secretary, 357 Linden street, Rochester.

New York, April 12, 4:30 p. m.—Horticultural Society of New York, at American Museum of Natural History. George V. Nash, secretary, Botanical Garden, Bronx park, New York.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Girl for retail store in loop. Apply at **35 E. Adams St., Chicago.**

Situation Wanted—Experienced grower of carnations, roses, chrysanthemums and general plant stock wants position in commercial place. Single man. Address

Key 368, care American Florist.

FOR SALE

Over 30,000 square feet of glass within shipping distance of Chicago. Place is now devoted to roses. Five acres of land adjoining a railroad, fine seven-room cottage, etc. This is a chance of a life-time to get a modern place cheap. $12,000 cash, balance on easy terms. Address

Key XXX, care American Florist.

HELP WANTED

A qualified florist experienced in landscaping, pot plants, ferns, etc. Good salary with board and lodging. Permanent position. Large institution in South. Write application in own hand, giving educational experiences. Furnish letters of reference recently written as to your character, habits and ability in above lines, so as to avoid delay in decision. Address

C. PIERSON, Supt., Jackson, La.

Help Wanted

First-class Designer and Salesman for retail store. Good salary and permanent position for the right party. State references, age, experience and all particulars in first letter.

MILLER'S GREENHOUSES
MUNCIE, IND.

Help Wanted

Day and night firemen
at our greenhouses.

STIELOW BROS.
NILES CENTRE, - - ILLINOIS

FOR SALE — The Greenhouse Property of Joseph Harris & Bro., located in Shamokin, Pa., consisting of 12,000 to 13,000 feet of glass, equipped with raised cement benches; hot water heat; dwelling on place also hot water heated; all in good repair; all necessary tools and machinery. Coal near at hand. General stock grown. No stock left unsold; can sell more than the output. Store for the above place located in the heart of the city, one of the finest in the state; also well equipped. Interested parties, please call and look this property over. Twenty-two years in business. Reason for selling, retiring from the business.

FOR SALE.

Seven acres of land, more or less, in the best state of cultivation, with a six-room frame dwelling with steam heat, hot and cold water, electric lights outbuildings consist of barn for three animals and room for three wagons; chicken house attached to barn; two greenhouses practically new, Lord & Burnham built, 37x150 feet and 27x150 feet; two smaller greenhouses of wood construction, about 80 feet in length; horizontal tubular boiler, 100 H. P., with large brick stack 50 feet high. One artesian well, 200 feet deep, with gasoline pump; one 50 feet artesian well with windmill and pump, with new tank 1200 gallon capacity. Both wells pump into same tank. 30 peach trees, six apple trees, six Bartlett pear trees, four Keifer pear trees, all in good bearing condition; together with tools, implements and harness for florist and farming purposes.

CHAS. H. MILLER, Lansdale, Pa.

HELP WANTED

Experienced saleslady and designer to take charge of an established retail store in Chicago. Fair salary and commission. Splendid opportunity to the right party. Must furnish A1 references Address

Key 369, care American Florist.

BARGAIN IN NURSERY STOCK

Over 5,000 shrubs, 50 varieties, finest Holland and French stock, imported in 1916, grown in nursery rows on private estate. Wonderful root growth, all sizes from dwarf varieties to six feet. 3,000 **French Lilacs,** 4 to 5 ft., 12 named varieties 1,500 **Norway Spruce,** 12 to 18 in. All beautiful hardy stock, in first-class condition. Has received best of care. Wonderful opportunity for country estate. Ideal for immediate landscape effects. Owner will sell in block much less than wholesale.

Northern Realty Company
608 Pioneer Bldg., St. Paul, Minn.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors, gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electrotype of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WANTED

HELPERS IN ROSE HOUSES

Steady position with good pay.

A. F. AMLING CO., Maywood, Ill.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.

Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

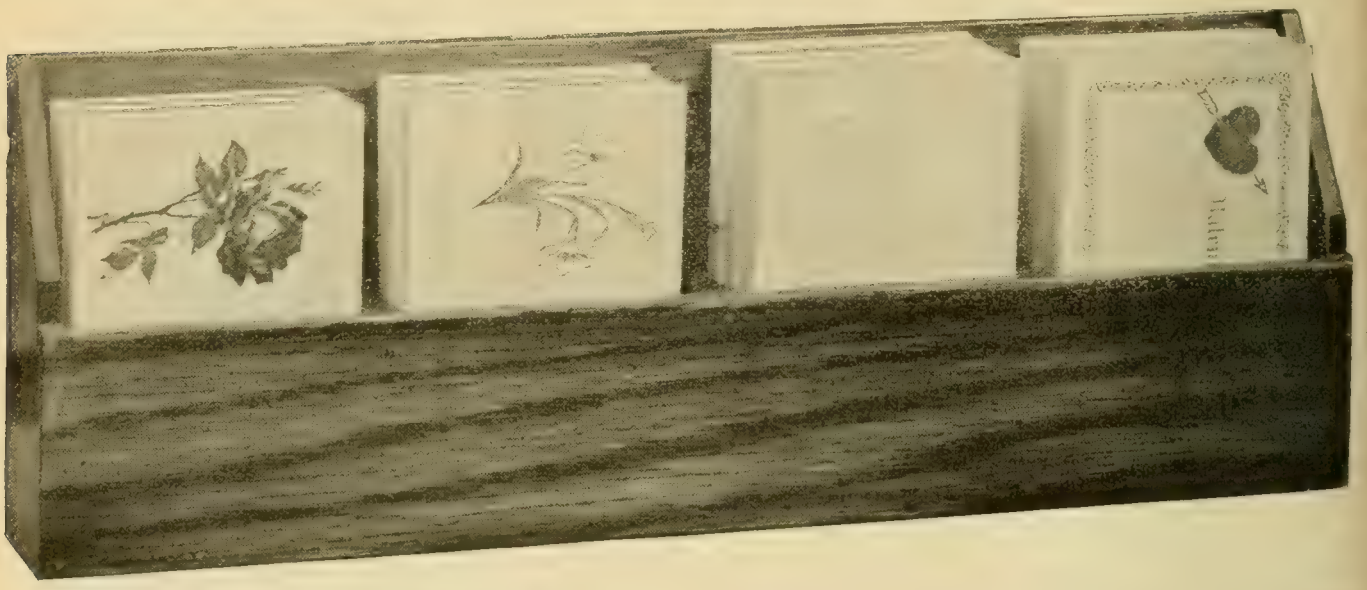
LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

Many Idle Greenhouses

Are starting up again.
Stock to fill these houses
is needed now.

Those having surpluses
should offer them in Our
Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO



FLORIST'S CARD CABINET

Holds 400 cards, 100 in each pocket. Made of wood; finished in Oak, Mahogany, White Enamel and Natural. Oak finish sent unless other finish specified.

PRICE - - $1.00 EACH.

Order No. 1. Card Cabinet Containing 100 Easter Cards.....$1.50
Order No 2. Card Cabinet Containing 400 Easter Cards..... 2 50
Order No. 3. Card Cabinet Containing 1000 Easter Cards..... 4.25

These cabinets can be easily combined to give you eight or even twelve pockets.

THE JOHN HENRY CO., - Lansing, Mich.

San Francisco.

LENTEN CURTAILMENT NOT SERIOUS.

Business is reported on all sides as being very satisfactory. The Lenten season does not seem to have curtailed the demand to any appreciable extent; stock of nearly everything is daily becoming most plentiful, and at the present time there are very few items of which there can be said to be any shortage. Roses are increasing in supply every day and prices in the wholesale market have dropped very considerably. American Beauty is now quite plentiful. The crop of short blooms is more than enough for the demand. Prices on this item remain strong and steady. Russell is not quite so plentiful, as it has been, but an adequate cut is promised by the growers in the near future. All other roses are in amply supply, with the exception of Cecile Brunner. Carnations are now at their best, and most of the stock arriving is of excellent quality. Prices have dropped with other stock. Daffodills are still coming into the market in large quantities, and bring varying prices, according to quality. Many of the newer varieties are to be had in large numbers this season and have brought good returns. Sweet peas are gradually improving in quality. Most of the stock arriving is from under glass, but outdoor stock is promised shortly. Tulips and Dutch hyacinths are in large supply, both cut blooms and pot plants. They have met with a ready sale at good prices all season. Yellow and other colored freesies are not in as great supply as formerly, but there is plenty of Purity to go around. Snapdragon is one flower that is very popular, but the supply is as yet somewhat limited. Cut cyclamens are plentiful, and are largely used. Red flowering peach is now one of the most prominent fruit blossoms shown. These are very popular and great quantities are disposed of daily. In acacias, mollissimo is the best variety coming in and is in great demand for decorative work. Gardenias and orchids are on the short list again, with prices very firm. Phalaenopsis amabilis is being largely used for weddings when it is available. Violets are in large supply and very cheap. Some fine azaleas are to be seen and the cyclamen stock is also large and varied. Auracaries have proved to be a very popular pot plant this season, and great numbers are being disposed of. Bougainvilleas are now coming in and make beautiful window displays. Ferns and greens are rapidly coming back to the normal supply.

NOTES.

The tragic death of Adolph Schwerin in an automobile accident last week was received with much regret by the trade in this city. The automobile he was driving was run down by a street car and he received injuries which caused his death the next day at Franklin hospital. He was associated with the well known firm of Schwerin Bros., wholesale florists and fern growers of Visitation Valley, near this city. The deceased was 50 years of age and a native of the city. Three brothers and four sisters remain to mourn his loss. The interment was private. Mr. Schwerin was a very unassuming man, and held in the highest respect by all the trade.

P. Vincent Matraia, of the Art Floral Co., presided at an enthusiastic meeting of the florists at Red Men's Hall on the evening of March 14. The "home-coming banquet" that the returning members of the trade who have been in the service will sit down to, will be the largest and most elaborate ever held

THE NOE, SAMPSON DEPARTMENT OF

The New York Cut Flower Co.

55-57 West 26th St., NEW YORK.

For the Easter Trade

Offers **American Beauty Roses** of the finest quality, and other leading varieties of Roses. **Columbia, Ophelia Supreme, Mrs. Aaron Ward, Hoosier Beauty, Mrs. Charles Russell, Ophelia, Double White Killarney** and **the other Killarneys. Carnations, Asparagus, Smilax** and a variety of other stock.

Fresh stock every day. Strict attention to all orders.

SPECIAL OFFER

To those who consider purchasing a quantity of Gladiolus of a variety that has no equal for it's blooming and keeping qualities, and for resisting drought better than any other commercial variety, we offer

Until Sold, 100,000 MRS. FRANCIS KING GLADIOLUS

At a price never before made

$16.50 per 1000; $1.75 per 100.

We guarantee this stock to meet with your approval or your money will be refunded upon the return of our bulbs.

We also offer other varieties at reasonable prices. All guaranteed to be American grown.

	—1,000—	
	1½" and up.	1¼" and up.
Mrs. F. King	$16.50	.....
America	22.00	$17.50
Augusta	22.00	17.50
Brenchleyensis	25.00	20.00
Empress of India	30.00	24.00
Chicago White	30.00	24.00
Halley	22.00	17.50
Lucille	40.00	....
Niagara	35.00	28.00
Panama	30.00	25.00
Peace	33.00	26.00
Pendleton	40.00	34.00
Schwaben	35.00	....
Florists' Mixture	17.00	14.00

Holland grown gladiolus, partly sprouted at much reduced prices. Our sales on gladiolus up to date this season are over 1,600,000.

MAIL US YOUR ORDER FOR FRENCH BULBS, DUTCH BULBS AND JAPANESE LILY BULBS.

AMERICAN BULB CO.

172 N. Wabash Avenue, CHICAGO

ONE OF OUR HOUSES FROM WHICH WE CUT DURING MARCH. PHOTO MARCH 18.

One Hundred Thousand Bulbs

GIGANTEUMS

The Best of All Lilies for Easter.

Grown for cut flowers and timed just right for the holiday trade.

WHOLESALERS RETAILERS

You Want Cut Easter Lilies. We Have Them.

GROWN RIGHT, CUT RIGHT, PACKED RIGHT.

This is dependable greenhouse-grown stock—firm, hard, perfect in every respect, not to be compared with Bermuda field-grown flowers.

An Invitation is extended to call and see them growing at Strafford, 10 miles from Philadelphia.

See descriptive account on page 430, last week's issue.

We guarantee to fill every accepted order on the day desired. Write for prices.

ALFRED M. CAMPBELL

Strafford Flower Farm,
Strafford, Pa.

City Salesroom,
1510 Sansom St., Philadelphia, Pa.

DAVEY TREE SURGEONS

George W. Barnett, superintendent, Morris Whitridge estate, Adamsville, Rhode Island, and a view of the famous "Avenue" on the estate which is visited by hundreds of tourists yearly.

The tribute of George W. Barnett to Davey Tree Surgery

Adamsville, Rhode Island.

The Davey Tree Expert Co., Inc., Kent, Ohio.

Gentlemen: Last year your experts treated a number of trees on the estate of Mr. Morris Whitridge, of which I am in charge.

I naturally was interested in this work, as the particular trees treated had previously been filled with cement. When this crude filling was removed, revealing the hidden decay, I was curious to find out if the same thing would happen again in a few years after your men had completed their work.

As I watched closely each stage of the treatment given by your representatives, I soon saw how your methods made it utterly impossible for the cavity to spread or moisture to enter.

Since then the trees have stood the most severe storms, and no signs of cracking or opening have appeared. I am a staunch believer in Davey Tree Surgery.

Truly yours,

George W. Barnett, superintendent.

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO , Inc., 2310 Elm St., Kent, O.

Branch Offices with telephone connections in New York, Philadelphia and Chicago. Write nearest office.

Note that the concrete filling is laid in sections, thus forming "rocking joints" which allow for swaying and prevent cracking. Rigid steel rods bind the branches at the crotch firmly together

Permanent representatives located at Boston, Newport, Lenox, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L I., Newark, N. J., Harrisburg, Baltimore, Washington, Buffalo, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville, Milwaukee, Minneapolis, St. Louis, Kansas City. Canadian address: 252 Laugauchitere West, Montreal.

JOHN DAVEY
Father of Tree Surgery

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves

THE McCALLUM COMPANY

Is at your service and ready to supply your needs up until the last minute before Easter. You will no doubt need to replenish your stock on the following:

WATER PROOF CREPE PAPER

The better quality, heavy weight, in all the good shades.
Per dozen rolls.....$ 4.50
Per 100 rolls..... 35.00

CORSAGE RIBBONS, SHIELDS

Chiffon corsage shields, in pink, moss, violet, white, per doz., $2.25; gross, $25.00.
Two-toned satin changeable corsage ribbon, in 24 different floral shades.
No. 7, per bolt, 84c No. 9, per bolt, $1.10

SILK FIBRE RIBBON

The most practical ribbon adaptable to dressing up your Easter plants. Colors, Moss, Nile, Red, Violet, Yellow, Pink, White.
Per bolt of 50 yards.....$1.65

BASKETS

Our new modern factory is producing baskets second to none other.
May we make you up a selection of our best sellers, to total about $15 or $25? We guarantee to please or you may return at our expense.

PORTO RICO MATS

Medium weave, 30x40 inches. Don't overlook these for your Easter plant display. Can supply in all colors.
Per doz., $2.00; per 100, $15.00

COLONIAL BOUQUET PAPERS

Size	Full Width	Dozen	Gross
No. 1	4 inches	$0.30	$3.00
No. 2	5 inches	.45	4.50
No. 3	6 inches	.60	6.00
No. 4	7½ inches	.75	7.50
No. 5	9 inches	1.00	10.00

Everything in Florists' Supplies and Staples. Cycas Leaves, Magnolias, Boxes, Wheat Sheaves, Artificial Flowers, Gold Letters, Pins, Ribbons, Chiffons, Etc., Etc. Send your orders to "THE HOUSE THAT SERVICE BUILT" and insure satisfaction.

137 Seventh Street, - - - - PITTSBURGH, PA.

We will be pleased to send you our Current Spring Catalog if you will drop us a card.

Mention the American Florist when writing

CHOICE CUT FLOWERS AT WHOLESALE

Ophelia, Sunburst, Shawyer, Stanley, Killarney, Ward, White Killarney, Pink Killarney, Maryland, Brilliant

ROSES

Columbia, Hadley, Russell, Mock, Prima Donna, Hoosier, Pink Hoosier, Yellow Oph, Ophelia Supreme

Violets, Greens, All Seasonable Flowers

H. E. FROMENT

148 West 28th Street, Phones, Farragut 300—301 **NEW YORK**

Mention the American Florist when writing

The Right Place for the Right People

FOR EASTER

Roses, Orchids, Carnations, Lilies, Violets, Sweet Peas and a variety of Other Stock.

THE HENSHAW FLORAL CO., Inc.

WHOLESALE FLORISTS — A. M. HENSHAW, President

127 West 28th Street, Phones: 3310-3311-3312 Farragut. **NEW YORK**

Mention the American Florist when writing

SWEET PEAS AND CARNATIONS

—OF THE FINEST QUALITY—

ALSO THE USUAL UPPLY OF VIOLETS FOR EASTER

CLARENCE SLINN, WHOLESALE FLORIST, **123 West 28th Street, New York**

Mention the American Florist when writing

We Have What You Need

3 plants in a pot. A good investment with the scarcity of palms now prevailing.

$12.00 per doz. with 3 Flowers

The above illustration was taken from a photograph of one of our 5 inch Kentia Belmoreanas with 3 artificial Lily Flowers. This combination will satisfy your customers at Easter, should you not be able to supply them with real Lilies. You will be surprised how natural the plants look. **Notice the illustration.** These palms are also good as fillers for basket work. You cannot make a mistake so order a good quantity.

FOR IMMEDIATE DELIVERY

PANDANUS VEITCHII.
7-inch, 24-inches high, each....**$2.50**
6-inch, 15-16 inches high, each **1.50**

FICUS ELASTICA.
6-inch, 18-inches high, each.... **.75**

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each **1.00**

DRACAENA ROTHEANA.
7-inch.....each **1.50**

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., **$12.00**

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., **$12.00**

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, **50c**

This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for immediate delivery.

BOSTON FERNS.

6-inch.....each, **$0.60**
7-inch.....each, **1.00**
8-inch.....each, **$1.50**
9-inch.....each, **2.00**
10-inch.....each, **$2.50**

DRACAENA INDIVISA. 5-inch.....each, **35c**

$30.00 per 1000 lots. 500 at 1000 rate.

THE GEORGE WITTBOLD CO.,

745 BUCKINGHAM PLACE
CHICAGO - ILL.
L. D. Phone Graceland 1112

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$18.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Mrs. Frank Pendleton, Second size	40.00	Vaughan's Florist Mixed, First Size	16.00
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips, 1917 crop	$13.00	1000 Pips, 1917 crop	$25.00
500 Pips, 1918 crop	18.00	1000 Pips, 1918 crop	35.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Mention the American Florist when writing

Speak Quick For Easter Cut Flowers

The demand will be greater than the supply. My quantity stocks will consist of all the best commercial varieties of

Roses, High Grade Carnations and Orchid Sweet Peas.

CUT EASTER LILIES (If orders are placed now).

WHEN THEY'RE REID'S, THEY'RE RIGHT.

EDWARD REID, 1619-21 Ranstead St., PHILADELPHIA, PA.

Mention the American Florist when writing

by the florists of this city. The committee of which Frank Pelicano, Victor Podesta, A. O. Stirn and other prominent florists are members, are working diligently to the end that the affair will be long remembered in this city.

John McLaren, superintendent of Golden Gate park, had a narrow escape from serious injury last Sunday. While motoring beneath the cliffs at the ocean beach, a landslide occurred, and a large boulder crashed into the roadway in front of his machine. Donald McLaren, who was riding with his father, says he does not care to undergo another such experience.

Henry Maier, manager of the Hillsborough Nurseries, has fully recovered from his recent injuries in automobile accidents, and is now busily engaged with his landscape work. He is sending out large quantities of plants daily, and has many large landscape projects under way. His large range of glass is in the best of shape for the Easter trade.

On the occasion of his seventieth birthday, Luther Burbank was the recipient of hundreds of congratulatory telegrams from all parts of the country. The day was observed in the schools throughout the state as Burbank day. The legislature of the state also sent a telegram of congratulation.

Large shipments of Mahonia aquifolia are being received by some of the leading stores here. It is being largely used instead of galax leaves, as it gives a much more graceful effect to floral designs, owing to its beautiful colorings.

The Bay Counties Seed Co., Milton Tonine, manager, is showing a fine lot of Chinese magnolias in bloom this week. Some of the varieties are literally a mass of flower. He reports a brisk plant trade.

P. Vincent Matraia spent several days visiting the various plant growers around the bay, arranging for the Easter supply of plants for the Art Floral Co. He says trade is fine with his firm.

The Art Floral Co. has been showing some wonderful Bougainvillea glabra and spectablis the past week. They were perfectly grown and greatly admired for their beautiful coloring.

The Chas. C. Navlet Co., on Market street, is out with a new automobile delivery truck. Manager Picetti reports a good trade right along in their cut flower department.

Avansino Bros. have been showing some excellent camellias in flower at their Geary street store. They always maintain a high grade of stock at this establishment.

Eric James, of Elmhurst, is furnishing this market with some wonderfully grown plants of Azalea Hinodegeri. This is a very popular variety in this market.

M. H. Ebel, of Sacramento, was a week-end visitor. He says trade is holding up in fine shape in the capital city.

Norman Pollard has resigned his position with the Art Floral Co., and is undecided as to his future movements.

M. J. Williams has resigned his position as sales manager of the California Nursery Co. at Niles.

Kenneth S. Murray has finished his cut of colored freesias for the season.

JAMES T. LYNCH.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

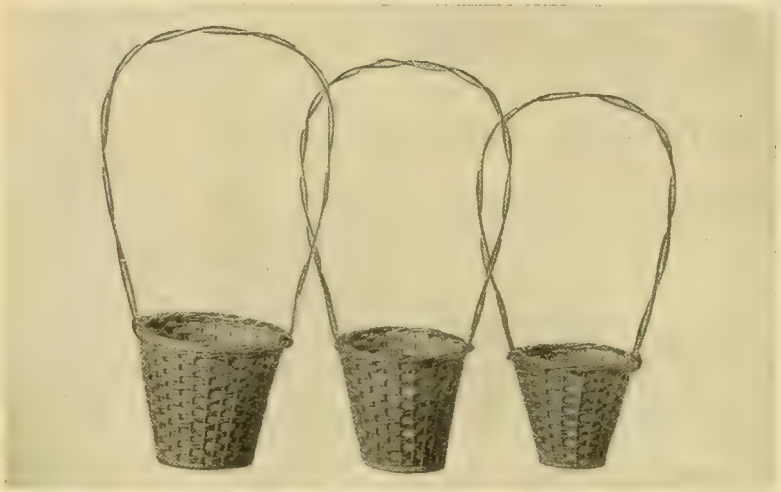
RITO is packed in double bags, and the price is $5 per 100 lbs., ex Quay Boston or New York. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

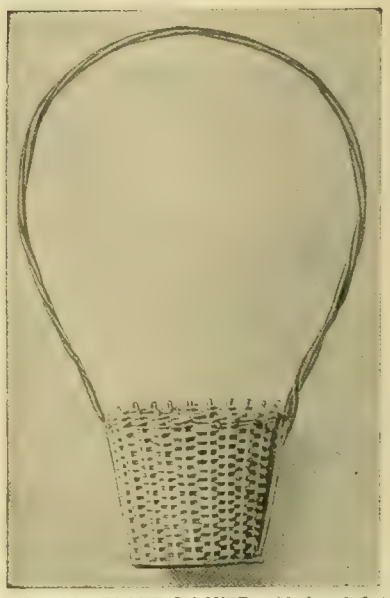
RITO SUITS EVERYTHING THAT GROWS.

BASKETS

Two Numbers Especially Adapted For Your Easter Requirements.



No. 55. NEST OF 3 PLANT BASKETS. Suitable for 5, 6 and 7 inch standard pots. Height of handle, 22, 24 and 26 inches. This nest is made of split willow and is very serviceable. **Price, per nest, finished without liner, $2.75.**



No. 44. PLANT BASKET. Made of flat reed with strong handle. Height over all, 22 inches. Depth of body, 7 inches. Suitable for 5 or 6 inch standard pot. **Price, finished without liner, $1.00 each.**

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

COCOS WEDDELIANA.

SEED OF COCOS WEDDELIANA

New crop of Cocos Weddeliana Seed has just arrived from Brazil in prime condition.

Price $1.00 per 100;
8.00 per 1000.

Special price for lots of 10,000 or more.

HENRY A. DREER

714-716 Chestnut St., Philadelphia, Pa.

Mention the American Florist when writing

MILFORD, ILL.—F. L. Henry, who has conducted the Milford Greenhouses for several years, has purchased the property and will make numerous improvements.

SCRANTON, PA.—It is reported that the demand for flowers in this city, due to an unusually large number of funerals, is 10 times greater than the supply.

DE KALB, ILL.—High water which went as high as six feet at the Odorosa Greenhouses of J. L. Johnson, flooded the property and washed out 100,000 gladiolus bulbs.

Easter Flowers of Superior Quality

EVERY variety of commercial flower, superior in quality to any produced, defines accurately the products of the floral department of this institution.

Easter Price List
sent upon request

Poehlmann Bros. Co.

62-74 East Randolph Street
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Easter Flowers

Buy Direct From the Grower

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

Fancy Carnations

All our own growth, guaranteed fresh cut and packed to arrive in good condition.

EASTER PRICE LIST

RUSSELL

$8.00 to $35.00 per 100, according to length of stems.

HOOSIER and OPHELIA

Long	$15.00 to $18.00 per 100
Medium	10.00 to 12.00 per 100
Good short	6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	8.00 to 10.00 per 100
Short	6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$6.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.00 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

BUSINESS SHOWS BIG IMPROVEMENT.

Business has shown a big improvement during the past week, consequently prices have stiffened considerably, and stock is not as plentiful as it has been, although there is enough in almost all lines to go around. American Beauty roses have been in large supply, but sold well at good prices and cleaned up almost completely at the end of last week. Roses, in general, are in large supply, but are moving better than they have been at somewhat higher prices. Carnations continue to hold their own and move quickly at satisfactory figures. Lilies are seen at several of the stores in large quantities, but are in much better demand now, and the surplus is nowhere near as large as it was last week. Callas are quite plentiful. Sweet peas are to be had in quantity, but like everything, they are in stronger demand and prices on this item are now considerably higher. Some fine snapdragons are being offered, as are tulips. Lupines are moving briskly and gardenias are holding their own. Orchids are having a good call, and violets are cleaning up well. Freesias, jonquils, daisies, pansies, forget-me-nots, sweet alyssum, lily of the valley, iris, stocks, mignonette, Paper White narcissus, pussy willows and other miscellaneous seasonable stock is offered. Practically all the wholesalers are of the opinion that the election campaign in this city has affected the local demand to a large extent, and a great improvement is looked for now that the hottest fight in the history of the city is over. The retailers and wholesalers had a good sized advertisement in one of the daily papers, March 28, which helped some, for the local demand was surprisingly good the following day. Everyone will do well to place their Easter orders early this year, for cut flowers promise to be in strong demand, owing to the great scarcity of blooming stock in all sections of the country. Pot lilies will be exceedingly scarce, as far as this vicinity is concerned, but there will be a good supply of cut lilies, although it is expected that they will clean up early at prices ranging from 25 cents to 35 cents per flower.

NOTES.

Miss Lewis and Tony Rocca opened their new store in the Cable building last week at 55 East Jackson boulevard, under the name of Lewis & Rocca. They have a fine store and are well pleased with the amount of business they have already done.

Fred Lautenschlager, of Kroeschell Bros. Co., is back from a business trip to St. Louis, Mo., and vicinity.

WE take this opportunity of greeting the new organization of the Commercial Cut Flower Growers of Chicago and wish them the best of success.

Tonner Wholesale Florists
Dealers in Supplies Chicago Ill.

Mention the American Florist when writing

A MESSAGE TO THE COMMERCIAL CUT FLOWER AND PLANT GROWERS

The organization of the cut flower growers of Chicago and vicinity was a natural expression, and another evidence of the timely awakening of the producers to the necessity for closer co-operation.

There was a time when man was supposed to be at his best when alone; today a man who is out of touch with his fellow men is useless.

A perfectly constructed machine is dependent upon the co-operation of each of its component parts and its ultimate utility depends upon the harmony with which each part does its work.

The spirit of the day is co-operation; unity of purpose with harmony in every activity. Organizations to be of the most wholesome benefit must broaden knowledge among its members for the benefit of the public and is a force for mutual benefits.

The wholesale flower grower no longer stands aloof from others within the industry. He appreciates the strength of his position and realizes that his part in the flower industry is not only paramount with but superior to all other auxiliary organizations. His is a fundamental position upon which the wholesale and retail florists depend.

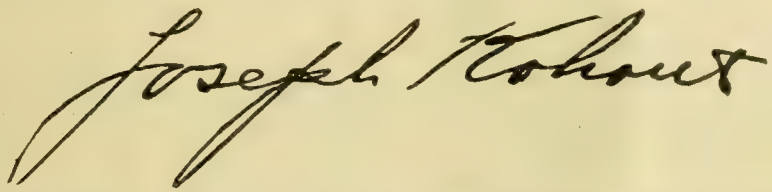
The war taught the producers of cut flowers the disadvantages of the lack of united effort.

The past experiences taught him a lesson, the present finds him organized. The basis for co-operation in the olden days often was secrecy. The essence of old business practices was often deceit; but the spirit of today in co-operation is truth.

The Commercial Flower Growers of Chicago and vicinity have begun the organization to establish closer relations between its members; the wholesale merchants and retail establishments. To foster a spirit of usefulness, and in fact for the building up and the maintenance of a more efficient agency for public service.

I feel only too deeply the responsibility placed upon me. Encouragement is my hope and assistance my assurance of pronounced success. Every grower is welcome. Our cause is your cause. Let us unite in the building of a useful organization that calls for a full measure of approval.

Faithfully yours,



President of the Commercial Flower Growers of Chicago.

JOSEPH KOHOUT,
Rose Grower,
Libertyville, Ill.

Heavy Easter Supply of Cut Flowers

Finest Quality Roses in Large Quantities

Particularly the very choicest Russell, Milady, Beauties, Killarney, White Killarney, Killarney Brilliant, Ward, and all the Miniature Varieties.

Home Grown Orchids and Gardenias. None Better

Choicest Carnations in all colors

Sweet Peas All the best varieties, including the newer introductions, and all of Zvolanek's proven favorites.

☞ Your aim is always to supply your trade with the best. They get it when you place your orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

COMMON FERNS Positively the largest in Chicago, $5.00 per 1000; 7000 to case in case lots, $4.00 per 1000. Guaranteed to be the best in Chicago.

Leucothoe Sprays
(Cheaper then Ferns)
$5.00 to $6.00
per 1000

PERCY JONES
INC.
56 East Randolph Street, CHICAGO

Florists' Wire
Nos. 18 to 22—12 x 18
$2.00 per box

Jack Page, formerly with Poehlmann Bros. Co., has gone into business with his father, W. H. Page, at Hampton, England. Mr. Page joined the British colors during the war, and has evidently decided to make his home there in the future. The best wishes of his many friends are extended to him in his new venture.

Peter Reinberg will be in good crop with roses for Easter according to Peter Bauman, who visited the greenhouses recently to get a line on about how many Foreman Showsboe expected to cut.

Poehlmann Bros. Co.'s supply department is being kept on the jump filling Easter orders which keep arriving in every mail. Their novelties for this occasion are proving to be big winners.

Robert Groves and wife, of Adams, Mass., called on the trade here this week. Mr. Groves has been supplying a large number of the local wholesalers with ferns here for a great many years.

H. B. Kennicott, of Kennicott Bros. Co., is well pleased with the quality of southern jonquils that are now arriving, and which are fully equal to local greenhouse stock.

J. F. Keller, of John A. Keller Co., Lexington, Ky., was in the city this week on business connected with the new retail store that his firm is opening on Main street.

Sam Seligman, with the S. S. Pennock Co., Philadelphia, Pa., has the sympathy of the trade in the loss of his father, whose death occurred this week.

A. T. Pyfer & Co. have experienced a strong demand for sweet peas all season and the present indications are that they will be in good crop for Easter.

J. A. Budlong is experiencing no difculty in disposing of all the lupines that are arriving. The city trade takes a big proportion of the receipts.

C. L. Washburn, of Bassett & Washburn, in speaking of the outlook for stock for Easter, is of the opinion that roses will be in large supply.

Max Awizzus is back on the job at E. C. Amling Co.'s store after being on the sick list for over a week.

Miss Smith, of the Joliet Floral Co., Joliet, was in the city this week, buying supplies for Easter.

The Joseph Foerster Co. had a big day March 26, when the city demand was very active.

Peter Pearson has received an importation of crimson rambler roses and boxwoods.

BIG CROP
—OF—
CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

Large Supply of Roses

Exceptionally Fine Russell, Richmond, Killarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

KILLARNEY BRILLIANT.	
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

RICHMOND.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Good	4.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00
ROSES, OUR SELECTION	4.00

CARNATIONS.	Per 100
Fancy Colored	$8.00
Fancy	6.00
Good	5.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00 to $ 8.00
Lilies	25.00 to 35.00
Ferns, per 1,000	5.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35

Other Green Goods Market Rates.

Our Range of Greenhouses Is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 **CHICAGO**

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites. Tulips, Iris, Daisies, Callas, Mignonette. Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Special--Lupines. No successful, up-to-date florist can be without this novelty—unexcelled for basket and decorative work.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
—Our Specialty—

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

O. A. & L. A. Tonner have been working under a handicap the past week when the east wall of their place was torn out so as to connect their old place with the new quarters they have just acquired. There are six girls in the Tonner family and everyone of them has been engaged in the wholesale florist business, three now being connected with this house.

Allie Zech says that the early demand for lilies for Easter at Zech & Mann's store is very heavy and that while their supply will be one of the largest in this vicinity, he looks for a complete clean-up. Mrs. Zech is recovering nicely from her recent operation and expects to be able to leave the hospital soon.

Peter Miller, of the George Wienhoeber force, is recovering from an attack of blood poisoning as a result of a scratch from a rose thorn. He is on the job, but spent several days in the hospital.

A. L. Vaughan & Co. are more than satisfied with business, their total sales so far this year showing a great increase over those of the same period of 1918.

Wietor Bros. say there is no let-up in the demand for carnation cuttings or rose plants, which are exceptionally good property this season.

Percy Jones, Inc., is now occupying its new quarters in the Atlas building as well as the former store at 56 East Randolph street.

Robert Newcomb, representing the Burlington Willow Ware Shops, Burlington, Ia., was a welcome visitor this week.

Erne & Co. are enjoying a splendid business and are looking forward to a brisk Easter trade.

John Michelsen visited French & Palm's greenhouses at Union Grove, Wis., this week.

The Florists' Club will meet at the Hotel Randolph next Thursday, April 10, at 8 p. m.

We Have Increased Our Space and Will Have

Plenty of Choice Stock
FOR EASTER.

Order Early. There Is Only One Right Price.

American Beauties,	Carnations,	Sweet Peas,
Roses,	Jonquils,	Violets,
Easter Lilies,	Tulips, Freesias,	Orchids,
Callas,	Mignonette,	Valley,
Snapdragons,	Daisies,	Pansies,
Ferns, $5.00.	Calendulas,	Galax, $2.00.

Choice Green Goods always a specialty.

SUPPLIES YOU NEED.

Crepe Paper, Mats, Corsage Shields, Fancy Pins, Magnolia Leaves, Cycas Leaves, Threads, Twines, Boxes, Etc.

Big Supply of

ROSES

FOR EASTER

You Can Get What You Want Here In

Mrs. Chas. Russell **My Maryland**
Milady **Ophelia**
Killarney White Killarney Killarney Brilliant
Richmond Champ Weiland Sunburst

Our prices for Easter this year are very reasonable when the exceptionally fine quality of the roses that we are offering is considered. Send us your order as early as possible and we will see to it that you will be taken care of right. Reinberg quality means the best.

CARNATIONS

Plenty of Red, White and Pink for everybody at $6.00 to $8.00 per 100. Order today.

Fancy Sweet Peas, Valley, Violets, and a Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct from the Grower. **Subject to Change Without Notice.**

EASTER PRICE LIST

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
MILADY	Per 100
Specials	$12.00 to $15.00
Select	10.00
Mediums	8.00
Shorts	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Wieland	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 6.00 to 8.00
Valley	6.00 to 8.00
Violets	.75 to 1.50
Sweet Peas	1.50 to 3.00
Smilax per doz. strings	2.50
Adiantum	2.00
Asparagus, per bunch 50c to 75c	
Ferns, per 1,000 $5.00	
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

2,000,000 Feet of Modern Glass

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Easter Flowers
AND GREENS
Heavy Supply of Sweet Peas

Carnations — Columbia — Nesbit
Russell — Sunburst — Brunner
Ophelia — Ward — Milady
Pink and White Killarney
Calendulas — Violets — Forget-me-nots
Snapdragons — Callas — Bulb Stock
Asparagus Plumosus — Asparagus Sprengeri — Mexican Ivy
Deer Tongue Ferns — New Ferns — Galax

PYFER'S XXX BRONZE GALAX

Best quality—new stock—clean and bright. $1.50 per 1000; $12.50 per case of 10,000; $10.00 per case in 10 case lots.

A. T. Pyfer & Company

WHOLESALE FLORISTS

164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

The Henry Hansen family has the sympathy of the entire trade in the loss of a loving husband and father, whose death occurred March 31, an account of which appears in our obituary column this week.

Marshall Field & Co., in their main floor aisles, used big fern hanging baskets supplemented with large outstanding sprays of artificial crab apple blossoms.

W. N. Rudd celebrated another birthday anniversary March 30.

Visitors: Miss Tearney, Davenport, Ia.; Herman W. Kropp, proprietor of the Cottage Rose Garden, Columbus, O.; A. Johnson, of the Johnson Greenhouses, Memphis, Tenn.; Walter Mott, representing Hammond's Paint & Slug Shot Works, Beacon, N. Y.

Fort Wayne, Ind.

GOOD SUPPLY MOVES FREELY.

Greenhouse stock has been very plentiful the past week, and although there is probably a greater supply on the market than at any time during the winter, yet there is no surplus. The death rate in this city has been heavy, and there seems to be but slight abatement in the influenza. Callas and sweet peas are the most plentiful flowers and are being used for funeral sprays and designs. Orchids are also selling well, and there are fine offerings of snapdragons. Good quality carnations are available. Roses are used up each day, but the medium grades seem to be in the greatest demand. Single violets continue plentiful, and meet with an excellent call. The shipping trade is unusually good for this season of the year.

NOTES.

A new firm has been incorporated here, to be known as the Knecht-Freese Floral Co., composed of Frank J. Knecht, of the F. J. Knecht Co., and Henry Freese, formerly of the Freese Floral Co. A retail and wholesale business will be conducted at the greenhouses of the company on Rudisell boulevard and Fairfield avenue, after May 1, when the downtown location of the firm, formerly known as the Freese Floral Co., will be abandoned. There will be extensive remodeling at the greenhouses and an attractive retail shop erected on Rudisell boulevard.

The big Auburn touring car of the Flick Floral Co. was almost completely demolished, March 27, when it collided with a telegraph pole, breaking the pole completely in two. Paul Shive, son of Aaron Shive, was driving the car, but miraculously escaped serious injury.

Visitor: W. B. Huddler, representing Ove Gnatt Co., La Porte, Ind.

H. K.

RAEDLEIN'S SPECIALS

No. 1.
25 **Tumbler Baskets,** in all colors, complete with metal liners..... **$8.50**

No. 2.
12 **Cut Flower Baskets,** 9 to 11 inches deep, 24 to 32 inches over all, in all colors and complete with metal liners..... **$9.00**

No. 3.
15 **Plant Baskets,** medium size, assorted shapes, in all colors, complete with metal liners..... **$15.00**

Write for Catalog.

RAEDLEIN BASKET CO., 713 Milwaukee Avenue CHICAGO, ILL.

Mention the American Florist when writing

LINCOLN, NEB.—The Eiche Floral Co. has about completed the erection of four new Moninger greenhouses.

HOUSTON, TEX.—About 10,000 acres near this city will be planted with mulberry trees to feed 40,000,000 silk worm larvae ready to be hatched for a large silk farm already financed here.

TULSA, OKLA.—Maxwell & Co. are building five houses on a 40-acre tract near this city. The range will be in complete operation September 1. Stock at their present establishment is in fine condition.

Washington, D. C.

WARM WEATHER UNSETTLES MARKET.

Warm weather, which brought out enormous quantities of stock at a time of exceptionally low demand, practically demoralized the market during the past week. Stated prices were out of the question and both wholesalers and growers were glad to get what they could in the way of returns. The arrival of large quantities of southern daffodils served to further embarass the situation and not for many years have there been so many sweet peas, pansies and other small flowers. Street sellers are being supplied with large quantities of short stemmed American Beauty roses, sweet peas being spurned as too plentiful. The week ended with a heavy rainstorm, accompanied by wind, snow and sleet.

NOTE.

The coming banquet of the florists club will be the important event of the month. An elaborate programme is being arranged by Chairman George C. Shaffer, Fred H. Kremer and Edward S. Schmid.

B. F. L.

SWEET PEAS

For Easter

Fanciest Sweet Peas obtainable in the country. Our regular famous brands.

LILIES

Chicago Lily headquarters for Easter.
Positively the largest and best supply.

ZECH & MANN

Columbia
Russell
White Killarney
Pink Killarney
Milady
Sunburst
Killarney Brilliant
Ward
Ophelia
Cecile Brunner
Callas
Valley
Cattleyas
Violets
Daisies
Pansies
Forget-Me-Nots

Snapdragons
Freesia
Tulips
Jonquils
Sweet Alyssum
Pussy Willows

GREENS
Plumosus
Sprengeri
Galax, bronze
Galax, green
Ferns
Adiantum
Smilax
Mexican Ivy
Boxwood
Leucothoe

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

ROSES

All the leading varieties including all the old standard and newer kinds.

CARNATIONS

Plenty for everyone. All varieties.
Be sure and order early. Order here.

Write For Our Special Easter Price List.

SWEET PEAS SWEET PEAS SWEET PEAS SWEET PEAS

EASTER CUT FLOWERS

PLAY SAFE—ORDER NOW

Stock will be in strong demand this season owing to the scarcity of blooming plants.

Protect your supply by placing your advanced orders with us now. You can rely upon our reputation for honesty to give you a square deal in regard to prices, etc. Our line is complete in all respects.

Lilies	Sweet Peas	Snapdragons	Mexican Ivy	Adiantum
All Roses	Daffodils	Mignonette	Leucothoe	Asparagus
Carnations	Beauties	Jonquils	Sprengeri	Boxwood
Violets	Orchids	Daisies	Smilax	Galax
Valley	Tulips Callas	Pansies	Calendulas	Ferns

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

Cincinnati.

SUPPLY AMPLE FOR ALL NEEDS.

The market is easy. The receipts are not as heavy as they were a week ago, but still there is enough to go around and take care of all requests for stock. Prices have reached a reasonable level. Shipping business holds up well. The supply of roses is adequate and of a good quality. Among others, some choice Russell may be had. Carnations are in a good supply. The same is true of sweet peas. Easter lilies are becoming plentiful, while a fair amount of callas and rubrums is coming into the market. The list of bulbous offerings includes daffodils, jonquils, freesias, tulips and Narcissus poeticus. Snapdragons are fairly plentiful. Other offerings are pansies, calendulas, orchids, forget-me-nots, mignonette and marguerites.

NOTES.

Nick Weron has taken over the Rosebank Company's range. He has been with this firm for some time, and knows the business thoroughly.

R. A. Betz is now with T. Ben George. He has had considerable experience, and should be a valuable addition to Mr. George's force.

F. J. Olinger, who has been confined to his home with the influenza, is now recovering, and expects to be out in another week.

Visitors: Henry Ehrhardt, Sidney, O.; G. A. Beckmann, Middletown, O.; Chas. Pommert, Amelia, O., and J. W. Rodgers, Dayton, O.

H.

MEMPHIS, TENN.—The Memphis Floral Co. has been sued for $11,000 as the result of injury to a pedestrian who was struck by an auto belonging to the company.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 **CHICAGO, ILL.**

Boston.

FIRM PRICES DESPITE OVERSUPPLY.

Business during the past week has been quiet, and although the market has been overstocked, prices remain firm. The retailers are all wondering what the plant situation will be for Easter and it appears that roses and hydrangeas will be the main stocks. Bulbous flowers are now about over and lilies are very poor, although the growers are asking 35 cents per bud. Lilac, azaleas, hawthorne and kalmia are scarce and of mediocre quality. Cut flowers will be plentiful with a good crop of roses, carnations, sweet peas and callas.

NOTES.

The Gardeners' and Florists' Club has elected the following officers for the ensuing year: Andrew Rogers, president; W. J. Sweetzer, vice-president; W. N. Craig, secretary; S. J. Goddard, treasurer.

The retail florists of New England, at a meeting last week, voted to enlarge their organization by taking in members in all branches of the trade. Officers will be elected at the next meeting.

Henry R. Comley's store has been a busy place with many orders for decorations and funeral work during the week.

Dolansky & McDonald report business has increased over 100 per cent since moving into their new quarters.

Heavy shipments from Revere, include Ophelia, Stanley, Killarney Queen, Ward, Hadley and Elgar roses.

Wm. McAlpine is now spending all of his time at the Exeter conservatory working up new stock.

Galvin's two stores have been kept busy and all hands are anticipating a good Easter demand.

Herman Hinkle has returned from France and is again with H. M. Robinson & Co.

John J. Cassidy reports good business with plenty of funeral work.

Welch Bros. Co. is busy with out-of-town orders.

B. A. Snyder & Co. are enjoying a good trade.

S. K. G.

Buffalo.

AMPLE SUPPLY OF FINE QUALITY.

There is an abundant supply of flowers of good quality. Roses, among them American Beauty, Francis Scott Key, Hoosier Beauty, Ophelia, Sylvia and Russell are of fine quality, and September Morn is again in good form. Some Sunburst are also offered. Carnations are good at prices varying from $1.50 to $2.50 per dozen. Sweet peas, jonquils and other flowers are good and are offered at popular prices. In the plant line, hyacinths, genistas, baby ramblers, etc., are all finding ready sales. The decorations for the opening of two banks and two large retail establishments called for an abundance of choice stock. It certainly behooves the trade to watch for these events

Will Place Their Easter Orders With Us.

Tremendous Supply

ROSES

Carnations, Sweet Peas, Beauties

Tulips, Daffodils, Jouquils, Violets, Lilies, Etc.
Positively the finest and largest supply we have ever had to offer for Easter. Place Your Orders Here.

Get Our Quotations on Roses and Other Stock in 1000 Lots

EASTER PRICE LIST—Subject to Change Without Notice.

ROSES.	Per doz.
American Beauties.	
60-inch stems	$ 6.00 to $ 8.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	$ 0.75 to 1.00

	Per 100	
Mrs. Russell, special	25.00 to	30.00
" " select		20.00
" " medium	12.00 to	15.00
" " short		8.00
Richmond, special	12.00 to	15.00
" select		10.00
" medium		8.00
" short	5.00 to	6.00
Milady, special	12.00 to	15.00
" select		10.00
" medium		8.00
" short	5.00 to	6.00
Killarney Brilliant, special	10.00 to	12.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Ophelia, special	10.00 to	12.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
White Killarney, special	10.00 to	12.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Killarney, special	10.00 to	12.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Mrs. Ward, special	10.00 to	12.00
" " select		8.00
" " medium	5.00 to	6.00
" " short		4.00
Sunburst, special	10.00 to	12.00
" select		8.00
" medium	5.00 to	6.00
" short		4.00
Cecile Brunner	3.00 to	4.00
Elgar	3.00 to	4.00
Baby Doll	3.00 to	4.00

Extra special roses billed accordingly.

ROSES, OUR SELECTION	5.00

CARNATIONS.	
Fancy	$ 8.00
Good	6.00
Our selection	4.00 to 5.00

ORCHIDS.	Per doz.
Cattleyas	$ 6.00 to $ 9.00

MISCELLANEOUS.	Per 100	
Violets	$ 1.00 to	$ 1.50
Valley		8.00
Easter Lilies	25.00 to	30.00
Callas	25.00 to	30.00
Snapdragon....per bunch, 75c.	1.00	1.50
Calendulas	3.00 to	4.00
Daisies	1.50 to	2.00
Mignonette	6.00 to	8.00
Sweet Peas	1.50 to	3.00
Tulips	4.00 to	6.00
Jonquils	3.00 to	4.00
Daffodils	4.00 to	6.00

DECORATIVE.		
Plumosus strings	$0.50 to	$0.75
Plumosus ....per bunch	.35 to	.50
Sprengeri .... " "	.35 to	.50
Adiantum, fancy long...per 100		1.00
Smilax ....per doz.		2.00
Ferns ....per 1,000		5.00
Galax .... " "		1.25
Mexican Ivy .... " "	5.00	.75
Leucothoe sprays 75c		
Boxwood, per lb.....25c; cases		7.50
Pussy Willows .....per bunch	.35 to	.50

Subject to market changes.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

EASTER LILIES

Extra Fancy Stock at $25.00 to $30.00 per 100 blooms

We will have a good supply, but it is advisable
to order early so as to avoid disappointment.

SNAPDRAGONS, $1.50 to $3.00 per bunch

PLENTY OF ROSES

Carnations, Sweet Peas, Greens, Etc.
Elegant Calendulas--Finest in the Market.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies

Wabash Ave. and Lake St., CHICAGO, ILL.

Mention the American Florist when writing

and remind the firm's friends that a handsome plant or basket would be most appropriate. All are looking forward to a good Easter trade.

NOTES.

The homecoming from overseas of the 27th Division will keep Charles Reichert and William Buechi, members of the draft board, busy extending the boys a welcome. Both are much interested in all from their districts.

A new Rotary club was started at Lockport last week. W. A. Adams attended with the local delegation and decorated them with carnations. E. C. Brucker, of the wholesalers, was unavoidably absent.

Visitors: Philip Breitmeyer, Detroit, Mich., and F. C. W. Brown, Cleveland, O., attending the Advertising Clubs' convention. BISON.

Pittsburgh.

LIGHTER DEMAND LOWERS PRICES.

With a drop in the demand prices are somewhat lower. Roses are more plentiful and are offered at reasonable figures. Ophelia, Russell, Milady and Columbia are of very fine quality and bring from $6 to $20 per 100. Pink and White Killarneys, Hilda and Sunburst are good and move at from $4 to $15. American Beauties are the best they have been since Christmas and sell at from $4 to $7.50 per dozen. Carnation receipts have been heavy but they clean up daily at $4 and $5 per 100. The call for Easter lilies and callas is not very brisk and prices have dropped to $15 and $20 per 100. Tulips are not very good property and do not bring much, while jonquils sell at $4 per 100. Sweet peas are arriving in better condition and there is no surplus. Snapdragons are of good quality and go at $1.50 to $3 per dozen. Mignonette, calendulas, myosotis and baby primroses are arriving in limited quantities but there is no great demand for them.

NOTE.

Robert Miller, of the Miller Floral Co., Salt Lake City, Utah, spent several days in this city last week visiting the retail trade. He stated that in all of the places he has visited on his trip he had seen nothing to compare with the local stores in size and beauty. Other visitors were M. Crissman of Punxsutawney, Pa., and John Helstern of Wheeling, West Va M.

Columbus, O.

EASTER FLOWER FAMINE FEARED.

Some uneasiness is being felt by the local trade over the prospect for Easter flowers. A survey of local resources shows the situation to be much less favorable than was supposed. This city needs more glass, in the opinion of a leading florist, and also some system of co-operation among growers, whereby there would be less miscellaneous growing and more specializing, based on a knowledge of the normal needs of the market throughout the year. This, it is urged, would result in better prices to all concerned, as there would be fewer periods of glut and oversupply. Large buying, away from home, will be necessary for Easter. Pot plants are already very scarce, and will be wholly inadequate for the needs of the trade a little later. Current demand keeps up to the point where it absorbs about everything available. Carnations are now about the most plentiful flower, but there is no surplus stock on anything. Easter lilies and callas are coming in very slowly. J.

Rochester, N. Y.

FUNERAL WORK MAIN FACTOR.

Business during the past week has been rather dull, due to the lack of all social functions of importance during the Lenten season. There was considerable funeral work, however, several hundred designs being made for one person. Bulbous stock is plentiful and the same is true of roses and carnations. Sweet peas are of excellent quality, especially the orchid varieties. Lily of the valley is unusually scarce and high in price. Violets still continue good, due to the cool weather of the past few days.

NOTES.

E. C. Armbrust spent a few days in New York last week and reports the floral tributes sent by the various states in honor of the dead heroes of the 27th Division were unusual in their beauty and size. George T. Boucher was also a visitor in the metropolis at the same time.

J. Horace McFarland, of Harrisburg, Pa., a great lover of nature, a practical business man and an expert in the matter of roses, was a recent visitor and gave an interesting address before the Ad Club of this city.

Highland Park has a planting of French roses, brought over two years ago, that will bloom for the first time this summer. Another planting was made in the Arnold Arboretum at Boston.

Lester Dewey has been released from the aviation service and will remain in this city for some time.

George Wood has severed his connection with H. E. Wilson.

CHESTER.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Sphagnum Moss

5 bbl. bales.....$1.50
5 bales..... 7.00

Cash Orders.

M. L. CRANMER
MAYETTA N. J.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses, Beauty	$ 1.50@	$ 7.50
"		100
" Mrs. Chas. Russell....	10.00@	40.00
" Hoosier Beauty	8.00@	30.00
" Killarney Brilliant	6.00@	20.00
" Killarney	6.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	8.00@	25.00
" Prince de Bulgarie....	8.00@	25.00
" My Maryland	8.00@	25.00
" Mrs. Geo. Shawyer....	8.00@	25.00
" Milady	8.00@	30.00
" Sunburst	8.00@	25.00
" Mrs. Aaron Ward.....	6.00@	15.00
" Hadley	8.00@	25.00
" Ophelia	8.00@	20.00
" Double W. Killarney...	8.00@	25.00
" Mrs. Moorfield Storey..	8.00@	25.00
" Champ Weiland	8.00@	25.00
" Stanley	8.00@	25.00
" Francis Scott Key.....	8.00@	25.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection		6.00
Violets, per 100.....	.75@	1.00
Carnations	4.00@	8.00
Cattleyas, per doz.....	6.00@	7.50
Daisies	1.50@	2.00
Lilium Harrisii	15.00@	20.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	3.00
Calendulas	3.00@	6.00
Snapdragon, per doz.....	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz.....	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns .....per 1,000	$5.00	
Galax ..... "	$1.50@ 2.00	
Leucothoe	1.00@	1.25
Mexican Ivy.per 1000	5.00@ 6.00	
Plumosus Strings.each,	60@ 75	
Smilax.....per doz.,	2.50@3.00	
Sprengeri, Plumosus Sprays...		3.00
Boxwood, 35c per lb., per case.		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of

CHICAGO

Mention the American Florist when writing

BEAUTIES IN QUANTITY,

and the Best for Quality we have had so far this season. Until the end of the season, we will be very strong on Good Beauties. Prices are very reasonable.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND QUICKENS WITH SHORTER SUPPLY.

The past week's business was slow, but it wound up fairly well on Friday and Saturday, when, owing to the cold spell, there was a shortening in the supply, which then about evened up with the limited demand. The quality of the stock leaves nothing to be desired. Roses in all varieties are fine, American Beauties particularly so. Columbia, Ophelia and Hadley, are the popular sorts. White and Pink Killarney, in the shorter grades, and in fact all varieties, sell very cheap in quantity. Carnations are fairly plentiful, but all good stock has brought top market prices and there appears to be no surplus to bother about. Snapdragon is now a quantity stock which has to be pushed a little. It is seen in a number of beautiful shades, and is much used in spray work. Callas are at flood tide. If they could only be stored like peonies, they would find a great market at Easter. Considering the quantity, prices are maintained very well. Easter lilies are quite equal to the demand. Some poor stock is seen, but in the main, they run very fair with surprisingly good flowers in some of the shipments. Prices are but little below the highest of the winter. Cattleyas are in good demand. The later varieties are now in and prices hold firm. Considering their popularity as a corsage flower, they should bring big money at Easter.

March 31.—On account of the recent chilly weather, the stock receipts this morning fell off over that of a week ago very considerably. Roses, in particular, shortened to half. When the usual Monday morning demand was satisfied, the market was pretty well cleaned up. Prices were a trifle better than at the close last week.

CLUB MEETING.

The April meeting of the florists' club was most interesting from start to finish. The Easter plant growers responded nobly and a really wonderful display was made with Zieger & Sons' Tausendschon roses, Foust's lilies, the Robert Craig Co.'s large and varied showing, W. K .Harris' beautiful hydrangeas, bougainvilleas and genistas, the Floracraft Gardens' hydrangeas, A. M. Campbell's larkspur and hydrangeas, McCaw Bros.' ferns and Robert Scott & Son's new roses. Thirty members were elected and as many more names proposed for the May meeting. The literary features were a great treat for all present, the speakers being intensely practical. Dr. E. P. Moxey illustrated short cuts in accounting and H. W. Hess gave a remarkably inspiring address on advertising and its possibilities in the building up and expansion of the florist business. President Harvey said he wished every florists' club in the country could have heard him. The movie exhibition of the National Cash Register Co. was very educational and did much to impress the importance of proper management of the cash and credit departments of the retail store. The attendance at the meeting was large and enthusiastic.

NEW ROSES.

James Heacock and Robert Jamison, the expert rose grower of the Jos. Heacock Co., recently made a visit into New England. At one of the places visited they were treated to the surprise of their lives in two truly phenomenal new roses, destined, these experts say, to outclass anything now in cultivation. One is an improvement on Hadley, being quite the equal of that famous variety in color, size and form, and much freer with no blind wood buds on any shoot. The other is a wonderful pink of a most pleasing bright shade, a well formed flower with perfect petalage, a strong grower and free bloomer, making long straight flower stems. The parentage of both is from various seedlings grown on the place. The red has been named Crusader, while the pink has been christened Pilgrim. Wallace R. Pierson says that without question, these are two of the most wonderful forcing varieties ever introduced. They will be sent out in 1920.

Air Plants

Per dozen bunches $1.00
Per 100 bunches..... 7.50

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls..... $4 50

Paper Flower Pots

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000..... $3.50
2½-inch, per 1000..... 4.50
3 -inch, per 1000 ..... 6.00
3½-inch, per 1000..... 8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

BUFFALO, April 2.		Per 100
Roses,	Beauty, Special.....	60.00
"	Fancy	40.00
"	Extra	30.00
"	1st	15.00
"	Killarney	6.00@ 12.00
"	My Maryland	6.00@ 15.00
"	Sunburst	6.00@ 12.00
"	Ward	5.00@ 8.00
"	Ophelia	6.00@ 12.00
"	Russell	6.00@ 20.00
"	Shawyer	6.00@ 12.00
Lilies		15.00@ 20.00
Cattleyas		60.00@ 75.00
Carnations		3.00@ 5.00
Sweet Peas		.75@ 2.00
Asparagus Sprengeri, .35@z.50		
Violets		.75@ 1.00
Mignonette		5.00@ 7.00
Ferns .....per 1,000, 3.00		
Calendulas		3.00@ 5.00
Freesias		2.00@ 5.00
Paper Whites		5.00
Callas		15.00@ 25.00
Romans		4.00@ 6.00
Golden Spur		4.00@ 5.00
Victoria		5.00@ 6.00

BOSTON, April 2.		Per 100
Roses,	Beauty	20.00@60.00
"	Killarney Queen	4.00@ 6.00
"	White and Pink Killarney	8.00@12.00
"	Double White Killarney.	6.00@12.00
"	Killarney Brilliant.....	4.00@ 8.00
"	Hadley	6.00@12.00
"	Mock	2.00@ 8.00
"	Mrs. Chas. Russell.....	2.00@ 8.00
"	Taft	2.00@ 8.00
"	Milady	2.00@ 8.00
"	Ward and Hillingdon....	2.00@10.00
"	My Maryland.....	2.00@12.00
Carnations		4.00@ 8.00
Easter Lilies		12.00@25.00
Valley		6.00@10.00
Gladioli		4.00@ 8.00

CINCINNATI, April 2.		Per 100
Roses,	Killarney	4.00@15.00
"	Mrs. Chas. Russell.....	6.00@20.00
"	Ophelia	6.00@20.00
"	Richmond	6.00@15.00
"	Sunburst	6.00@15.00
"	Shawyer	6.00@20.00
"	Columbia	12.00@40.00
Lilium Giganteum		15.00@25.00
Carnations		4.00@ 8.00
Callas		12.50@15.00
Calendulas		4.00@ 5.00
Easter Lilies		15.00@20.00
Sweet Peas		1.00@ 3.00
Tulips		4.00@ 8.00
Daffodils		5.00@ 6.00
Iris Tingitana		12.00@15.00
Jonquils		4.00@ 6.00
Snapdragons		6.00@10.00
Violets		1.00@ 2.00

Write For Our Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.
The Wholesale Supply
House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

NOTES.

The Robert Craig Co. keeps a daily record of all the Easter stock sold, by means of charts or cardboard sheets, on which the totals are added to, and footed up every night. This enables them to have exact data as to how the various stocks are going, and what there is still to sell. Mr. Craig puts the hydrangeas first this year as an Easter plant. Rambler and pot roses are placed next; wonderfully flowered plants in the baby ramblers, pot roses and the trained ramblers are seen. Genistas are a great show with their tasseled, yellow blossoms. Hinodigiri azaleas are a splendid substitute for the Belgian stock. They carry loads of blossoms. Spiræas, with their fine foliage and plumed flowers, are close up in the race. Marguerites are quantity stock, never seen better. Bermuda lilies help out, but the usual large stock carried is missing, as is the case everywhere.

In speaking of the French hydrangeas, W. K. Harris puts Lilie Mouilliere, bright pink with a white eye and fine broad petal, as one of the best Easter forcing varieties. Rene Gilliard, he regards as the best white. This variety makes very large heads, with large petals, which have serated edges. Mr. Harris also places hydrangeas first in the Easter list this season, with Tausendschon, rambler and baby rambler roses, a close second. Hinodigiri azaleas, spiræas, bougainvilleas, Easter lilies and deutzias, follow in the order named. Stock in all lines is especially well done here. The high winds of March 27-28 carried away some 300 panes of glass which was quite some job to replace during the blustery weather. Easter plant growers are satisfied with the outlook, as they have everything practically sold at prices 33 to 75 per cent over those of a year ago.

The S. S. Pennock Co. has placed a group insurance for the benefit of all their employes covering their stores in Philadelphia, New York, Baltimore and Washington. The amount of the policy is graded according to service, the maximum being reached at four years. The face of the policy is paid at the age of 60, in case of disability.

W. H. Carney, the Pittsburgh, Pa., wholesaler, visited the Strafford flower farm of A. M. Campbell on Monday last. He was much pleased with the condition of the Easter lily crop.

Visitors: E. Mayberry, of the Dupont Flower Shop, Washington, D. C.; H. L. Rowe, of Mann & Brown, Richmond, Va.; T. T. Bolger, Charlestown, S. C.

K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Flower Markets

PHILADELPHIA, April 2. Per 100

Roses, Beauty, special	55.00@	60.00
" " fancy	20.00@	35.00
" Mrs. Chas. Russell	15.00@	35.00
" Killarney	3.00@	10.00
" Hadley	10.00@	50.00
" Sunburst	6.00@	12.00
" Wards	4.00@	10.00
" Ophelia	6.00@	20.00
" Columbia	10.00@	35.00
Carnations	4.00@	6.00
Cattleyas ....each $0.50@$0.75		
Easter Lilies	15.00@	20.00
Callas	15.00@	20.00
Snapdragons	6.00@	12.50
Calendulas	2.00@	4.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus Strings	.50@	.75
Asparagus bunches		.50
Dagger and Fancy Ferns, per 1,000	3.00@	4.00
Violets, single and double	.75@	1.00
Sweet Peas	.75@	2.00
Daffodils	3.00@	5.00
Freesias	3.00@	5.00
Paper Whites	4.00@	5.00
Tulips	4.00@	5.00
Iris	10.00@	20.00

PITTSBURGH, April 2. Per 100

Roses, Beauty, special	60.00@	75.00
" " fancy	40.00@	50.00
" " extra	20.00@	30.00
" " No. 1	8.00@	15.00
" Hadley	8.00@	35.00
" Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
Cattleyas		50.00
Easter Lilies		25.00
Lilium Giganteum		20.00
Carnations		6.00
Valley		6.00
Ferns, per 1,000		4.00
Sweet Peas	1.00@	2.00
Calendulas	3.00@	4.00
Daffodils		5.00
Violets	.75@	1.00

Philadelphia Wholesale
Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, April 2. Per 100

Roses, Killarney, W. Killarney	5.00@	12.00
" Ward	4.00@	10.00
" Mrs. Chas. Russell	8.00@	25.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	25.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted	4.00@	6.00
Cattleyas, per doz	4.00@	6.00
Sweet Peas	1.00@	2.00
Violets	.75@	1.00
Paper Whites	4.00@	5.00
Narcissus	6.00@	8.00
Callas, per doz	2.00@	2.50
Iris		12.00

ST. LOUIS, April 2. Per 100

Roses, Hadley	3.00@	10.00
" Killarney	3.00@	8.00
" White Killarney	3.00@	8.00
" Hoosier Beauty	4.00@	15.00
" Russell	4.00@	35.00
" Ward	3.00@	6.00
" Mrs. Sawyer	3.00@	10.00
" Sunburst	6.00@	12.50
Ferns	4.50@	5.00
Carnations	2.00@	10.00

New York.

DEMAND POOREST IN WEEKS.

At various times during the season now nearing its close, we have recorded dull or quiet periods, but the past week was, without qualification, a very bad one for the cut flower trade. Some of the wholesalers claim, that considering the amount of good stock on the market, it was the worst week for their business since last September. It began with the great parade of returned soldiers, March 25. Granted that the soldiers deserve all the honor that can be bestowed upon them, there is the question in many minds, if some better way, and some way that would do the soldiers more good, could not be devised. Practically the entire business of the city was blocked for the day, and it took several days to resume the normal. Among the aftermaths was a flood of criticisms. The newspapers criticised the police; the chief of police criticised his men for not preserving better order, and "old subscriber" and "constant reader," through the newspapers, criticised the arrangement, the decorations and the police. To make matters worse, a storm that began with heavy rain on the afternoon of March 27, developed into the worst snowstorm and blizzard of the season, which continued into the night of the 28th with the prospect of seriously impeding traffic. While there was a good supply of excellent flowers on the market, even the best was hard to move, the greatest stagnation in leading stocks being in roses, sweet peas and carnations. The market was glutted with sweet peas and the best were hard to move. Even cut lilies, that had been expected to hold up till after Easter, began to accumulate. The greenhouse tulips and narcissi farde better than other stocks, not being so plentiful. Various minor offerings, such as snapdragons, calendulas, pansies, etc., were in abundant supply, all moving slowly. In brief, the outlook for the next two weeks is not promising.

March 31.—Although there is necessarily some buying this morning, the market is stagnant to a considerable extent, with roses, carnations and violets hanging heavy on the hands of the wholesalers. The cold wave put the street men temporarily out of business, and about all the call for violets is from the stores, for funeral work. Though the blizzard has passed on, the weather is yet cold, with indications of more snow.

NOTES.

For the benefit of other cities, where street decorations may be intended, we clip the following from one of our city papers. It was written by Claude Bragdon, an expert on decorations: "Street pageantry and decoration, being for an occasion, are not architecture, which is for continual and daily use and enjoyment. Therefore, such decoration should not be made even remotely to resemble architectural art, for if it does so it immediately and inevitably enters into competition with the surrounding architecture, with which it cannot hope to compete, but which it may nevertheless outrival by reason of its gayety, its brilliance and by a beauty of an entirely different sort. Instead of being treated to an exhibition of pageantry and decoration as an art in itself we were confronted with imitation architecture of an ancient, uninspired cumbersome sort; false in fact, false in taste and actually obstructive to the aim and end of it all, which was to enhance and adorn the spectacle of marching troops. It was false in fact because it was lath and plaster made to imitate enduring stone. It was false in taste because it echoed the taste of imperial Rome by way of imperial France. It was obstructive because it actually obstructed the movement of the troops and the vision of the spectators." The "lath and plaster made to imitate enduring stone," was an immense arch over Fifth avenue at Madison square. "False in taste, because it echoed the taste of imperial Rome by way of imperial France," is particularly good. Some of the early Christians thought so little of the taste of imperial and pagan Rome, that they reduced to ruins temples and arches that were not lath and plaster, but enduring granite and marble. That, of course, was fanatical, but let us not rush to opposite extremes by copying pagan decorations.

Andrew Eckrich, Jr., son of Andrew Eckrich, the retailer of 924 Madison avenue, who spent over a year in the United States army in France, returned with the 27th Division, and was in the parade, March 25. During his entire term of service he was never wounded, nor sick for one day, which is a fortunate record. He brought back a collection of German helmets and other "spoils of war" which are on exhibition at his father's store. Before entering the service, he was a clerk in the American Exchange National Bank, and as soon as mustered out, will resume his former position.

The great storm interfered with the arrangements of the Horticultural Society of New York for its exhibition, March 28-30, at the American Museum of Natural History. Speaking of storms, this one, in the language of the street, was "some storm." The snowfall here was not heavy, probably about one inch, but the wind performed mighty feats. For a short time, on the night of the 28th, it blew 92 miles an hour. On the 29th, it slackened up a little, say to about a mile and a quarter a minute, and kept it up all day. At 9 p. m., the temperature was down to 24 degrees, eight degrees of frost.

There are Greeks, and then there are other Greeks. The second annual ball of the Association of Lacedaemonians was held in the Hotel Astor ball room on the night of March 27, 3,000 persons being present, many of them florists. Among them were George Polykranas, Chris E. Zervakos, James Adams, John Doganges, George Giatras and others well known in the trade. The members of this association are lineal descendants of the Spartans, famous in history, and many of its members fought valiantly in the late war.

A. M. Henshaw, who, before he entered the florist business, was a sailor, enlisted in the United States Navy on our entering the war saw much service, and rose to the rank of lieutenant commander. He has now been honorably discharged, and has resumed his former position as head of the Henshaw Floral Co., 127 West 28th street.

A. B. Cazan, who owns and conducts the retail business at Broadway and 106th street, known as D. J. Pappas, Inc., says that he has had a fine season and is looking forward to good Easter trade. He deserves it, as he has an attractive store, keeps good stock, and his motto is: "Give good value, and something more."

Fred Smythe, of Wadley & Smythe, 491 Fifth avenue, arrived home from Europe, March 23. It looks as though he was determined to provide against the plant embargo as a large stock of plants for his firm has just arrived by steamer from Rotterdam.

Albert Rigo, of Rigo Brothers, retailers of 810 Madison avenue, is slowly recovering from a severe attack of double pneumonia. A brother, Alphonse, now with the army in France, is expected home soon.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

GILBERT P. JOSEPHSON
Everything for the Florist
Artificial Boxwood and Ornamental Plants.
Supplies, Sundries.
54 West 28th St., NEW YORK

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

EASTER PLANTS
G. MESSEBERG
Florist and Plantsman
Lenox Road and E. 39th St.
Phone 117 Flatbush
Flatbush, Brooklyn, N. Y.
Roses, Cinerarias, Genistas, Etc.
From New York take subway to Atlantic Avenue, then take Flatbush Avenue surface car and transfer to Church Avenue, East.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young Co.
54 WEST 28TH ST. NEW YORK
Consignments Solicited

Telephone 7960 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, April 2. Per 100

Roses, Beauty, special	30.00@	40.00
" " extra and fancy	10.00@	20.00
" " No. 1 and No. 2	5.00@	8.00
" Hadley	6.00@	40.00
" Hoosier Beauty	2.00@	12.00
" Francis Scott Key	10.00@	50.00
" Columbia	4.00@	15.00
" Prima Donna	4.00@	15.00
" Alice Stanley	3.00@	15.00
" Mrs. Geo. Shawyer	3.00@	12.00
" Double White Killarney	3.00@	15.00
" Killarney	2.00@	12.00
" " Queen	2.00@	12.00
" " Brilliant	2.00@	12.00
" Aaron Ward	3.00@	12.00
" Sunburst	4.00@	12.00
" J. L. Mock	3.00@	15.00
" Ophelia	3.00@	15.00
" Mrs. Chas. Russell	4.00@	30.00
Cattleya orchids, special	50.00@	60.00
Rubrums	8.00@	10.00
Lilies, Longiflorum and Formosum	10.00@	12.00
Lily of the Valley	1.00@	4.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	2.00@	5.00
Gardenias, per doz.	3.00@	5.00
Violets	.15@	.35
Paper White Narcissus, per doz.	.50@	.60
Snapdragons, per doz.	1.00@	1.50
Callas, per doz.	1.50@	2.00
Sweet Peas	.50@	2.50
Mignonette, per doz.	.75@	1.00
Golden Spur narcissus, per doz.	.50@	.60
Freesias	1.50@	3.00
Narcissi Giant, per doz.		1.25
Tulips, per doz.	.25@	.50
Tulips, Darwin, per doz.		1.25
Iris, per doz.	1.50@	3.00
Gladiolus, per doz.	.75@	1.50
Daisies, yellow	.75@	1.25
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	1.50@	2.50
Stocks, per doz.		.50

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

DARDS

..FLORIST...

Established at the N. E. Corner Madison Avenue and 44th Street, NEW YORK, for 44 Years.

A Choice Easter Stock of Plants and Cut Flowers

QUALITY, SERVICE, FAIR PRICES

Member of Florists' Telegraph Delivery.

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

Buy War Saving Stamps

EMIL SCHLOSS, Pres. and Treas. MILTON SELINKA, Secretary

THE RIBBON HOUSE

SCHLOSS BROS., RIBBONS, Inc.

HEADQUARTERS

FOR FLORISTS' RIBBONS, CHIFFONS AND NOVELTIES

31 and 33 East 28th Street, NEW YORK

WE ARE PREPARED TO SERVE YOU WITH NEW EASTER NOVELTIES

Robert Miller, of the Miller Floral Company, Salt Lake City and Farmington, Utah, spent several days of the past week in this city. Of course he is a florist, and a good one.

The Dards store, Madison avenue and 44th street, made up a number of fine wreaths for the street decorations of the soldiers' parade, March 25.

The next meeting of the florists' club will be held on the night of April 14, and it is expected that the proceedings will be interesting.

E. G. Hill, Richmond, Ind., and others interested in the American Rose Society, were in this city early last week.

The first Ulrich Brunner roses of the season were noticed at the store of Paul Meconi, April 1.

A. F. F.

New York Telephone 961 Plaza.

N. CHRISTATOS

1028 Sixth Ave., cor. 58th St., New York.

CUT FLOWERS AND PLANTS

Prompt Attention Given Mail, Telegraph and Telephone Orders.

SAMUEL MURRAY

The Leading Flower Establishment of

KANSAS CITY

Will arrange and deliver orders for flowers, plants or design work for the trade in any part of the Middle West. All Goods and Service Strictly First-Class.

MEMBER OF FLORISTS' TELEGRAPH DELIVERY.

SAMUEL MURRAY

1017 Grand Avenue, KANSAS CITY, MISSOURI

Brooklyn, N. Y.

P. WAGNER

FLORIST

Troy Avenue, between Midwood Street and Rutland Road,

Flatbush, Brooklyn, N. Y.

Take Reed Avenue car to Rutland Road and walk three blocks west.

Telephone 2025 Flatbush.

Easter Plants

Ferns, Roses, Daisies, Genistas, Hydrangeas and Hyacinths.

NEW YORK

Telephone, Chelsea 3202

Alex. M. Westwood

Florist and Decorator

ARCADE STORE NO. 3

PENN. R. R. TERMINAL, 32nd St. and 7th Ave

GARDENS AT VALLEY STREAM, LONG ISLAND

Established 1895 Telephone Schuyler 6375

The Boulevard Floral Co.

2391 Broadway, New York

PETER THEOPHINE

Prompt attention given mail and telegraph orders for New York and neighboring cities

Member of Florists' Telegraph Delivery.

New York. Telephone Schuyler 1069

PAPPAS BROS.

FLORISTS

2216 Broadway, bet. 78th & 79th Sts.,

Branch: 315 W. 110th St., Phone Cathedral 8041. New York

ABERDEEN, . .

Miladys Flower Shop

QUALITY FLOWERS FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

Phones 270-271 Main. Est. 1869.

Perfection in Service

Flowers—to convey the effect of purpose—must be skilfully arranged.

EVER on the alert to offer the best service possible, we have, through persistency of effort and infinite care, made the present standard of our production a perfection—both in design and workmanship—and our prices are moderate, too.

Every order receives individual attention, and the assurance that we can please you is backed by half a century's successful catering to those who are most particular.

Special Attention to Orders from Out-of-Town.

JAMES WEIR, Inc.

EDW. J. McCARTHY, Manager.

OUR ONLY STORE:

324 Fulton St., BROOKLYN, N. Y.

N. P. COSMAS "SAY IT WITH FLOWERS" Z. S. PAPPAGELES

CATHEDRAL FLORISTS

2840 Broadway, N. E. Cor. 110th St., NEW YORK

Telephone 6010 Cathedral ARTISTIC FLORAL DECORATIONS A SPECIALTY

Personal Attention to All Orders From Other Cities. "SAY IT WITH FLOWERS"

Day and Night Telephone, 334 Main.

Masur, Florist

256 Fulton St., Bet. Clark and Clinton Streets. Brooklyn, N. Y.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

New York.

Christatos & Koster

FLORISTS

717 Madison Ave., bet. 63rd & 64th Sts.,

NEW YORK.

Phone 4846 Plaza.

Branch at Ocean Ave., WEST END, N.J.

Phone 768 West End.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

YOUR patrons will appreciate having their **CHICAGO ORDERS** delivered from

ROSES
Fleischman

Chicago's Leading Florist

Member F. T. D.

'Phone, Columbus 6883

Malandre Brothers

2077 Broadway, near 72nd St.

NEW YORK

Branches: 7703 Broadway, 1664 Second Avenue

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
Members of Florists' Telegraph Delivery.

ESTABLISHED 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th Street

NEW YORK

Orders by Telegraph Promptly Filled **Phones 1552-1553 Columbus**

Mention the American Florist when writing

New York

HENRY HART, Inc. Florist

1000 Madison Avenue

In the Heart of most exclusive residential section. **Telephone, Lenox 3822**

Prompt attention given mail and telegraph orders.

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN WISCONSIN

Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.

Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders. Regular Trade Discount.

215 W. FOURTH STREET

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

New York.

Louis C. Pajan

FLORIST

2424 Eighth Ave., near 130th St., NEW YORK

Telephone 1994 Morningside.

A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

Chicago.

RONSLEY

17 East Jackson Boulevard

Located in the heart of the loop Best equipped to handle telegraph orders in Chicago and vicinity

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

National Florist

Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

Mention the American Florist when writing

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Mention the American Florist when writing

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

Mention the American Florist when writing

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

Mention the American Florist when writing

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—P. Wagner.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Brooklyn, N. Y.—Masur, Florist.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Flatbush, Brooklyn, N. Y.—G. Messeberg.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Alex. M. Westwood.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Cathedral Florists.
New York—Christatos & Koster.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—H. H. Burns.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—N. Christatos.
New York—Pappas Bros.
New York—The Boulevard Floral Co.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Roland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Mention the American Florist when writing

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

THOS. F. GALVIN
INC.
NEW YORK —561— Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 507
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

NEW YORK
Orders Sent to **H. H. BURNS,** 509 Madison Ave.
Will receive prompt and careful attention
LONG ISLAND BROOKLYN JERSEY CITY NEWARK

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
221-223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
METEOR

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO Mangel The Palmer House Florist 17 E. MONROE ST.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago April 2, is $52.

SOME seedsmen are now calling themselves operators.

NEWARK, NEW YORK.—Jackson & Perkins Co., nurserymen, are now offering seed oats.

VISITED CHICAGO: Thomas Madsen, New York; W. H. DeGraaff, of DeGraaff Bros., Leiden, Holland.

CABLE advices indicate Dutch prices advanced in March for tulip bulbs, mainly early single sorts, and some daffodils.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade April 2 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

JOHN C. BODGER, of the John Bodger & Sons Co., Los Angeles, Calif., who caught a bad cold on his recent eastern trip, is recovering slowly.

BOSTON, MASS.—John Fottler, of the Fottler, Fiske, Rawson Co., now 59 years in the seed business, expects to leave for Cape Cod, April 5.

RECENT rains in Southern California have greatly improved the seed crop outlook. Vegetables, sweet peas and other early planted annuals, are doing well.

RECONSTRUCTION prices seem to be in the air. Even Pacific coast seed growers, discouraged by the slowness of eastern seedsmen in their bookings, are making reductions of 20 to 25 per cent.

ONION SETS in the Chicago district April 2 are quoted at 60 cents to $1 per bushel for colors and $2.25 to $2.50 for whites. Department stores are reported to be retailing colored sets at 2 cents per pound, which is below their own cost.

WATERLOO, IA.—Articles of incorporation have been filed by the Kiester-Hall Co., with the following officers: H. E. Kiester, president; George Hall, vice-president; W. A. Bryant, secretary-treasurer. Among the stockholders are many prominent farmers of the state.

MOST Dutch growers, in demanding cash payment last January, instead of June 1, terms as usual, claimed this was a rule of the Dutch Bulb "Bond." (Bond van Bloembollenhandlaren). It now appears no such agreement as to terms was made by the directors of the bulb trust.

TOLEDO, O.—The clover market closed steady March 31, at $31.25, registering a gain of $1.75 during the previous seven days. April was quoted at $24.50 and October at $17.25. Timothy was 10 cents higher, cash being offered at $5.05, April $5.10, May $5.05 and September $5.05.

LOS ANGELES, CALIF.—The Aggeler & Musser Seed Co. reports business to date this season very satisfactory, the volume being as heavy as last year and less difficulty experienced in procuring supplies. Weather conditions have been favorable for planting both winter and early spring crops.

SAGINAW, MICH.—A. T. Ferrell, of A. T. Ferrell & Co., and wife, are at Asheville, N. C.

NEW YORK.—S. D. Woodruff & Sons report that the demand during the past few weeks was not as heavy as in the corresponding period a year ago, a condition that was expected, as the movement last season was restricted to such an extent, that when stocks did arrive, shipping became very brisk. Eliminating last year's record, sales are believed to be fully up to the average. The season is early, and in most cases, first deliveries have been made to the trade, and sales arranged with the retailers. A large planting is anticipated, but it is thought that many seeds are in relatively short supply.

PHILADELPHIA, PA.—The W. Atlee Burpee Co., referring to the 1919 spring trade, reports that conditions at present are so abnormal that it is hard to know just what to expect. Following the unusually open winter, January went on record as the biggest month in the history of the firm. February and March fell somewhat below last year. The demand for garden seeds, as compared with 1918, has dropped about 10 per cent, affected in some measure by the signing of the armistice. On the other hand, the call for flower seeds has increased tremendously. Taking everything into consideration, trade has been of even and steady volume as compared with last year, when there seemed to be almost a panic in buying, and it has been been possible, to a great extent, to maintain the 24-hour schedule in filling orders.

French Bulbs.

Advices from the French bulb growing district, dated February 25, are as follows:

"The crop will undoubtedly be a short one, especially Narcissus Paper White. Laborers, who are very scarce, have fixed an excessive price on their work. Under these conditions, growers are abandoning the production of this stock which gives such poor results. Many did not pull their bulbs last year and will do the same this season."

Southern Conditions.

Referring to 1919 spring business, H. G. Hastings & Co., Atlanta, Ga., state that so far it has been satisfactory. While orders have not been coming in bunches as was the case last year, the volume is good and the demand steady, making possible prompt handling with greater satisfaction to all concerned. With demobilization going on rapidly, labor conditions are much more gratifying, not that wages are lower, but help is more plentiful, and as a rule of better character.

Since early in March, orders have shown a consistent gain over the corresponding period in 1918, with every indication of a continuance during the balance of the season. If this proves true, 1919 will be a most satisfactory season in every respect.

The trade in the south, as a whole, has been greatly hampered by a long continued period of rainy weather which has kept the ground soaked and prevented the usual early spring preparations for both gardening and general farming. As a whole farm operations throughout the south are from five to seven weeks behind normal, which will in all probability have considerable effect in holding down the production of cotton this year, a condition greatly to be desired in face of the present market conditions on this section's greatest staple crop.

As Others See Us.

It is interesting to note that the huge annual seed order, by which the American senators are provided with means to bribe the free and independent electors, did not this season provoke a single bid from Great Britain or any part of Europe.—British Horticultural Advertiser

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Trade Directory
Price: $3.00 Postpaid
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

The City Home Garden.

Farmers' Bulletin 1044 of the United States department of agriculture, under the above title, devotes 39 pages with numerous illustrations to the problems that confront the city gardener who is usually handicapped by lack of experience and for want of suitable tools to do the work. The bulletin deals with three general types of the city vegetable garden, backyard, vacant-lot and community, the preparation of the soil by liming, use of manure, commercial fertilizers, etc., tools, seeds, starting early plants, including a comprehensive table of the earliest dates safe for planting vegetables in the zones shown in corresponding charts. The general care of the garden is well covered as to watering, diseases and insects, etc., and while as a rule not more than 10 or 12 kinds of vegetables should be grown in the city home garden, cultural directions, based on average conditions and subject to some modification to suit the locality, are given for beans, root crops, including beets, carrots, parsnips, salsify, turnips and radishes; tomatoes, sweet peppers, okra, onions, the cabbage group, in which is included early and late cabbage, cauliflower, kale, collards, Brussels sprouts and kohl rabi; salad plants, such as Swiss chard, spinach, celery and lettuce, and last but not least in importance, vegetables that require considerable space in the garden, among others Irish potatoes, peas, sweet potatoes and sweet corn. A vine group embraces cucumbers, cantaloupes, water melons and squashes.

Imports at New York.

Horticultural stock, as follows, was received at the port of New York, March 26, via S. S. Sloterdyk, from Rotterdam:

Vaughan's Seed Store, Chicago and New York, 156 cases nursery stock.

McHutchison & Co., 494 cases trees and plants.

Wadley & Smythe, 20,450 loose plants.

Bay State Nurseries, 52 cases shrubs.

T. Ouwerkerk, 241 cases plants.

E. J. Speelman's Sons, 97 cases plants and shrubs.

To others: 3488 cases, trees, plants, etc.; 55 cases bulbs.

French Export Embargo Removed.

The American consul general at Paris has announced the removal by the French Government of its export embargo, making it possible for exporters of that country to ship seeds, with the exception of sugar beet, to the United States, England, Belgium and Italy, without special authorization.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides

Stop In—Write Or Telephone For 1919 Catalog

4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

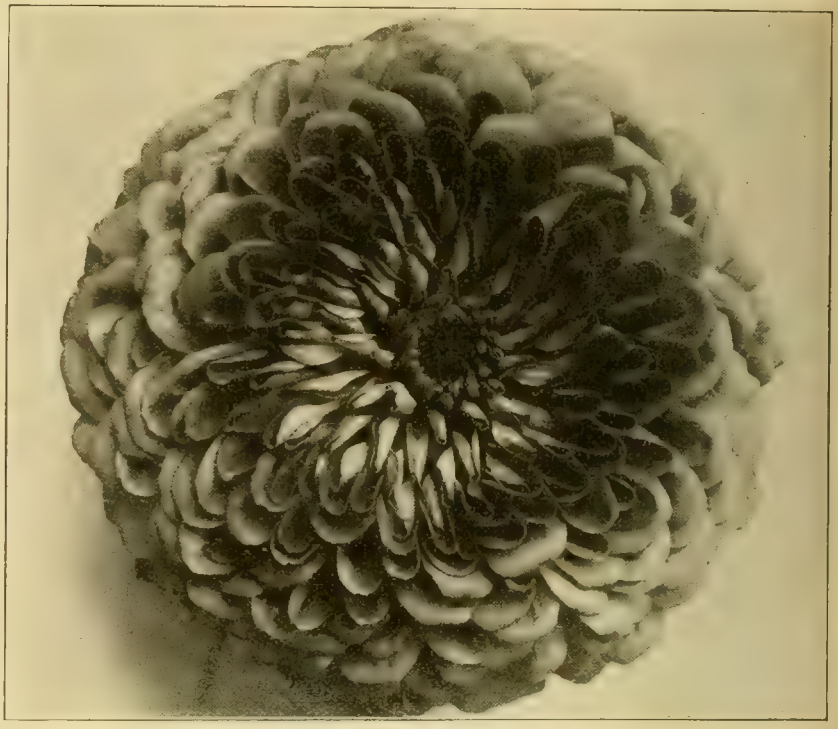
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

Gladiolus Bulbs

READY FOR Immediate Shipment

Terms: 30 days, 2% for cash. Unknown correspondents, please send cash with order. F.O.B. Benton Harbor, Mich.

LEADING VARIETIES

	Per 1,000—1½ in.	1¼ in.	1 in.	¾ in.	½ in.
America, soft pink, most popular	$22.00	$17.50	$14 00	$ 9.00	.....
Brenchleyensis, deep red	18.00	15.00	12.00	8.00	5.00
Empress of India, dark red	30 00	24.00	19.00	14.00	10.00
Europa, clear white, best of all	60.00	48.00	38.00	30.00	22.50
Golden West, orange red	28.00	22.00	15.00	12.00	10.00
Glory of Holland, fine white, lilac	32.00	24.00	15.00	12.00	10.00
Halley, salmon orange, very early	22.00	17.50	14.00	9.00	5.00
Klondyke, yellow with dark blotch	24.00	19.00	14.00	9.00	7.00
Lily Lehman, clear white, early, fine	32.00	25.00	16.00	12.00	9.00
Loveliness, fine creamy white	40.00	32.00	25.00	20.00	15.00
Liebesfeuer, bright scarlet, best	60.00	48.00	37.00	30.00	24.00
Master Wietze, dark violet, fine	25.00	20.00	15.00	12.00	9.00
Mrs. Francis King, light red, popular	22.00	17 50	14.00	9.00	5.00
Niagara, cream yellow, finest cut flower	35.00	28.00	22.00	17.00	12.00

	Per 1,000—1½ in.	1¼ in.	1 in.	¾ in.	½ in.
Panama, beautiful rose	$26.00	$21.00	$16.00	$12.00	$9.00
Primulinus Hybrids, beautiful shades, early flowering, fine cut flowers	20.00	16.00	12.00	9.00	7.00
Pink Perfection, bright fine pink, late	35.00	28.00	22.00	17.00	12.00
Peace, white, pale lilac feathered	35.00	26.00	18.00	13.00	10.00
Prince of Wales, beautiful orange, new	68.00	55 00	44.00	32.00	25.00
Schwaben, best soft yellow, early	35.00	28.00	22.00	16.00	12.00
War, blood red, large flower	40.00	32.00	25.00	20.00	15.00
Wily Wigman, white with pink blotch	35.00	28.00	22.00	16.00	12.00
Yellow Hammer, clear yellow, new	40.00	32.00	25.00	20.00	15.00
Exhibition Mixture, choicest kinds	17.50	14.00	10.00	7.00	5.00
Florists' Mixture, light colors	15 00	12.00	9.00	6.00	4.00
Mixed, all colors	13.00	10.00	7.50	5.00	4.00

DAHLIA CLUMPS—Peony, Decorative, Flowering and Cactus

P—Peony. D—Decorative. S—Show. C—Cactus.

		Per 100
D	Anny Doppenberg, sulphur yellow, award of merit	$20.00
D	Boreel Van Hoogelanden, terra cotta with golden-yellow shade, free flowering	40.00
P	Bertha Von Suttner, salmon pink with yellowish shade, flower eight inches in diameter	10.00
D	Bianca, beautiful rose lilac, very large flower; award of merit	25.00
D	Bergvan Heemshede (1913), soft citron yellow, very free-flowering	15.00
D	Delice, very lovely pink, excellent for garden and exhibition	13.00
D	Hochsai, one of the newest varieties	40.00
D	Inculinde, golden orange, flower nine to ten inches large, strong stem; first-class certificate	25.00
D	Jack Rose, crimson red	6.00
D	King of Autumn, the variety for specialists, color like the well-known Rose Sunburst, fine colored plate obtainable on request, unique in every particular, rich-flowering. Until now unsurpassed	40 00
P	Madame Van Loon, lovely orange red	13.00
D	Princess Mary, delicate pink, large flower, new, highly recommended	35.00
D	Princess Juliana, clear white, the best white dahlia for cutting, very free-flowering	15.00
S	Red Hussar, fine cardinal red	10.00
D	Sylvia, beautiful pink, excellent cut flower	$ 5.00
D	Terra Cotta, terra cotta color, highly recommended; award of merit	25.00
S	Yellow Duke, primrose yellow, extra	10.00

POMPON, ROSETTE AND SINGLE FLOWERING DAHLIAS

Cheerfulness, lilac rose, pompon	12.00
Halley, salmon	12.00
Helvetia, alternating white and red, single flowering	12.00
Kitty, very nice, dark brown foliage, single flowering	12.00
White Astor, pure white, pompon	12.00
Yellow Transparante, recommendable to plant on lawn, single flowering	12.00

ASSORTMENTS

Decorative Dahlias, in 10 choice varieties, our selection	12.00
Peony Dahlias, in 10 choice varieties, our selection	12.00
Cactus Dahlias, in five choice varieties, our selection	12.00
Dahlias, mixed, undivided field grown clumps, $75.00 per 1000	8 00
Dahlias, mixed divisions, $45.00 per 1000	5.00
Dahlias, mixed, separate colors, field grown clumps, $85.00 per 1000	9.00
Dahlias, mixed, separate colors, division, $50.00 per 1000	5.50

WESTERBEEK & KLYN connected with **MICHIGAN BULB FARM**

25 Beaver St., NEW YORK CITY. BENTON HARBOR, MICH.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

SPIREAS

For DECORATION DAY

Ready for Shipment About March 25th

Gladstone, $25.00 per 100 Japonica, $25.00 per 100

Packed 200 per case. Terms 2% 10 days or 90 days net. Packing at cost.

C. J. SPEELMAN & SONS

38 Murray Street, Telephone, Barclay 3280. NEW YORK CITY

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS

IMPROVED VEGETABLE SEEDS

IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

This is the coming florist early all white forcing Gladiolus. We have no stock to offer to the trade this season, but will have a small surplus this coming autumn. If you want an ideal florist all white Gladiolus, send us your address and we will mail you our trade circular when issued.
LILYWHITE was awarded first-class certificate of merit by the Massachusetts Horticultural Society.

A. E. KUNDERD
GOSHEN, IND.

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

MISCELLANEOUS STOCK	Per 100
Vinca Variegata, 4 in	$12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in	3.00
Calendula, Orange King, 3 in	5.00

ROSENDALE GREENHOUSES, Delanson, N. Y.
Successors to Ernst Harris.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.00	10,000 seeds	$25.00
5000 seeds	13.75	25,000 seeds	56.25

LATHHOUSE GROWN

1000 seeds	$2.00	10,000 seeds	$18.50
5000 seeds	9.75	25,000 seeds	43.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

Special prices on larger quanties.

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING	Tr. Pkt.	Oz.
White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.00

ASTER, EARLY ROYAL BRANCHING	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00
ASTER, CREGO		
White	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for New Wholesale Price List if you haven't a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

Plant Everlastings
They sell well fresh and dried

	Trade Pkt.	Oz.
Agrostis Nebulosa (Cloud Grass) for winter bouquets	$0.25	$1.60
Acroclinium Roseum. Pink (Everlasting)	.10	.30
Album. White	.10	.30
Roseum Fl. Pl. Double pink	.10	.50
Album Fl. Pl. Double white	.10	.50
Helichrysum Monstrosum Fl. Pl. Double mixed	.10	.40
Silver Ball Golden Ball Salmon Queen Fireball Rose Carmine Violet Queen Crimson Each of the above	.10	.60
Vaughan's Special Mixture	.10	.70
Globe Amaranth (Gomphrena). Mixed	.05	.20
Globosa, Red or White, each	.05	.20
Orange	.15	.60
Rhodanthe. Mixed	.10	.60
Manglesi. Rose	.10	.60
Maculata. Alba	.10	.60
Rosea	.10	.60
Xeranthemum. Double mixed	.10	.60

VAUGHAN'S SEED STORE

41-43 Barclay St. NEW YORK — 31-33 W. Randolph St. 803 W. Randolph St. **Chicago**

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 19 9 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

CRAIG QUALITY STOCK

We solicit the attention of our customers who have not ordered their Easter stock to the following advertisement, and trust they will place their orders at once to avoid disappointment.

HYDRANGEAS

We have the largest and finest stock of Hydrangeas ever offered to the trade at Easter. Our stock includes over 6,000 of the new French varieties. The plants have all been grown cool and are well hardened off, insuring satisfaction to the buyer.

Hydrangea Otaksa, 8-inch at $3, $3.50 and $4 each; 11-inch tubs at $5 and $6 each.

THE NEW FRENCH HYDRANGEA

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to forcing for Easter.

5-inch, 6-inch and 7-inch pots, from 3 to 20 flowers, $18, $24, $30 and $36 per doz.

8-inch pots at $3.50 and $4 each.

ROSES

We desire to make special mention of our large stock of Roses, growing upwards of 10,000 plants in the following varieties. We have no hesitation in saying we are the largest growers of forcing Roses for Easter in America. We are positive our stock will please the most critical buyers, as the quality was never better. It has all been grown cool and will prove very satisfactory.

LADY GAY AND DOROTHY PERKINS

In grand condition, trained into fan, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $12 and $15 each.

Special ball shapes, wire frames, $2.50, $3, $4 and $5 each.

TAUSENDSCHON—THOUSAND BEAUTIES

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50, $10, $12 and $15 each.

EXCELSA—NEW CLIMBING ROSE

This variety is known as the red Dorothy Perkins. The color is brilliant and is bound to prove the most popular red Rambler.

We offer splendid plants in 6-inch, 7-inch and 8-inch pots at $2, $2.50, $3.50, $4, $5, $6, $7.50 and $10 each.

CRIMSON RAMBLER

Extra fine plants, $2.50, $3.50, $5 and $6 each.

TAUSENDSCHON ROSERIE

6-inch pots, $15 and $18 per dozen.

HYBRID TEA ROSES

Including American Beauty, Hadley, Ophelia and Prima Donna.

6-inch pots, $9 and $12 per dozen.

MARGUERITES

5-inch pots, $50 per 100.
6-inch pots, $75 per 100.

DAISIES—YELLOW

5-inch pots, $7.50 per dozen.
6-inch pots, $9 and $12 per dozen.

LILIUM GIGANTEUM

Cut flowers, $35 per 100 flowers and buds.

CINERARIAS

7-inch pots and 6-inch pots at $12 and $15 per dozen.

AZALEAS—HINODIGIRI

Bright red single. The best of all the hardy Azaleas. Well-flowered stock.

7-inch pots, $2 and $2.50 each.
8-inch pots, $3 and $3.50 each.
9-inch pots, $4 each.
10-inch pots, $5 and $6 each.

GOLDEN CALLAS

6-inch pots, $15 per doz.

GENISTAS—RACEMOSA

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well-flowered and shapely.

7-inch pots, $18 and $24 per doz.

Also some very good standard and bush forms in larger sizes at $2.50, $3, $4 and $5 each.

JAPANESE GENISTAS

This is a new dwarf variety that is much superior to the older variety.

5-inch pots, $9 per doz.

GARDENIA VEITCHII

We have an exceptionally fine stock of well-flowered plants in full bloom at Easter.

4-inch pots, $7.50 per doz., $50 per 100.

CROTONS

The Croton, with its highly colored foliage, is indispensable during spring and summer. We have the largest and most complete collection of Crotons in the world, carrying at the present time over 50,000 plants in 200 varieties.

4-inch pots, strong plants, $50 per 100.
5-inch pots, strong plants, $75 and $100 per 100.
6-inch pots, strong plants, $15, $18 and $24 per doz.
7-inch pots, strong plants, $24, $30 and $36 per doz.
8-inch pots, made up, beautiful plants, $24, $30 and $36 per doz.
10-inch pots, made up, beautiful plants, $5, $6 and $7.50 each.
12-inch and 14-inch, made up, beautiful plants, $10, $15 and $20 each.

CROTON NORWOOD BEAUTY

This variety is one of the best of our seedlings raised three years ago, and we are now in position to offer the same in quantity and at very reasonable prices. This variety has an oak-shaped leaf and is brilliantly colored red, yellow and orange.

4-inch pots, heavy, $6 per doz.
5-inch pots, heavy, $9 and $12 per doz.
6-inch pots, heavy, $18 per doz.
7-inch pots, heavy, $2.50 and $3 each.

CROTON CHANTRIERII MAJOR

Very large leaf; brilliantly colored red and yellow.

4-inch pots, $6 per doz.
5 and 5½-inch pots, 75c, $1, $1.25 and $1.50 each.
7-inch pots, $2, $2.50 and $3 each.

CROTONS—NARROW LEAF TYPE

Delicatissima, Golden Thread and Florence.

These varieties are indispensable for table decoration, as nothing surpasses them for use in artistic arrangement.

4-inch pots, heavy, $50 per 100.
5-inch pots, heavy, 75c and $1 each.
6-inch pots, heavy, $15 and $18 per doz.
Larger plants, $2, $2.50 and $3 each.

CROTON PUNCTATA

One of the finest and most satisfactory varieties for basket work and center of ferneries.

2½-inch pots, $10 per 100, $90 per 1,000.
3-inch pots, $25 per 100, $200 per 1,000.
4-inch pots, $35 per 100, $300 per 1,000.

DRACAENAS

The small and medium sizes can be used to great advantage in making up Christmas baskets, while the large specimens have always been in great demand for decorative purposes.

DRACÆNA GODSEFFIANA

Green and white leaf; very hardy; fine for baskets.

2¼-inch pots, $15 per 100.
3-inch pots, $25 per 100.
4-inch pots, $35 per 100.
5-inch pots, made up, $9 per doz.

FANCY DRACAENAS

We are offering a collection of the new and rare Dracaenas, including Imperialis, Amabilis, Pere Charon, Mandaiana, Titworthii, etc. Very handsome for home decoration or for fancy combination baskets.

4-inch pots, $6 per doz.
5-inch pots, $12 per doz.
6-inch pots, $15 and $18 per doz.
8-inch pots, each, $2.50.

DRACÆNA MASSANGEANA

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-inch pots, heavy, $9 per doz., $64 per 100.
6-inch pots, heavy, $18 and $24 per doz.
8-inch pots, heavy, $2.50 and $3 each.
10-inch pots, heavy, $3.50, $4 and $5 each.

DRACÆNA FRAGRANS

Plain green leaf.

6-inch pots, $12 per doz.
8-inch pots, May 1st delivery, $24 per doz.

DRACÆNA SANDERIANA

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.

2½-inch pots, $15 per 100.

DRACÆNA LORD WOLSELEY

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.

2-inch pots, $15 per 100.
3-inch pots, very heavy, $30 per 100.
4-inch pots, very heavy, $50 per 100.
5-inch pots, very heavy, $9 per doz.
6-inch pots, very heavy, $12, $15 and $18 per doz.

DRACÆNA KELLERIANA—(NEW)

One of the finest foliage plants for combination boxes or baskets.

2¼-inch pots, $15 per 100.
3-inch pots, $25 per 100.
4-inch pots, $35 per 100.
7-inch pots, made up, very handsome, at $2.50 each.
9-inch pots, made up, very handsome, at $3.50 each.

DRACÆNA DE SMETIANA

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

4-inch pots, 50c each.
5-inch pots, 75c and $1.00 each.

DRACÆNA INDIVISA

Very large stock in splendid condition for Spring sales.

4-inch pots, $25 per 100.
6-inch pots, very heavy, $6, $9 and $12 per doz.
7-inch pots, very heavy, $15 and $18 per doz.

DRACÆNA LINDENII

Same type as Massangeana but with the golden stripes on the outer edges of the leaf.

4-inch pots, $9 per doz.; $65 per 100.
6-inch pots, $18 and $24 per doz.
8-inch pots, $36 per doz.

DRACÆNA SHEPHERDII

Very handsome plants; red and green.

6-inch pots, $18 per doz.
7-inch pots, $30 per doz.

FICUS PANDURATA

Positively the best house and porch plant to date. Our stock of this wonderful plant this year is finer than we have heretofore offered.

6-inch pots, 2 ft. tall, $2 each.
7-inch pots, 3 ft. tall, $2.50 each.
8-inch pots, 4 ft. tall, $3.00 each.
10-inch tubs, and 11-inch tubs, 5 ft. to 10 ft. tall, $4, $5, $6 and $7.50 each.

The large plants are unusually fine.

150,000 NEPHROLEPIS
(In Variety)

We are the largest growers of Nephrolepis Ferns in the country; in fact, we are headquarters for them. Delivery April and May.

NEPHROLEPIS NORWOOD

The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical; a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

Strong plants, 2¼-inch pots, $3 per doz., $12 per 100, $100 per 1,000.

Orders filled strictly in rotation.

ADIANTUM GLORIOSA

Same as Farleyense, but as hardy as Nephrolepis.

4-inch strong plants, $50 per 100.

PTERIS AND CYRTOMIUMS

Pteris Argyraea, 4-inch at $20 per 100.
Pteris Alba-Lineata, 3-inch at $12 per 100.
Pteris Tremula, 4-inch at $20 per 100; 6-inch at $6 per doz.
Pteris Wilsonii, 3-inch at $12 per 100.
Cyrtomium Rochfordianum, 4-inch at $20 per 100.

HYBRID TEA ROSES

6-inch pots, $7.50 per doz., $60 per 100.

ARECA LUTESCENS

Largest and finest stock in the country. Perfect plants with rich dark green foliage. Our stock has been grown cool and hard. It is in splendid condition. Superb stock for growing on.

2¼-inch pots, made up, at $15 per 100, $140 per 1,000.

PANDANUS VEITCHII

Well-colored plants.

7-inch pots, $2.50 each.
8-inch pots, $3.50 each.
10-inch tubs, $5.00 each.

ROBERT CRAIG COMPANY, 4900 Market St., (Branch, Norwood, Pa.) PHILADELPHIA

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

COLUMBUS, O.—What is believed to be one of the largest community gardens in the country is now being prepared for cultivation within the city limits. It consists of 61 acres, divided into 518 allotments. The plowing is being done by tractor. This same ground a year ago yielded garden products to the approximated value of $20,000.

Prices of Indoor Fruits and Vegetables.

Chicago, April 1.—Cucumbers, 2-dozen boxes, $3.00 to $4.25; celery, Florida, crate, $4.50 to $5.50; leaf lettuce, per box, 25 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $4.50 to $5.50.

New York, March 31.—Celery (Florida), per case, $3.00 to $6.50; cucumbers, $1.25 to $2.25 per dozen; mushrooms, 50 cents to $2.25 per three-pound basket; tomatoes, per pound, 25 to 50 cents; lettuce, per package, $1.00 to $6.75; radishes, per 100 bunches, $4.00 to $6.00.

Early Tomatoes.

Among all of the cultivated vegetables there is probably none which receives closer attention than the tomato for the early crop. The high prices obtained for part of the crop, brings out this keen competition. To what extent close attention to detail combined with favorable conditions may bring about success, is shown by an example which happened in our neighborhood last year. A young man closed a deal for the purchase of a small tract of land with some buildings, at the price of $4,500. He put his entire energy on the one crop, early tomatoes, and managed to pay for his purchase the first season. Conditions were in his favor—we had a warm, steady, early spring, and warm summer and high prices. One one-horse load of tomatoes sold for over $300, going at the rate of 25 cents per pound. Of course, this is a rare occurrence, but it shows what can be done, sometimes.

It has long become a standard fact that the earlier the plants can be established in the field, the earlier the crop will be, irrespective of the size of the plants to a very large degree. In other words, it is not so much the size of the plants, as the earliness of the final shift to the field that counts. In fact, over-sized plants often prove quite tardy and unprofitable. It is better to start a young plant May 1 than a big, woody one May 20. To this extent, successful growers produce less expensive plants, and risk earlier planting, preferring to replant rather than to produce too costly plants and defer until all danger of frosts is over.

The next factor is perfect drainage. At this time of year, any excess of moisture is fatal. If "wet feet" result, a bad setback is the result and no amount of good care will give an early start. Therefore, one should select an early, well drained soil with a good supply of humus, located to heat up well with the first sunshine, and then risk early planting.

In this vicinity, the early crop is all grown on stakes, single stem. Bonny Best and Beauty are grown. Beauty used to be the mainstay, but gradually Bonny is displacing Beauty. Although Beauty is a much better tomato, Bonny is earlier, and that is what counts. Earliana is seldom seen now, as it comes inferior in quality, and is hard to sell. Those who know it, avoid it on the market. Earliana is too weak to grow on stakes, and on the ground the fruit is not perfect.

We have always thought that it is a serious mistake to trim too close, that is too long. Many growers rigidly trim to one stem, and then cut out the top as soon as four clusters of fruit have set. We believe it is better to trim only until three clusters have set, and then permit the plants to grow wild. This latter course will produce a wealth of foliage, which helps to shade the fruit and, to sustain the plants when some of the lower leaves are lost. By the clean trimming method, much cracked and inferior fruit results if the foliage is damaged by blight.

MARKETMAN.

Sweet Potato Propagation.

Sweet potatoes are grown either from plants or slips produced from roots, or from vine cuttings. In the northern sweet-potato sections, a large part of the commercial crop is grown from slips produced by sprouting seed potatoes in a warm bed of soil. Here the slips are used for the main crop, while the vine cuttings, which commonly do not have time to make roots of marketable size, produce the seed crop for the next season, according to Farmers' Bulletin 999 of the United States department of agriculture.

In the regions south of Virginia, the main crop is grown from vine cuttings. In this case enough roots are bedded to produce sufficient slips for about one-eighth of the area to be planted. These slips are planted in the usual manner, and when the vines begin to run, cuttings are taken for planting the remainder of the field.

When slips alone are used from six to eight bushels of seed potatoes are required to produce enough plants from the first pulling to set an acre. When two or three pullings are made, three to four bushels of seed ordinarily will produce slips enough for an acre. The quantity depends upon the distance between the plants in the field. The practice of New Jersey growers is to bed one bushel of seed roots for each 1,000 plants desired. With good roots in well-made and well-managed beds, the number of plants produced will average much higher, but any excess over the number desired can usually be disposed of at a profit.

Whatever method is used in propagating the plants, precautions against sweet-potato diseases should be taken.

Vegetable Mar kets

Reports received by the bureau of markets, United States department of agriculture, for the period March 25-31, show an upward trend in prices and an active movement. Potatoes were much higher with general advances of 10 to 40 cents. Markets were especially strong in the Rocky Mountain section. Colorado No. 1 sacked white stock gained 40 cents, closing at $1.65-$1.75 f. o. b. Greeley. No. 1 sacked Burbanks again advanced 10 cents, closing at $1.60-$1.65 at northwestern shipping points. Minnesota Red River Ohios advanced fully 10 cents, ranging $1.30-$1.50 f. o. b. shipping points. Northern stock strengthened slightly in Chicago carlot markets, closing at $1.65-$1.80 per 100 pounds. Cabbage advances continued. Old northern stock made further gains in the leading terminal markets, ranging $55-$80 per ton bulk, an advance of $20. New Orleans quoted a top of $110. Similar gains were made in values of new stock. Southern California Winningstadt reached $70-$85 bulk f. o. b., ruling $90 at St. Louis. New Florida cabbage advanced moderately in producing sections. Texas stock exceeded $100 per ton in several middle-western jobbing markets. The onion market was slightly weaker. A few sales of sacked yellow stock from cold storage in western New York shipping sections were quoted at $4 per 100 pounds. The general range for good yellow stock in consuming markets was $3-$4.25, although a few markets weakened to $3-$3.50. Florida tomatoes closed 25 cents higher in producing sections at $4-$4.25 per 6-basket crate. Considerable inferior stock was offered in northern markets with a wide but fairly steady range of $3.50-$5.50. Florida celery advanced with prices ranging about $1 above those of the preceding week.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. ENGLISH CORRESPONDENCE.

Hydrangeas

ROOTED CUTTINGS.

Ready immedintely after Easter. All cuttings taken from the best selected wood. **French Varieties snd Otaksa.**

Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Mouliiere, Otaksa, $5.00 per 100; $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

Seasonable Stock

READY NOW

Achyranthus Herbsti, (dwarf, brighest red)	$ 4.00 per 100
Ageratum, Little Blue Star and White Cap	3.50 per 100
Abutilon, Daydawn (Pink)	5.00 per 100
Asparagus Plumosus, 1½ in., $3.00 per 100; 2½ in.	4.00 per 100
Asparagus Sprengeri, 5 in., long top	20.00 per 100
Coleus Golden Crown	3.50 per 100
Cuphea Platyce tra (Cigar Plant)	3.50 per 100
Dracaena Indivisa, heavy, 6 in. specimens	.75 each
Dracaena Indivisa, 7 in. specimens	1.00 each
Ficus Elastica, 5 in. pots, 18 in. high	.75 each
Lantana Weeping	4.00 per 100
Parlor Ivy	3.50 per 100
Manettia Bicolor (Manetta Vine)	4.00 per 100
Salvia Splendens, Zurich and Bonfire	$3.50 per 100; 30.00 per 1000

The Storrs & Harrison Co., Painesville, Ohio

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

CANNAS

Dormant roots all sold. We have a few hundred well established plants from 3 inch pots, **King Humbert,** $6.50 per 100; **Yellow King Humbert,** $8.00 per 100.

W. W. COLES, Kokomo, Ind.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants, including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist, April 6, 1918, page 612. Correspondence solicited.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

AMPELOPSIS VEITCHII prices have been advanced by Holland growers.

THE memorial tree movement has produced a heavy demand for elm and other street trees.

"PRIVATE FORESTRY," an address delivered by Henry F. Graves before the New England Forestry Conference, Boston, February 24, has been reprinted as Circular 129 of the United States department of agriculture.

Ladybugs in France.

A report from Sacramento, Calif., is to the effect that a supply of ladybugs from that state will be shipped to France to be used in combating the mealy bug which has been damaging fruit trees in that country.

The Tulip Trees.

The original tulip tree, Liriodendron tulipifera, would undoubtedly be one of the first trees to attract the notice of early settlers in the regions where it naturally grows. On the eastern side of North America, its habitat extends over many degrees of latitude, reaching from Nova Scotia in the north to northern Florida and southern Alabama in the south. Liriodendron tulipifera represents a very ancient type of tree in the world's history, once widely spread, for fossil species of liriodendron belonging to the tertiary period have been found both in Europe and North America. It is known to have been cultivated by Bishop Compton in the grounds of Fulham palace in 1688, and for some 200 years was the sole representative of the genus in gardens—absolutely and unmistakably distinct from any other known tree. But in 1875, a second species was discovered in China, and it was introduced to cultivation by Wilson in 1901. According to our present knowledge it is not so splendid a tree when fully grown as the American species, which Sargent records as being sometimes nearly 200 feet high, whereas L. chinense does not appear to have been found more than 60 to 70 feet high. The two trees in a young state are remarkably alike, and I have often been asked how they may be distinguished. The chief characteristic of the Chinese species, especially when the plants are young, is to be seen in its more glaucous under-surface and in its deep lobing of the leaves. The lobes reach, as a rule, two-thirds of the way to the midrib, giving the leaf a distinct "waist." In the American species the lobing is quite shallow. In winter, the species can be distinguished by the twigs being grey in the Chinese tree, and bright brown in the American. L. chinense has not yet flowered in cultivation, but Professor Henry, who saw much of this tree during his journeys in Hupeh, says the flowers are smaller than in the American species and that the petals spread out when fully developed, and thus lose the tulip shape.—W. J. Bean, in the London Gardeners' Chronicle.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc
EUREKA, CALIFORNIA.
Mention the American Florist when writing

Roses Wanted
Ten to fifteen thousand (small pot plants) for lining out in nursery row. Mostly Teas. Advise what you have to offer with prices, sizes, etc.
Address
W. T. HOOD & CO.
Old Dominion Nurseries, RICHMOND, VA.
Mention the American Florist when writing

Orchids
If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.
LAGER & HURRELL, Summit, N. J.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS
Extra Selected Stock

PYRAMIDS
30 inches high.....
36 inches high.....
42 inches high.....
48 inches high.....
} Write For Prices

BUSH SHAPED
10-12 inches high.....
12 inches high.....
18 inches high.....
24 inches high.....
30 inches high.....
36 inches high.....
} Write For Prices

GLOBE SHAPED
15 x 15 inches high.....
18 x 18 inches high.....
} Write For Prices

CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

50 4-inch Sprengeri, 12c each; 100 3-inch Sprengeri, $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

BOXWOOD.

BOXWOODS—BUSH.
18 to 24 inch, 10 to 12 inches high.
Write for prices.
PETER PEARSON,
5734 Gunnison St., Chicago.

BULBS.

Last call. Bulblet special list of 35 varieties and quantity of each on request. Two per cent discount on $10.00 order or more. Orders must be in April 15 for bulblets. Have some standard varieties of bulbs, No. 1 and No. 2, to close out this month. Ten per cent discount on $10.00 order or more on bulbs.
FRED. W. BAUMGRAS.
423 Pearl St. Lansing, Mich.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Gladiolus, ready for immediate shipment. For varieties, sizes and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Bulk Gladioli. For sizes, varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

CANNAS.

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1000. W. W. Coles, Kokomo, Ind.

Cannas. Fine 2 to 3 eye plump roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

ROOTED CHRYSANTHEMUM CUTTINGS

	100	1000
Good Cheer	$3.50	$30.00
White Enchantress	4.00	35.00
White Wonder	4.00	35.00
Beacon	3.50	30.00
Aviator	3.50	30.00
Nancy	3.50	30.00
Mrs. Ward	3.50	30.00
Enchantress	3.50	30.00
Rose Pink Enchantress	3.50	30.00
Rosette	3.50	30.00
Albert Roper	3.00	25.00
Alice	2.50	20.00
Thenanthos	2.50	20.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

CARNATIONS.

Strong R. C. White Ench., Matchless, Alice, Beacon and Ward, $3 per 100. Pot plants, 2½-inch, $5 per 100. Ready now. Cash.
GREENPORT FLOWER STORE,
Box 906, Greenport, N. Y.

CARNATIONS

Matchless. Out of soil. $4.00 per 100; $35.00 per 1,000.
CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. Rooted cuttings, Nebraska, Ward and Matchless, $3.50 per 100, $35.00 per 1,000; 2¼-inch, $6.00 per 100, $50.00 per 1,000. WOLFE, THE FLORIST, Waco, Tex.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED MUM CUTTINGS

	100	1000
White Razer	$2.25	$20.00
Yellow Razer	$2.25	$20.00
Smith's Ideal	2.25	20.00
Golden Queen	2.25	20.00
Buckbee	2.25	20.00
Enguehardt	2.25	20.00
Nagoya	2.25	20.00
Yellow Chadwick	3.00	30.00
White Chadwick	3.00	30.00
POMPONS		
Golden Climax	2.25	20.00
Lillian Doty	2.25	20.00
Diana	2.25	20.00
Golden Wedding	2.25	20.00

Special
JAMES HAMILTON LEWIS—Splendid new pompons from Octo, per 100, $4.00.
PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

CHRYSANTHEMUMS

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE POMPONS.
FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself.
CHOICE ROOTED CUTTINGS.
Per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

CHRYSANTHEMUMS.

10,000 extra strong rooted cuttings, ready now. Oconto, Harvard, Marigold, Crystal Gem, Unaka, Golden Queen, Glow, Foley, Chieftain and 20 others, $2 per 100, $17 per 1,000. Cash.
GREENPORT FLOWER STORE,
Box 906, Greenport, N. Y.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

CINERARIAS.
Strong 6 and 7 inch in bloom. $6 per dozen. Cash.
GREENPORT FLOWER STORE
Box 906 Greenport, N. Y.

COLEUS.

COLEUS. Best bedding kinds including Golden Bedder and Firebrand, 2-inch, $3.00 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus. Christmas Gem, large stock, 3-inch, $10.00 per 100; 4-inch, $20.00 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY.
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlia Clumps, Peony, decorative, flowering and cactus. For varieties and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Dahlias. A fine lot of dahlia plants in the best cut flower sorts ready by April 1. Send for catalogue for list and prices. R. Vincent Jr. & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracaena Rotheana, 7-inch, each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ECHEVERIAS.

Echeverias. Strong plants, $3.00 per 100. Cash. JOSEPH BANCROFT & SON. Cedar Falls, Ia.

FERNS.

Hardy Ferns—	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Boston, 6-in., 60c; 7-in., $1.00; 8-in., $1.50; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FEVERFEW.

Feverfew Seedlings, 2-inch, 3c each. WOLFE, THE FLORIST, Waco, Texas.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms. American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

LOBELIAS.

Lobelias. Kathleen Mallard from 2-inch rose pots, ready for 3-inch, $3.00 per 100; $25.00 per 1,000. Cash. SWABY GREENHOUSES, St. Charles, Ill.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. Ove Gnatt Co., La Porte, Ind.

MORNING GLORY.

Blue Morning Glory, 2½-inch, 3c each. WOLFE, THE FLORIST, Waco, Texas.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

I have several thousand pansy plants, fall transplanted, Mastodon strain, at $1.25 per 100, $10 per 1,000. EDGAR EASTERDAY, Nokomis, Ill.

Pansies. Cool greenhouse grown seedlings, $4 per 1,000. Elmer Rawlings, Allegany, N. Y.

PERENNIALS.

PERENNIALS.

Plant Perennials now for summer flowers. "Winterson's famous big four;" 5,000 Larkspur Belladonna Hybrids, 2-year heavy field-grown plants, per 100, $12.00; per 1,000, $100.00. 5,000 Larkspur, Dreer's Gold Medal Hybrids, 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 20,000 Phlox Giant White Improved Lingard. The best florists' phlox in existence; free from rust. 2 to 3 year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 10,000 Shasta Daisy, King Edward Seventh. The best hardy and largest flowering of them all. 2-year heavy field grown plants, per 100, $8.00; per 1,000, $75.00. 5,000 Columbine (Aquilegia), prize strain of long spurred English hybrids. Excellent for cut flowers. 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00.

Ask us about 3½-in pot grown perennials for your spring counter sales.

E. F. WINTERSON CO.
Dealers in Perennial Plants, Cut Flowers and Florists' Supplies.
166 N. Wabash Ave. Chicago, Ill.

ROSES.

Columbia, elegant cuttings, immediate shipment, $12 per 100; $110 per 1,000.

Pot plants, strong, healthy plants with good roots.

	100	1000
2½-in. Columbia	$18.00	$160.00
3½-in. Columbia	22.00	200.00
2-in. Sunburst	13.00	120.00
3½-in Sunburst	17.00	160.00
2½-in. Hoosier Beauty..	13.00	120.00
3½-in. Hoosier Beauty..	17.00	160.00

Bench plants, healthy stock. Killarney Brilliant, Milady and Sunburst. Full of vigor, $11 per 100, $100 per 1,000.

ALBERT F. AMLING COMPANY,
Maywood, Illinois.

ROSES. OWN ROOT. 2 and 2½ INCH.

	Per 100	Per 1,000
8,000 Columbia	$17.00	$150.00
10,000 Mrs. Charles Russell....	14.00	130.00
4,000 Ophelia	10.00	90.00
2,000 Hoosier Beauty	10.00	90.00

Surplus stock grown for our own planting

ROLF ZETLITZ CO.,
Lima, Ohio

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.

E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

BENCH ROSE PLANTS

White Killarney, per 100, $7.00; per 1000 $60.00.
Richmond, per 100, $9.00; per 1000 $80.00.

PETER KEINBERG
Wholesale Florist
30 East Randolph St. Chicago

8,000 Good, Strong 2½-inch
PINK KILLARNEY—Ready to shift.
$8.00 per 100; $75.00 per 1,000.

GEORGE REINBERG,
162 N. Wabash Ave., Chicago

CRIMSON RAMBLER ROSES.

Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.

PETER PEARSON,
5734 Gunnison St., Chicago.

BENCH ROSE PLANTS—2 YEAR

5000 Montrose—500 Russell
$500 takes the lot.

WEISS-MEYER CO.,
Maywood, Illinois.

Two new roses of which we have a surplus stock: Rosalind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

2,000 3-INCH COLUMBIA ROSES

Nice strong, heavy stock. Order early.
$25.00 per 100; $200 per 1,000.

WALTER A. AMLING CO., Maywood, Ill.

Rose Premier. Own roots, March delivery, 2½-inch., $30.00 per 100. Grafted, $35.00 per 100. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown 1918 crop. Per lb.

Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50

Cauliflower seeds, Danish grown. Per oz.

Extra Early Dwarf Erfurt, selected stock.	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock.	2.75

STANDARD SEED COMPANY,
Racine, Wis.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co. 518 Market St., Philadelphia, Pa.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Asparagus plumosus Nanus seed. Have about 10 lb. greenhouse grown, new crop, true to type seed. Will run 8,000 to 10,000 to the lb. The best offer takes the lot. CHAS. POMMERT, Amelia, Ohio.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SPHAGNUM MOSS.

Sphagnum Moss. Ten 10 bbl. bales, $29.00. Leaf mould, $1.00 per bag. Cash. JOS. N. PAUL, Box 156, Manahawkin, N. J.

Sphagnum Moss. 5 bbl. bales, $1.50; 5 bales, $7.00. Cash, please. M. L. CRANMER, Mayetta, N. J.

SPIREA.

Spireas for Decoration Day. Ready for shipment about March 25. Gladstone and Japonica, $25 per 100. C. J. Speelman & Sons, 38 Murray St., New York.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100. $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCA VAR., 50 4-inch at 12c each. Cash, please. Edgar Easterday, Nokomis, Ill.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Rito, the energizer, for soil bacteria; $5 per 100 lbs., ex quay Boston or New York. The Molassine Co., Ltd., East Greenwich, London, England.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

MISCELLANEOUS.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Knoeschell Bros. Co., 452 W. Erie Street, Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouses of every description. Write for plans and estimate. American Greenhouse Mfg. Co., Masonic Temple, Chicago.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Neponset waterproof paper flower pots. Tough and durable. Hold moisture better than clay pots. Free sample and booklet. Bird & Son, Inc., East Walpole, Mass.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.
Mention the American Florist when writing

Wired Toothpicks
10,000, $2.25; 50,000, $9.75. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample free. For sale by Dealers
Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2 25	26 00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	$1.50	$15.00	$110.00
60	10 in.	0.95	10.50	77.50
70	8 in.	0 75	8.25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

Best Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 50 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

The Goldfish.—By Hugo Mulertt. 160 pages, handsomely illustrated. Price, $2.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, $1.50.

Landscape Gardening.—By Sam'l Maynard. 336 pages, 165 illustrations. Price, $1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

AMERICAN FLORIST COMPANY
440 S. Dearborn Street, Chicago, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

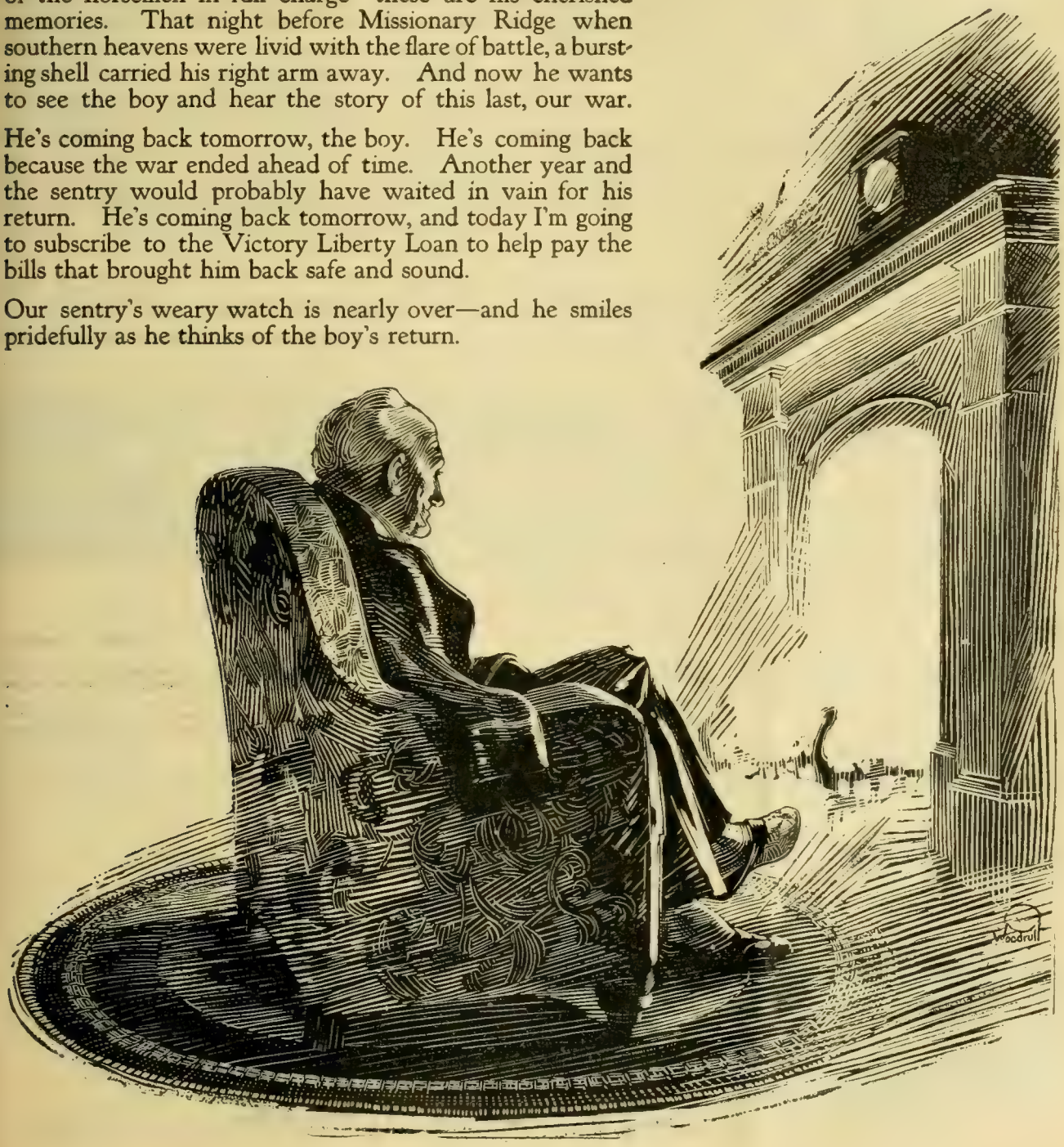
The Sentry Who Waits Not in Vain

A SHAGGY, white head with the keen eyes of the warrior—a frame touched by the years and great hardships—there he sits in the great chair before the fire, motionless. We couldn't have kept him through the year, but for this one fact—he won't let go till he sees the boy again.

He fought with Phil Sheridan. The rattle of musketry and the ping of flying bullets, the sudden, rushing sweep of the horsemen in full charge—these are his cherished memories. That night before Missionary Ridge when southern heavens were livid with the flare of battle, a bursting shell carried his right arm away. And now he wants to see the boy and hear the story of this last, our war.

He's coming back tomorrow, the boy. He's coming back because the war ended ahead of time. Another year and the sentry would probably have waited in vain for his return. He's coming back tomorrow, and today I'm going to subscribe to the Victory Liberty Loan to help pay the bills that brought him back safe and sound.

Our sentry's weary watch is nearly over—and he smiles pridefully as he thinks of the boy's return.



Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

REED & KELLER,
122 W. 25th St., NEW YORK
FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

1,000 Letterheads } $6.00
1,000 Envelopes }

Good Stock—Send Cash with order. No samples sent unless postage is enclosed.

GOPHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO. ILL.
We Print Everything

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

Patented Jan. 23, 1917.

SāVō
THE ALL-YEAR-ROUND
Flower and Plant Box
Made of Heavy Galvanized Steel

SELF-WATERING—SUB-IRRIGATING waters the growing plants from the bottom, making longer roots and better plants, leaving top soil mealy and loose. No surface watering.

FOR WINDOWS—PORCHES—SUN PARLORS
A SALES BOOSTER—A TRADE WINNER—AN EASY SELLER

Leak-proof and Rust-proof. Best made, most effective, durable and artistic Flower box on the market. GOOD MARGIN of PROFIT to Dealers. Write Dept. V for catalogue and prices.

SAVO MANUFACTURING CO., 39 S. La Salle Street, Chicago

Greenhouse Construction
BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., Chicago

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

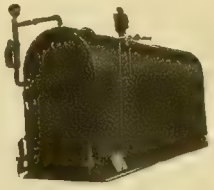
1866-1919
GREENHOUSE LUMBER
"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
LOCKLAND LUMBER CO., Lockland, O.

GREENHOUSE GLASS

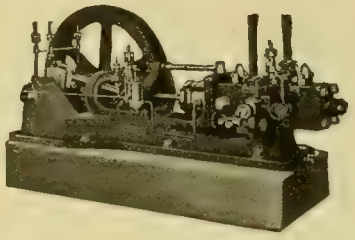
We are the largest manufacturers of Greenhouse Glass west of the Mississippi River and carry at all times an adequate stock to enable us to make immediate shipment of your requirements. Our glass is heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write us for prices.

Okmulgee Window Glass Co., Okmulgee, Okla.

GREENHOUSE SPECIALTIES



Safety
$C O_2$
Economy



No
Ammonia
Used

HEATING

KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise.

13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

KROESCHELL BROS. COMPANY.
KROESCHELL BROS. ICE MACHINE COMPANY
452 West Erie St., CHICAGO, ILL.

REFRIGERATION

The high efficiency and low cost of operation place the Kroeschell System of Refrigeration in the foremost rank for greenhouse use. Our System of Refrigeration and Cooling is easily installed—perfect control of temperature and absolute safety insured—no ammonia used for this system.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor.

The Peters & Reed Pottery Co.,
SO. ZANESVILLE, OHIO
"Moss Aztec" Ware
HORACE C. GRAY CO.,
200 Fifth Avenue New York

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers of
FLOWER POTS
Why?

A. H. HEWS & CO., INC.
Cambridge, Mass.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Mention the American Florist when writing

Split Carnations

Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

Mention the American Florist when writing

What Are Your Requirements?

All we ask is an opportunity to quote on

Sash Operating Devices and Greenhouse Fittings.

Write today for catalogue.

ADVANCE CO., Richmond, Ind.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention. Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.
Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Mention the American Florist when writing

George Keller Pottery Co.

SUCCESSOR TO
GEO. KELLER & SON,
Manufacturers of

Red Pots

Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Mention the American Florist when writing

Trade Directory

OF THE

Florists, Nurserymen, Seedsmen
OF THE
United States and Canada.

PRICE: $3.00 POSTPAID

American Florist Co.,
440 S. Dearborn Street
CHICAGO

Index to Advertisers.

Advance Co 591
Alfred Lozier Rosery..574
Allen J K.....565
Alpha Floral Co....570
Amer Bulb Co ... I 541
Anling EC Co.....561
Anderson S A.....574
Angermueller G H Co.....562
Aphine Mfg Co.....590
Astoria Florist 572
Avenue Floral Co...574
Baer Julius.....573
Barnard W W .Co...583
Bassett & Washburn.550
Baumer Aug R.....575
Baur Window Glass Co IV
Bayersdorfer H & Co.563
Begerow's 572
Berger Bros.....562
Berning H G.....562
Bird & Son Inc.....IV
Bodger J & Sons Co .578
Boland J B.....575
Bolgiano J & Son....580
Boulevard Flor'l Co.568
Bramley & Son.....575
Braslan Seed Growers Co.....576
Breitmeyer's J Sons. 572
Briggs Floral Co....574
Broadway Florist. .573
Brown A J Seed Co..576
Brown Bag Filling Machine Co 578
Bryan Alonzo J.....583
Buchbinder Bros....592
Buckbee H W.....574
Budlong Co J A 554
Burns H H.....573
Burpee W A Co 583
California Florists ..573
Campbell Alfred M.542
Cathedral Florists..568
Central Floral Co...575
Chicago Feed & Fertilizer Co.....592
Chicago Flower Growers Assn....561
Christatos & Koster.568
Christatos N.....566
Clark E B Seed Co..580
Clarke's Sons D.....570
Clay & Son.....590
Coan J J.....565
Coles W W.....583
Conard & Jones Co..584
Cooke Geo H.....575
Cottage Gardens Nurs Inc.....584
Cowee W J.....588
Coy H C Seed Co .579
Craig Robt Co..581 583
Cranmer M L.....552
Danker Fred A 574
Dards Chas.....566
Davey Tree Expert Co.....543
Dietsch A & Co... .IV
Dominion Floral Co.572
Dorner F & Sons Co.582
Drakos Co.....571
Dreer H A...548 588 592
Duluth Floral Co....574
Dunlop John H.....572
Dwelle-Kaiser Co. 592
Eble Charles. 571
Edwards Fold Box..590
Elm City Nursery Co 584
Erne & Co.....558
Excell Laboratories. 11
Eyres H G.....571
Fallon Florist.....571
Fleishman 569
Foerster Co Joseph..552
Foley Greenhouse Mfg Co.....III
Ford M C.....565
Ford William P.....565
Fox J M & Son Inc..573
Frauenfelder C 574
Freeman Mrs J B ..573
Frey C H 574
Frey & Frey 574
Friedman 575
Froment H E. .544 565
Futterman Bros.....564
Galvin Thos F. 573
Gasser J M Co.....572
Giblin & Co..... .588
Gnatt The Ove Co...548
Godineau R & M....578
Goldstein I.....565
Gorham Printery Inc.590
Grakelow Chas H...572
Grand Rpids Flo Co. 574
Grimm & Gorly.....575
Grossberg-Tyler-Finnermann Co....558
Gude Bros.....571
Habermehls Sons J J.571
Hammond's Paint & Slug Shot Works..III
Hardesty & Co 573
Hart George B.....565
Hart Henry.....570 571
Haven Seed Co The.583
Heacock Jos Co.....583
Heinl John G & Son.574
Henderson A & Co ... I
Henderson Lewis ...572
Henry Co The John.540
Henshaw Floral Co. 544 565
Hentz & Nash.....564
Herr Albert M. 583
Hess & Swoboda....572
Hession 573
Hews & Co A H.....591
Hill D Nurs Co.....584
Hollywood G'rdens 572
Holm & Olson.....572
Holton & Hunkel Co.563
Hood & Co W T 584
Hort Advertiser.....592
Hort Trade Journal..590
House of Flowers.. 571
Hurff Edgar F.....580
Hurst & Son 578
Ickes-Braun Mill Co.IV
Idlewild Greenhs 575
Jahn Hugo..... 572
Jones Percy 552
Josephson Gilbert P 564
Jov Floral Co.....571
Kahler Pottery Co..591
Kasting W F Co..... I
Keller Pottery Co Geo.....591
Keller Sons J B.....573
Kelway & Son 579
Kennicott Bros Co..551
Kervan Co The.....565
Kessler Wm.....565
Kottmiller A.....571
Kroeschell Bros Co..591
Kruchten John.....561
Kuehn C A 563
Kuhl Geo A 583
Kunderd A E 680
Lager & Hurrell 584
Landreth Seed Co...583
Lang Flo & Nur Co.574
Lange A.....571
Leborius J J..... .573
Leonard Seed Co....583
Levine & Co 539
Liggit C U.....583
Littlefield Florist ...574
Lockland Lum Co...590
London Flow'r Shp .575
Long Island Flo Co.571
Louis Simon Freres & Co.....582
Louise Flower Shop.573
McCallum Co.....544
McGill R C & Co....578
McHutchison & Co. 578 580
Mackie William .. 565
Malandre Bros..569 574
Mangel 575
Masur.....568
Matthews the Flo'st.573
Matthewson J E.....571
May & Co L L.....575
Meconi Paul 565
Messeberg G.....564
Metairie Ridge Nursery.....574
Michell Henry F Co 580
Michigan Bulb Farm 579
Michigan Cut Flower Exchange 561
Milady's Flower Shop 568
Millang Joseph A...564
Miller Floral Co.....574
Miller & Musser ... 561
Molassine Co The...547
Moninger J C Co... .....4th special cover
Morehead Mfg Co... .....3rd special cover
Murray Samuel..567 575
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...562
Newell A. 574
New York Cut Flo Co540
N Y Cut Flower Ex..565
N Y Floral Co.....575
Nicotine Mfg Co.....592
Niessen Leo Co. ..562
North Shore Flo Co 568
Okmulgee Window Glass Co.....590
Orchid Florists 574
Pajan Louis E.....571
Palmer W J & Son. .573
Pappas Bros 568
Pappas D J.....573
Park Floral Co 573
Peacock Dahlia Fr..584
Peacock E R Co.....577
Pearson E W.....574
Pedrick G R & Son..578
Penn The Florist....575
Peters & Reed Pot'y..591
Philadelphia Wholesale Floral Ex.....563
Philips Bros.....574
Pierce F O Co..... .IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....576
Pikes Peak Flo Co...574
Pillsbury I L.....591
Pittsburg Cut Flo Co 562
Podesta & Baldocchi.575
Poehlmann Bros Co.549
Pollworth C C Co...563
Polykranas Geo J....565
Potter Floral Co....571
Pressing Seed Co W C.. 576
Pulverized Manure Co The..... .....2nd special cover
Pyfer A T & Co 556
Raedlein Basket Co .556
Randall A L Co..560 561
Randall's Flow Shop.575
Randolph & McClements..... 574
Rawlings Elmer.... 584
Ready Reference....585
Reed & Keller ..590
Regan Ptg House....591
Reid Edw.....546
Reinberg Geo..... .561
Reinberg Peter.....555
Rice Bros..... .563
Rice Jerome B Seed Co..... 577
Riedel & Meyer.. ...565
Robinson J C Seed Co.579
Rock Wm L Flwr Co .574
Rodgers J W.....571
Rohnert Waldo... .583
Ronsley Florist. 571
Rosendale Grhs.....580
Rosery Floral Co ...575
Routzahn Seed Co .579
Rusch G & Co..... .563
Saake O C... 571
Salzer Seed Co.....575
Savo Mfg Co 590
Sceery Edward.....573
Schiller the Florist..573
Schillo A Lum Co ...IV
Schlatter W & Son 573 592
Schloss Bros 566
Schmidt Chas L.....575
Shaffer Geo C 575
Sharp Partridge & Co..... 592
Sheppard H W.... 575
Sheridan Walter F..565
Siebrecht George C.565
Simon & Son I N....579
Situation & Wants...539
Skidelsky S S & Co. I
Slinn Clarence 544
Smith A W & Co....572
Smith & Co E D.....583
Smith & Fetters Co..574
Smith Henry... 574
Speelman & Sons C J 579
Storrs & Harrison...583
Stumpp G. E. M....574
Thorburn J M & Co .578
Tonner O A & L A... .....550 554
Totty Chas H 583
Traendly & Schenck 565
Trave'ing Wholesale Florist 564
Trepel Jos.....573
Turner Bros.....591
United Cut Flo Co..565
Vaughan A L & Co..559
Vaughan's Seed Store .....I 546 580 584
Vick's Sons Jas..... 583
Victory Liberty Loan589
Vincent R Jr & Sons Co..... I
Wagner P.....568
Walker F Co 571
Weber F H.....574
Weidemann H G....573
Weiland & Risch ..561
Weir James 563
Westerbeek & Klyn.579
Western Seed & Irrigation Co. 577
Westwood Alex M. 568
Wilcox Bros 553
Williams Mrs E A...575
Winterson Co E F 552
Wittbold G Co 545 571
Wolfskill Bros & Morris Goldenson 571
Woodruff S D & Sons.578
Yokohama Nurs Co.580
Young A L & Co....56
Young John & Co....564
Zech & Mann.....555 7

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Post paid.
Wm. Schlatter & Son
422 Main Street, Springfield, [illegible]

Before After

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

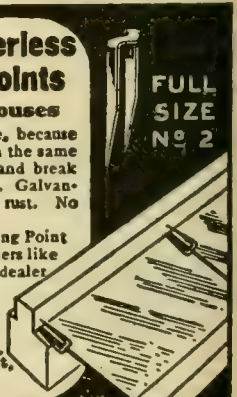
GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer, or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.



SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
Precipitate Bone Phosphate
Magic Blood and Bone
QUALITY SERVICE THE SOIL POWER MAGIC GRADE FERTILIZER ECONOMY PRODUCTION
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, APRIL 12, 1919.** **No. 1610**

THE AMERICAN FLORIST

ESTABLISHED 1885
Copyright 1919 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill. President; E. A. FETTERS, Detroit, Mich., Vice President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill Pa., President; F. L. ATKINS, Rutherford, N. J. Vice-President; E. A. WHITE, Cornell University Ithaca, N.Y., Secretary; HARRY O. MAY, Summit N. J., Treasurer.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

Pussy Willows.

I saw some tiny kittens,
Dressed up in soft gray fur;
But though I've listened all day long
I've never heard them purr.

They never frisk and play about,
The pretty, sleepy things,
But closely round a slender twig
Each little gray paw clings.

And when the air grows soft and warm,
With April's breath, I'm told,
That they will shed their silver fur
For robes of green and gold.
—Philadelphia Evening Bulletin.

SUGGESTIONS FOR PLANT GROWERS.

Early Roses.

The rose bed should be pruned and then spaded as early as possible after the ground has opened and if the canes have been buried the covering should be removed and the canes cut back. To properly prune a bed of hybrid perpetual roses is a careful, painstaking piece of work. This work is too often done in a careless, haphazard manner, and by many every variety is cut back alike. To get the best results, a study of the varieties is necessary; for instance, strong growing varieties like General Jacqueminot and Magna Charta can be cut back and the small wood cut out much more severely than Prince Camille de Rohan or Mme. Gabriel Luizet. When pruning it is first necessary to determine whether quantity or quality is the most to be desired. If quantity is wanted, more wood can be left and six to eight eyes left on the canes. If quality is the main object this must be obtained at the expense of quantity, and the strong canes only retained and these cut to two or three eyes, depending on how the eyes are located. The top eye that is left should be pointed out from the main stem so that when the growths start they will not crowd toward the center. This will allow plenty of room for development and a good circulation of air through the plant. After the bushes are pruned the soil should be spaded good and deep and leveled off.

Bedding Plants.

The general florist will now have his hands full with bedding stock, which should now be spread out and given the necessary room. The geraniums should be spaced, and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time, and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums, heliotropes and like blooming plants should be kept on the move and be given good light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked a good plant is an impossibility.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the

soil is made firm around the roots first and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot and the plant placed in this then a little soil around the plant, which should be firmed down, then a little more soil, which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

Peonies.

As soon as the frost is out of the ground the poeny beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall, it is well to spread some old manure, not fresh, on the beds before spading and fork it in. Although the fall is the best time to transplant peonies, yet if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall, and if any attempt is made to shake the soil off, the roots will be broken doing this. Divisions must therefore be carefully made, so as to disturb the roots as little as possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

Haste Makes Waste.

Reports from Ohio that millions of tons of coal are on fire on lake port docks from spontaneous combustion indicates we are reaping one of the fruits of war hurry. An industrial coal expert explains that during the war everything was coal, the good, bad, and worse, and as such was dumped indiscriminately at lake ports. In this way much coal with high sulphur content was dumped in big piles. Action of water on the sulphur in the coal piles forms crude sulphuric acid. This, in turn, generates heat and causes combustion. Water, except in great quantity, is useless in fighting coal fires. Going to the heart with a steam shovel alone settles the question.

LANSING, MICH.—The business of the Alpha Floral Co. has been purchased by G. B. Smith. He has taken his brother into partnership, and will conduct the establishment under the name of the Smith Floral Co.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The coming week sees the culmination of all the hard preparatory work that has been going on for the past two months, to get the shop and stock in order for the busiest period of the year. It is well to at once go over the different departments of the business, and see that nothing has been neglected. If the line of plant stock does not seem to be complete, or there is uncertainty as to the condition of some of the stocks ordered, a quick run around the growers, a last minute call, should be made and these matters straightened out.

It is a great help to the grower if the order given is divided, to be delivered on different days of the week; so many roses, lilies, hydrangeas, genistas, spiræas, etc., for Monday, and so on throughout the week. With a copy of this in the store, to be checked up as the various lots arrive, a glance will show at any time, what there is in reserve, and when to expect it.

The man is in luck who can secure an empty shop close by, or in the same block, to which reserve stocks may be delivered and carried later to the store. This avoids the confusion of wagon or truck loads of stock being delivered when there are crowds of customers about, who are apt to wait and see it arranged, so as to have a better selection. This annex can also be used for deliveries, the plants as sold being placed in sections marked off for the days to be delivered, and later for segregating into up and down town and east and west side routes.

Be sure to have a good stock of pot saucers, either clay or fibre, for all sized pots or tubs. They are very essential to the prolonged life of the plants in the house. Do not forget to attach watering directions or cards to each plant; they cost but a trifle, and carry the firm name into the houses of many lovers of flowers. This publicity feature should be made the most of, as these cards will be allowed to remain on the plant, and are likely to be noticed by many visitors.

If for any reason the stock of made up plant baskets has not been arranged, a day can yet be given to this work to good advantage. It is much better to do this at the greenhouse on Sunday, or even as late as Monday, than at the store on the busy rush days and nights later in the week. There is not much demand for these before Wednesday or Thursday, and then coming fresh and bright from the greenhouse, they are much more salable than the hurriedly filled baskets of the night before. The time of the expert hands is then free to do other important work.

The regulation of the work hours, so that all shall get a reasonable amount of sleep is absolutely necessary; forty-eight hours continuously at it, is not impossible, or even longer, but it is now conceeded that such long rush periods do not pay, no matter how much the necessity appears to require it. The man, refreshed by a few hours' sleep in bed (not crouched up in a chair or under the counter in a draughty store or basement), will be able to work faster and much more effectively than the man without rest. In many stores, the entire force is taken to a hotel on Thursday and Friday nights, and after breakfast, are back on the job at 6 a. m., a force full of new life and energy.

It is worth while to speak again of the neat appearance of the store and keeping the various plant stocks in good condition at all times. Keeping each variety in blocks together is a great time saver and helps in their sale. The baby ramblers, the Tausendschon, Dorothy Perkins and the pot tea roses, will give good color effects with each kind arranged together. The blue hydrangeas, the pinks, spiræas, azaleas, etc., will all make a better showing if displayed in sections, than if scattered throughout the store stock. When spaces appear, plants should be drawn closer together, so that the block looks complete.

The featuring or decoration of all choice stock should not be neglected; a few pussy willow sprays, a garden figure or bird stick, and a bow of chiffon, will attract attention and often be the means of selling something that has stood for quite a long time.

When, late on Saturday, there appears to be a few choice items of stock

DAISY (BELLIS) PAN FOR EASTER.

likely to be left, there being perhaps a few too many large hydrangeas or roses, etc., it is then a good time to pay courtesies for favors received at the hands of various persons which could not be returned in a better way.

The cut flower department requires careful handling at these busy times. There is not much demand early in the week for flowers, except for funerals, which may come at any time, and often does, just at these times, when the force is worked to the limit. Very little should be on display in the case—just enough to take orders from. A great help is a few sample corsages in boxes, made up, finished and in boxes in the case as if just ready to go out. The Easter corsage is quickly selected with these to choose from, and very likely a better price obtained.

Have plenty of boys on hand for Sunday morning deliveries. Everything in cut flowers, particularly corsages to wear to church, must arrive at their destination before 10 a. m., at the very latest. Many of these go to the suburbs, which in large cities, means long trips.

Demonstrations.

While nicely arranged jars of flowers in the show case or refrigerator, which fixture by the way, every flower case should be made to look as unlike as possible, are to be commended, the successful selling of flowers requires more than this orderly presentation. Flowers are beautiful in themselves, but they can be much improved when offered for sale by means of many of the accessories now available. Any person with comparative slight artistic ability can arrange a few flowers together, that with green and a knot of ribbon, is worth from a half to as much again more than the same flowers by the dozen. A dozen or so of pink roses, together with a few sprays of mignonette, stevia, bouvardia or snapdragon and asparagus, arranged in a light blue or blue and white duotone vase basket, with light blue ribbon on the handle, will look worth much more than the cost of the added accessories. Examples of such work made up in the case costs no more for the arranging, and if sold, the artistic finish has brought almost as much as the flowers. Should the stock so used be required for orders, it is at once available, the stems not having been cut or wired.

The little Ward roses are pretty in themselves, but make them into a corsage with a shaded ribbon and pin, place in a box in the case where they will be sure to attract attention, and they will be just what some young man wants, who is glad to pay twice the cost by the dozen of the flowers used.

Sweet peas, which have now risen to such importance as a cut flower, are particularly attractive when placed, even in the original bunches, in medium sized duotone vase baskets of white, blue, pink and green. A few corsages of these lovely flowers are sure to be noticed, and the sales quickened by their display.

The little individual rose tubes, with a foot that hold one rose, are just the thing for milady's desk or writing table. Choice roses displayed in this way will often effect both the sale of the flower and vase and will likely secure an order for a few flowers several times a week.

EASTER PLANT BASKETS.

Genista, Yellow Primula and Yellow Callas.

At intervals, a medium sized luncheon or dinner table, set and decorated, more or less elaborately, is an attractive feature, either for the store or as a window effect. It can be made to show how just a few flowers, as used in the shallow bowls, are sufficient, or for more elaborate affairs, what the store has to offer in artistic groupings of roses, orchids and other choice stock.

Cattleyas displayed in small glass tubes on the handle and with some tubes in the soil of a basket of the glory fern, are given a much more conspicuous setting than when huddled together in vases on a shelf in the case, almost out of sight. The ferns, growing, will last a long time, earning far more than their cost. Violets, as well as gardenias, in sample corsages, ready to put on, will keep made up about as well as loose. Corsage ribbons made into bows and tied on with a narrow ribbon are not injured and can be used again, while those tied and made on the corsage become mussed if taken down.

With the coming of the daffodils, the shallow bowls are given another boost, as these flowers display so nicely in the japana and other flower blocks. When arranged, together with a few pussy willows, they are very fetching. Freesias are also effective with the daffodils.

Plants that are shown in jardinieres on pedestals, are doubly attractive and often remind customers of an empty receptacle at home. Nicely filled fern dishes are also sure to attract attention and frequently call forth the remark: "How pretty that is; mine looks so forlorn. I wish you would send for it and be sure to put in hardy ferns.

The above are but a few of the many demonstrations that are possible in the flower shop, which will do much to educate the public, and at the same time add greatly to the receipts.

PITTSBURGH, PA.—The retail florists' association, which has been more or less dormant during the past few months, will, it is believed, take on renewed activity in the near future.

OAKVILLE, ONT.—The Gardeners' and Florists' Association of Ontario was organized here March 14 with the following officers: Fred Carr, president; Wm. Cole, first vice-president; Frank Carr, secretary-treasurer. Meetings will be held the first Wednesday of every month.

Society of American Florists.

The March number of "The Journal of the Society of American Florists and Ornamental Horticulturists" was despatched under second class mailing privileges accorded by the post office department. Any member who did not receive his copy should communicate at once with the secretary. This number contained a full account of the mid-winter meeting of the executive board, with reports in full, up-to-date news of the national publicity campaign, list of new members, and other matters of interest to members.

LIFE MEMBERSHIPS.

A proposed amendment to the constitution and by-laws is to be presented to the Detroit convention next August, increasing the life membership fee to $50. Members in good standing contemplating life membership would do well to take notice of this, and send in their cheques for $25, the amount of the fee as at present, thus avoiding the possibility of having to pay the higher rate later on.

THE 1919 CONVENTION.

The 1919 convention will open in Arcadia hall, Detroit, Mich., August 19, next, continuing through the two days following. Indications point to a record-breaking gathering. From inquiries already received the trade exhibition to be held in connection with the convention will surpass all previous exhibitions of this nature. Floor plans will be sent out next month, but prospective exhibitors should not wait for the plans before making reservations. There will be no preferred locations in Arcadia hall, as the exhibition will be staged and the business sessions held on the same floor. The space rental has not been increased, and is the same as charged at previous exhibitions—40 cents per square foot. Among the early applicants for large blocks of space are, A. L. Randall Co., Chicago; Jos. G. Neidinger Co., Philadelphia, Pa.; Ove Gnatt Co., La Porte, Ind.; Alex Henderson & Co., Chicago; John A. Evans Co., Richmond, Ind.; Poehlmann Bros. Co., Chicago; S. S. Pennock Co., Philadelphia, Pa., and Schloss Bros. Ribbons, Inc., New York.

To facilitate arrangements, orders for space should be sent in now. This will be a phenomenal convention, with many new features to attract trade visitors from all sections of the country, and it will pay exhibitors to take liberal space. JOHN YOUNG, Sec'y.

National Publicity for Flowers.

In the June issue of the Metropolitan Magazine, with a subscription circulation of nearly 500,000, and a reader's circulation of perhaps 2,000,000 more, will appear an insert page 11x14 inches in colors, featuring our glass sign "Say It With Flowers," and its use in a florist's window. Two small panels at the foot of the page carry the following legends:

"If you would have friends—be one."

"Remember: The anniversaries, the birthdays, the events that call for congratulations of your friends with a token of flowers. What hurts quite as much as the knowledge that "some one" who should remember, "forgot all about it," this year? Life is made sweeter by those friends who never forget. You have such friends if you are one.'

"Remember: For flowers that will exactly express as living, breathing messages, the words your heart would dictate, go to the florist displaying the sign "Say It With Flowers." His affiliation as a member of the Society of American Florists gives him advantages that better fits him to serve you. Your local florist, within a few hours, can deliver fresh flowers in any city or town in the United States and Canada through the Florists' Telegraph Delivery Service."

This advertisement is intended as a direct recognition of the support to the campaign given by the many florists who, through watchful interest, have realized the immense amount of good resulting from the efforts of your publicity committees so far put forth, and have backed these efforts with liberal subscriptions.

It will pay any florist who has not already provided himself with one or other of our signs to supply himself without delay. The glass sign may be had from the secretary for the small amount of $2; a unit of four decalcomanie signs for $1. A careful reading of the lower legend quoted above should evolve the reason for this suggestion.

Become a "real American florist," Mr. Non-subscriber. You surely have the interests of the trade at heart, or you would not be, in fact, could not be a florist. Join this movement for the good of the business, which is providing your living. Send in your contribution to the campaign fund—monthly payments if you prefer—and join the grand organization which is upholding and protecting our industry.

Our promotion bureau is mailing to the 14,000 florists on our mailing list a "broadside" detailing the work of our campaign, describing the various aids for linking up with the national publicity and designed to increase interest in our work. With it will be sent a specimen of the magazine page referred to in this article, subscription blanks and other matter. Any florist not receiving a copy of this broadside, can have one on application to this office.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Kretschmar Bros., West Nyack, N. Y.	$ 2.00
W. B. Girvin, Leola, Pa. (1 yr.)	10.00
Frederic Carey, Kennett Square, Pa.	10.00
Mabel C. Lamborn, Philadelphia, Pa.	5.00
B. Hammond Tracy, Inc., Wenham, Mass.	25.00
Elmer D. Smith & Co., Adrian, Mich.	25.00
Charles Bond, Naperville, Ill. (1 yr.)	30.00
Wellworth Ghs., Downers Grove, Ill., 1 y.	50.00
	$157.00
Previously reported	$34,445.50
Total	$34,602.50

JOHN YOUNG, Sec'y.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

New Orleans, La., April 13, 4 p. m.—Gardeners' Mutual Protective Association at 114 Exchange place. John Parr, secretary, 4539 North Rampart street, New Orleans.

Baltimore, Md., April 14, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Exchange Hall, St. Paul and Franklin streets. Robt. T. Paterson, secretary, 934 Preston street, Baltimore.

Springfield, O., April 14, 7:30 p. m.—Springfield Florists' Club at members' place of business. Arthur Leedle, secretary, Springfield.

Cincinnati, O., April 14, 8 p. m.—Cincinnati Florists' Society at Hotel Gibson. Alex. Ostendarp, secretary, 16 East Third street, Cincinnati.

Boston, Mass., April 15, 8 p. m.—Gardeners' and Florists' Club of Boston at Horticultural Hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Philadelphia, Pa., April 15, 3:30 p. m.—Pennsylvania Horticultural Society at Griffith Hall, 1420 Chestnut street. David Rust, secretary, 606 Finance Building, Philadelphia.

Portland, Ore., April 15—Portland Florists' Society at Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Lancaster, Pa., April 17, 8 p. m.—Lancaster County Florists' Association at chamber of commerce. Albert M. Herr, secretary, Lancaster.

Helena, Mont., April 19—Florists' and Nurserymen's Association of Montana. E. A. Calmettes, secretary, Helena.

Lake Geneva, Wis., April 19—Lake Geneva Gardeners' and Foremen's Association at Horticultural Hall. F. Brady, secretary, Lake Geneva.

BIRCH BARK BASKET OF TULIPS.

American Rose Society.

The twentieth annual meeting of the American Rose Society, mention of which was made in THE AMERICAN FLORIST of April 5, page 538, was held at the Hotel Breslin, New York, April 2, President Hammond occupying the chair. The president, in his annual report, reviewed briefly the development of the society during the 20 years of its existence, and emphasized the broadened interest in rose growing which has resulted during the period. The secretary reported a membership, April 1, of 1203, and the treasurer reported a balance of $2137.58. The election of officers resulted as follows: Captain George C. Thomas, Chestnut Hill, Philadelphia, Pa., president; F. L. Atkins, Rutherford, N. J., vice-president; Harry O. May, Summit, N. J., treasurer; E. A. White, Ithaca, N. Y., secretary; members of the executive committee for three years, Robert Pyle, West Grove, Pa.; George H. Peterson, Fair Lawn, N. J., James Boyd, Haverford, Pa. The president named Robert Simpson, Frank Traendly and Eugene Dailledouze a special committee to audit the books of the treasurer. Following the election of officers, Treasurer May expressed the appreciation which he personally felt the society should extend to the retiring president, Benjamin Hammond, for the many years of faithful service he has devoted to the organization. It was moved by J. Horace McFarland that the society express to Mr. Hammond by a rising vote its deep gratitude for the efficient services he has rendered. The result of the vote was unanimous. Robert Pyle and S. S. Pennock also expressed their appreciation of the way in which Mr. Hammond stood by the society in its years of adversity. The former recalled the time when the finances of the society were at low ebb, and when Mr. Hammond came forward offering to give a substantial sum to help put the society on its feet. Mr. Pennock moved that Mr. and Mrs. Hammond be presented with a vase of roses as a slight token of appreciation of the good will of the society.

Among those in attendance were: Benjamin Hammond, Beacon, N. Y.; Prof. E. A. White, Ithaca, N. Y.; Harry O. May, Summit, N. J.; Robert Pyle, West Grove, Pa.; S. S. Pennock, Philadelphia, Pa.; L. B. Coddington, Murray Hill, N. J.; Eugene Dailledouze, Brooklyn, N. Y.; Robert Simpson, Clifton, N. J.; J. Horace McFarland, Harrisburg, Pa., and Frank Traendly, New York.

Previous to the annual meeting, a session of the executive committee was held in the office of the society of American Florists, 1170 Broadway. Consideration was made of the appointment of a committee to award the Gertrude H. Hubbard gold medal for the best rose of American origin introduced during the last five years. It was the opinion of the executive committee that only the varieties registered with the American Rose Society should be considered eligible for this medal. The secretary was instructed to prepare a list of the varieties eligible and mail these to each member of the committee. It was also voted that the award of the Hubbard medal be postponed until a fall meeting of the executive committee so that special consideration might be given eligible varieties during the summer. J. Horace McFarland, as chairman of the committee appointed at the last meeting to consider changes in the constitution and by-laws of the society, read these changes in detail. It was voted that the secretary be instructed to prepare a draft of the changes under consideration and to mail these to each member of the committee. The question of reducing the life membership fee was discussed, and the opinion of the committee was that the present fee of $50 is not too high, and that no change should be made.

E. A. WHITE, Sec'y.

TAUSENDSCHON ROSE IN TUB.

Massachusetts Hort. Society Bulletin.

The trustees of the Massachusetts Horticultural Society have authorized the publication of a series of Bulletins, the first two issues of which have been received, the purpose being to present to the members matters of interest concerning the activities of the society, and by this means extend its influence and increase the knowledge of horticulture in the community.

In Bulletin No. 1, under date of March 1, attention is called to the fact that the horticultural exhibitions of the organization, for many years a highly educational feature, should not be abandoned, but the committee expresses the opinion that the public could be better instructed by means of a few important shows, rather than by a number of small ones. Also, that horticultural exhibitions are valuable when they make known to persons interested new plants, fruits and vegetables, not in general cultivation, but which should find a place in gardens, but the advisability of offering small prizes year after year, for plants which have long been familiar objects, such as six summer or winter apples, etc., which can be found in any fruit shop in the city, is questioned. Inasmuch as no prizes were given at four of the most successful exhibitions of the society, it is believed that members of the society can always be found who will make occasional exhibitions successful, and active co-operation with similar societies throughout the state will develop general interest.

Bulletin No. 2, issued March 15, invites attention to the library of the society containing one of the largest and best collections of books on horticulture and related subjects in the world. To bring members in closer touch with the library, books may be taken out for home use and the librarian is also authorized to send books by mail, postpaid to such members as make application for them, the borrower to pay the return expense. The Bulletin gives a list of recent accessions to the library, 58 in number.

Prosperity Afoot.

A prominent manufacturer of automobile bodies says: "Hotels and theaters are crowded and it is next to impossible to secure accommodations on sleeping cars. We have more orders for motor car bodies of special types now than we ever had in the height of the war boom. These straws indicate the condition of the wind. Prosperity is afoot. It is like a great snowball that gathers momentum and volume as it goes."—Wall Street Journal Straws.

San Francisco.

AMPLE SUPPLY AT MOVING PRICES.

Trade continues in very good shape in this city. There is enough stock of nearly everything to go around, and prices are within the reach of all classes of buyers. Funeral work continues steady and social affairs continue to draw heavily upon the daily supply of flowers. Roses are of excellent quality. There has been quite a drop in prices on the wholesale market, due to the large cut, but all of the stock is bought up every morning. American Beauties are more plentiful than at any other season of the year. They are bringing the highest prices of all roses. Mrs. Charles Russell is very fine just now, and there is never any surplus of this fine variety. Columbia and Ophelia are also in large supply, with the demand steady. There is quite a quantity of Mrs. Aaron Ward to be had. Red roses are probably in oversupply, especially the poorer grades. Cecile Brunner are becoming more plentiful. In a short time a large outdoor cut will be ready for the market. Carnations are very plentiful, and only the very best quality of stock is bringing remunerative prices. Large quantities of these are being sold on the street. Sweet peas are fine just now. They have brought the grower good returns right along. All the newest and best varieties are being received here this spring. Nothing but the finest Spencers are being grown here for the market. There is still quite a heavy cut of freesias and daffodils, but the supply of the latter is not expected to continue much longer. Violets are still to be had in large quantities. The Giant and Princess of Wales are about the only two varieties offered. Ranunculus are in and are proving to be as much a money-maker as in former years. Gardenias are scarce, with prices unchanged. There are very few cattleyas in the market. Gaskelliana is about the only variety to be had. There is a large cut of tulips and hyacinths. Irises are beginning to come along, and are now in much demand. In pot plants the offerings consist of azaleas, rhododendrons, Bougainvilleas glabra and spectabilis, baby roses and cyclamens. They add much to the window and interior displays of the various stores. Ferns and asparagus are none too plentiful this week. Flowering fruits and shrubs are represented in all the stores.

NOTES.

The Menlo Park Horticultural Society is preparing to hold an elaborate flower show next fall. This society suspended its annual shows during the war, but is again prepared to stage some of the shows that have made the society famous. The exhibition committee will shortly prepare a preliminary schedule.

Prof. J. W. Gregg of the University of California delivered a very interesting and instructive lecture before the members of the Dahlia Society of California at the Palace hotel. There was a large attendance and the talk was well received. The coming dahlia show was also informally discussed by the members.

Albert O. Stein, on Sutter street, is handling a fine grade of azaleas and rhododendrons these days. They are displayed to the best advantage in his commodious store and are proving a great attraction. The force has been busy on decorations, both here and out-of-town during the week.

The Francis Floral Co. is receiving a fine cut from the grower. They report a steady trade along all lines. Manager Schlauthauer has many innovations in the way of new baskets of his own designing, which, he says, are in much demand by his customers.

The annual show of the California Dahlia Society will be held September 4-6 at the Palace hotel. A preliminary schedule has been adopted and has been mailed to all interested. A copy may be had by addressing Secretary F. C. Burns at San Rafael.

The MacRorie-McLaren Co. has a great array of Easter plants at their greenhouses at San Mateo. Daniel MacRorie says the call for long distance shipments is unusually heavy this year. Several novelties will be introduced by them this season.

Frank D. Pelicano, of Pelicano, Rossi & Co., has mailed his dahlia catalogue for the coming season. Mr. Pelicano is treasurer of the Dahlia Society of California, and grows a very large collection at his own nursery on Guttenberg street.

Shibuya & Tchida, the chrysanthemum growers, are preparing to commence the planting of their young stock soon. They will be grown as usual under cheesecloth houses. They anticipate a brisk shipping demand this season.

P. Conchi, the prominent grower of Colma, who specializes in Ulrich Brunner roses, has his large stock in the best of shape for the coming season. He is the largest grower of this rose in this vicinity.

L. T. Pockman, who has been one of the most successful growers of dahlias for the exhibitions, has departed for Arizona to reside. The California Dahlia Society will miss one of their best members.

The Mayfield Nursery is sending in large quantities of bulbous stock to this market. The quality is exceptionally good and the shipping trade is reported as quite satisfactory.

The Art Floral Co. has been making a splendid showing in Azalea Hindodigiri again during the past week. The bougainvilleas displayed here are exceptionally fine.

Domoto Bros. are receiving a heavy cut of roses from their greenhouses at Elmhurst. They report a steady shipping trade with prospects for Easter very promising.

JAMES T. LYNCH.

Albany, N. Y.

CLUB MEETING AND EXHIBITION.

The time of the April meeting of the florists' club was taken up with a flower show prepared under the direction of a committee of which Frederick A. Danker was chairman. Among the exhibits was a vase of the new red rose, Premier, which was brought from Boston by Patrick Welch, a wholesaler, and a former president of the Society of American Florists. Mr. Welch was present at the meeting, and agreeably surprised at the display shown. Roses, carnations, snapdragons, mignonette, and other cut flowers were displayed by Louis Menand, Henkes Brothers, William Hannell, and others from this section. A vase of orchid sweet peas, staged by Louis Menand, emphasized what is being done in the way of improvements in the late varieties. A pleasant feature of the show was the presence of a number of the wives and women friends of the members. Following the exhibit light refreshments were served under the direction of Louis Schaeffer, chairman of the entertainment committee. The flowers and many of the plants were sold at auction by James Snyder for the benefit of the club treasury and brought about $93.

NOTES.

The presence of Patrick Welch in the city on the night of the florists' club meeting is accounted for in part by the fact that he is secretary and treasurer of the Albany Cut Flower Exchange, Inc., wholesale dealers in cut flowers. While here, Mr. Welch consulted with the other officers, Edward P. Tracey, president, and Thomas F. Tracey, manager. Mr. Welch said that in regard to Horticulture, conducted by the late William J. Stewart, and in which Mr. Welch is a shareholder, a meeting of the stockholders is to be held shortly at which the subject of a reorganization will be discussed.

Mrs. William J. Skillicorn, of this city, has offered eight prizes of United States thrift stamps to be awarded to the school children of Albany for the best vegetable and flower gardens to be grown by them this season. The prizes for the best vegetable and flower gardens are $5 in thrift stamps and for the fourth best gardens, $1 in thrift stamps. The gradations between, are $3 and $2 worth of the stamps. The only condition imposed is that the seed used must be bought in Albany.

Fred A. Danker was unable to be present at the flower show he arranged for the club meeting on account of being confined to the house with quinsy. He is reported to be improving. R. D.

Boston.

BUSINESS SHOWS IMPROVEMENT.

With Easter approaching, business is showing signs of life and indications point to a good trade. The assortment of plants will not be large this year, but the quality will be better due to the dark cool weather that is holding them back. Roses, lilacs and acacias are the most called for at present. Bulbous stock is poor and there is a question as to whether it will last until Easter. Lilies are practically out of the question, being small and poor. Cut flowers are quite plentiful and sell well. Stock for the holiday will be plentiful and reasonable in price.

NOTES.

The third meeting of the retail florists' organization found 80 members from all branches of the trade in attendance. An excellent dinner was served at which Major P. F. O'Keefe, of the Society of American Florists' national publicity campaign spoke of the bright future of a club of this character representing all interests of the profession and what a great help it could be made to be to the business in general. Henry Penn spoke at length of its great possibilities and the amount of benefit that one could derive from the club. Nominations for officers resulted as follows: Henry Penn, president; Wm. Elliott, vice-president; Wm. Stichle, treasurer; Frank Edgar, financial secretary; E. S. Gorney, recording secretary. Executive committee for three years, Geo. B. Arnold and Patrick Welch. Two years—Henry M. Robinson and F. Palmer. One year—Henry R. Comley and J. M. Cohen.

Growers in this vicinity are sending to this market at present excellent cuts of sweet peas, callas, carnations, Dutch hyacinths, roses, pansies, daisies, irises, snapdragons, etc.

Arnold & Fisher, of Woburn, are building a large garage and stockhouse with two large ice boxes in connection.

S. K. G.

Fort Wayne, Ind.

STYLE SHOW MOVES MUCH GOOD STOCK.

The annual style show, created a demand for a large quantity of flowers, both pot and cut, and moved a considerable amount of stock, which otherwise, was very likely to glut the market, as the exceedingly warm temperatures of the past two weeks had increased the production to a very large extent. Trade in other lines was slow, until the latter part of the week when there was an increase in funeral work. Counter trade is very active, and there is a good demand for flowers for the various churches during the Lenten sea-

son. Carnations have increased considerably the past few days, but there is no over-supply. Roses are in excellent form, all the leading varieties being plentiful, in all grades. Very few Easter lilies are being offered now, but there is any amount of callas to be had. The quantity of bulbous stock has increased greatly, particularly jonquils and tulips. In regard to the Easter supply, there will be a good line of pot plants, with the possible exception of bulbous stock. Rambler roses will be in large supply, for this holiday, also hydrangeas, calceolarias, spiræas, ericas, azaleas, pelargoniums, and Martha Washington geraniums.

NOTES.

Ed Wenninghoff sent out a large number of baskets, and cut flowers for decorations in the style show. He will have a very good line of Easter plants from his greenhouses.

The Lanternier greenhouses are showing a fine display of lilies, hydrangeas, and other Easter plants. Funeral work has been brisk again at the store.

The Flick Floral Co. has several houses of lily plants and a large assortment of miscellaneous stock for the Easter trade.

The Doswell Floral Co. will have a fine line of blooming plants for Easter.

H. K.

Cleveland.

GOOD STOCK CLEANS UP DAILY.

"Business as usual" is a good term to express conditions in the cut flower market. Bulbous stock is about the only thing that drags, otherwise there is a general cleanup and such slight accumulations as are left are disposed of to the street merchants at a week-end sale. Roses have been quite plentiful but still hold firm in price. Carnations about equal requirements. Violets move slowly while sweet peas, which are in good supply, move well and bring good returns. Lilies of all kinds are on the short side. Good snapdragons and calendulas clean up each day. Swainsonas are good property. All indications point to a limited supply of stock for Easter.

NOTES.

While the soldiers of the returned 37th division of the United States army paraded, April 1, about 300 girls formed a "floral arch" and presented each of the boys with a rose. Many thousand flowers were used for the event and it will be repeated at the time of the homecoming of the 112th Engineers next week.

The Rustic-Made Ware Co. is a new concern at 207 High avenue, specializing in the manufacture of florists' baskets, plant stands, porch boxes, etc.

Charles Reep, of North Olmstead, O., has his tulip and daffodil crop in excellent shape.

The Brookline Floral Co. is cutting excellent stock at its range.

C. F. B.

Pittsburgh.

EASTER TRADE OUTLOOK PROMISING.

Market conditions during the past week were very uncertain—one day a surplus, and the next a shortage. Roses continue of good quality and fair prices maintain. Ophelia, Russell, Columbia and Milady are extra good and command higher figures than the others. Receipts of American Beauties are equal to requirements. Easter lilies have moved slowly and are more plentiful as some growers seem to have difficulty in holding them back for the big occasion. Callas are arriving in large numbers, but clean up readily. Carnations are uncertain, with about half enough to supply the demand. Spanish iris has made its appearance and sells readily. Snapdragon is of fine quality and brings from $1 to $2.50 per dozen. The receipts of calendulas, jonquils and tulips are about equal to the call for them. Sweet peas are not plentiful, but the quality shows improvement. Violets are about done for, and from present indications, there will be none for Easter. The outlook for that day is promising, and there should be ample stock with the exception of carnations. Prices will remain about the same, with the exception of an increase on lilies and carnations. If the weather is favorable, the market will be well supplied with lilies, while roses are of finer quality than they have been at any time this season.

NOTES.

The McCallum Co. has installed a private telephone exchange system which is proving of great advantage.

The P. S. Randolph Co., of Verona, reports the biggest Easter plant business in the history of the firm.

Visitors: C. E. Nelson, Wellsville, O.; B. F. Engel, Beaver Falls, Pa.

M.

Washington Florists' Club.

The April meeting of the Florists' Club of Washington, D. C., started off another new year for that organization auspiciously, the officers for the coming term being inducted into office as follows: Z. D. Blackistone, president; Geo. E. Anderson, vice-president; E. P. Rodman, secretary, and Wm. F. Gude, treasurer. The following committees were announced by President Blackistone: House—Geo. E. Anderson, chairman; J. Harper Hetherington and Edward S. Schmid. Entertainment—Geo. C. Shaffer, chairman; Fred H. Kramer, Harry B. Lewis, Louis E. Hoover and Walter Bottger. Membership—R. Lloyd Jenkins, chairman; Otto Bauer and Henry Witt. Exhibition—Otto Bauer, chairman; J. Harper Hetherington and George H. Cooke. Other members are to be appointed and additional committees will be created at the next meeting.

The following were elected to membership: John J. Bickings, J. Dan Blackistone, J. H. Hetherington, L. A. Hoover and R. J. Lacey. Applications were filed from A. E. Gude, Hardy Pritchard, Henry Gottenkenny, E. C. Mayberry, G. N. Prokos and W. T. Westcott, of Falls Church, Va.

No flower show will be staged as in previous years, but special committees will be appointed soon to arrange for a fall "Flower Week" during which each store will be a show place in itself.

B. F. L.

Rochester, N. Y.

COLD WEATHER HURTS BUSINESS.

An unseasonable cold wave, accompanied by ice and snow, curtailed business last week, and added to the Lenten dullness. Tulips, daffodils, jonquils and narcissi are rather scarce, as they are being held for Easter orders. Carnations are excellent and the supply plentiful. Roses are increasing in quantity and bring good returns. Sweet peas have improved both in number and quality. Harrisii lilies are out and will be scarce for Easter. A few callas are offered. Primroses, azaleas, cinerarias, pot hyacinths, tulips, etc., are good sellers in the plant line. Greens are plentiful.

NOTES.

The Hart & Vick range at Fairport reports the force is kept very busy preparing for the Easter rush.

Horace J. Head has returned from a business trip to Boston, Mass., and other eastern cities.

Dewey J. Lester has taken a position with J. B. Keller Sons.

CHESTER.

OBITUARY.

G. H. Van Waveren.

G. H. Van Waveren, for many years senior partner of the firm of M. Van Waveren & Son, Hillegom, Holland, well-known bulb growers, passed away recently at his home after a long and interesting life extending over 88 years. He began his career as a boy on his father's farm, where at that time bulbs were produced in but small quantities, and was among the first of the enterprising pioneers who made trips to England to market their stock, the product heretofore being disposed of to exporters in the vicinity of Hillegom. His first voyage was made when he was 19 years of age, but his kindly disposition, industry and perseverance gained for him a prominent place in the industry, both in Europe and America, which grew with advancing years. From England he brought many plants and bulbs, many of which he cultivated with considerable success, among others Gladiolus brenchlyensis, Scilla sibirica and Spiræa japonica. He was also among the first Dutch growers to experiment with narcissi, and Olympia and Van Waveren's Giant are well known in America. In 1918, he produced a new strain of crocus, among the best varieties being Kathleen Parlow, Julia Culp, and Princess Louise, while his English irises were unsurpassed.

Mr. Van Waveren was one of the first members of the Society for Dutch Bulb Culture, was for many years one of its principal officers, and in 1910 was knighted by the queen for his achievements in the interests of Dutch horticulture.

Alfred Broman.

Alfred Broman, for the past 10 years foreman for the J. S. Wilson Floral Co., Des Moines, Ia., died at his home in that city April 3, from heart disease. The deceased had spent all of his life in the florist business, and owned and operated a range at Independence, Mo., before taking the position he occupied at the time of his death. He was 60 years old. A native of Norway, he came to this country about 26 years ago and was well known and highly respected by all who knew him. The funeral was held at Kansas City, Mo., April 7. A brother, P. Broman, of Chicago, and a daughter, living in Kansas City, survive.

J. S. W.

UNIONTOWN, PA.—Elias Hatfield Trader, pioneer florist and one of the city's oldest residents, died March 29, aged 86 years.

ROCHESTER, N. Y.—William G. Ellwanger, who for many years conducted a nursery in this city, died recently at the age of 77 years.

PORT HURON, MICH.—Mathias Ullenbruch is now located in his attractive store with display greenhouse in connection, adjacent to the Hotel Herrington.

MARTINSBURG, W. VA.—M. I. Brewer, owner of the Flower Shop at Hagerstown, Md., will open a retail store in this city at 125 West King street, April 15.

OYSTER BAY, N. Y.—Thomas Hughes, assistant gardener on the estate of Charles Sherman, was drowned recently through the overturning of his boat, it is believed.

SAN ANTONIO, TEX.—As part of a plan to make this a "city of flowers", 15,000 packages of seeds of zinnia, cosmos, California poppy and nasturtium are being distributed among residents and children in the public schools.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Pussy Willows 593
Suggestions for plant growers 593
—Early roses 593
—Bedding plants 593
—Potting young stock 593
—Peonies 594
The retail trade (illus.) 594
—Next week in the flower shop 594
—Demonstrations 594
Society of American Florists 596
National publicity for flowers 596
Club meetings next week 596
American Rose Society 597
Mass. Horticultural Society Bulletin 597
Prosperity afoot 597
San Francisco 598
Albany 598
Boston 598
Fort Wayne 598
Cleveland 599
Pittsburgh 599
Washington Florists' Club 599
Rochester 599
Obituary 599
—G. H. Van Waveren 599
—Alfred Broman 599
Ward's California business 600
Plant quarantine No. 37 600
Horticulturist examination 600
Washington rulings and regulations 600
Hail and cyclone insurance Co. 600
Austrian imports and exports 600
St. Louis 602
Chicago 608
Milwaukee 613
Philadelphia 616
New York 618
The seed trade 626
—Catalogue mailing troubles 626
—Boston seed trade 626
—French bulbs 626
—Imports at New York 626
—Catalogues received 626
Market gardeners 632
—Prices of indoor fruits and vegetables 632
—Vegetable markets 632
—Sweet potato varieties 632
The nursery trade 634
—Small foreign shipments 634
—Fruit tree bark beetle 634

TWINE is now low in price and manufacturers say it will advance soon.

EASTER LILIES are selling at the record price of 50 cents wholesale this week.

COAL, according to report,, is advancing in price and will be much higher before fall.

A PROMINENT firm of Belgian plant growers writes February 24: "Our government is trying very hard to get your plant quarantine law amended, especially as applied to azaleas."

Ward's California Business.

Attorneys representing creditors of the Cottage Gardens Nurseries, Eureka, Calif., report that none of the attachment suits have been realized on, and the affairs of the company will probably be placed in the hands of a receiver. Charles W. Ward states he has parties who will make him a loan, the money to be obtained under a bond issue, which will require from six weeks to two months to complete.

Plant Quarantine No. 37.

SECRETARY HOUSTON'S ACTION.

F. R. Pierson of the tariff and legislative committee of the Society of American Florists writes April 1: "The Secretary of Agriculture has upheld the entire action of the federal horticultural board, as I understand it, and has refused to reverse its rulings. We will soon have a meeting in regard to the matter and then decide on our next course. Our only remedy is through the committee on agriculture, and as soon as the new Congress meets, we will take steps to bring the matter to the attention of the agricultural committee."

AMENDMENT NO. 2 TO REGULATIONS.

Under authority conferred by the plant quarantine act of August 20, 1912 (37 Stat., 315), it is ordered that Regulation 14 of the rules and regulations supplemental to Notice of Quarantine No. 37 governing the importation of nursery stock and other plants and seeds into the United States, effective June 1, 1919, be, and the same is hereby, amended to read as follows: Regulation 14. Special permits for importation in limited quantities of prohibited stock:

Application may be made to the secretary of agriculture for special permits for the importation, in limited quantities, and under safeguards to be prescribed in such permits, of nursery stock and other plants and seeds not covered by the preceding regulations for the purpose of keeping the country supplied with new varieties and necessary propagating stock: Provided, that this shall not apply to nursery stock and other plants and seeds covered by special quarantines and other restrictive orders now in force, nor to such as may hereafter be made the subject of special quarantines. A list of nursery stock and other plants and seeds covered by special quarantines and other restrictive orders now in force is given in Appendix A of these regulations.

Done in the District of Columbia this 27th day of March, 1919.

D. F. HOUSTON,
Secretary of Agriculture.

Horticulturist Examination.

The United States civil service commission announces an open competitive examination, May 20, 1919, for both men and women to fill a vacancy in the bureau of plant industry, department of agriculture, Washington, D. C., at a salary ranging from $3,000 to $3,240 per year. Competitors will not be required to report for examination but will be rated on the following subjects, which will have the relative weights indicated:

1. Education, including general education and training and special training in horticulture, together with a list of the applicant's publications, 40.

2. Experience and fitness, 40.

3. Thesis of at least 1,000 words on a subject pertaining to interstate problems of vegetable gardening (to be filed with the application), 20.

Graduation from a college or university of recognized standing and at least two years' experience in the planning and carrying out of extension, experimental or teaching work in horticulture are prerequisites for consideration for this position.

Applicants should at once apply for Form 2118, stating the title of the examination desired, to the civil service commission, Washington, D. C., or to the secretary of the board at its offices in Boston, Mass.; New York, New Orleans, La.; Philadelphia, Pa.; Atlanta, Ga.; Chicago, St. Paul, Minn.; Seattle, Wash.; San Francisco, Calif.; St. Louis, Mo.; Balboa Heights, Canal Zone; Honolulu, Hawaii, or San Juan, Porto Rico.

Washington Rulings and Regulations.

REFUSED OR UNCLAIMED FREIGHT.

New regulations for the disposition, by railroads under Federal control, of freight shipments which have been refused or are unclaimed at destination by consignees, after having been on hand for 60 days, have just been issued by Walker D. Hines, director general of railroads. The present regulations, providing for the notification of the consignee of the arrival of shipments, will continue in force, but the notices sent out are hereafter to include a provision calling attention to the fact that after the freight is unclaimed or undelivered for 15 days after the expiration of the free time at destination, it will be treated as refused and will be sold without further notice 60 days from the date of notice of arrival.

In all cases, the deposit in the mails of the necessary notices will be considered sufficient notice to all concerned. The new orders will not affect any existing provisions for notice to consignors of unclaimed or refused shipments by telegraph at their expense and request.

The time and place at which such sales are to be held will be determined by the railroad and the net proceeds, if any, after deducting freight and other legitimate charges, will be paid to the owner on proof of interest.

B. F. L.

Hail and Cyclone Insurance Co.

The American Mutual Cyclone and Hail Insurance Co, Muncie, Ind., covering risks on greenhouses, greenhouse products and growing crops in Indiana only, held a meeting in its home office in the above city, at which a complete reorganization of the company was effected. Following the acceptance of the resignation of the old officers, the management of the organization was placed in the hands of a board of directors, consisting of two vegetable growers and three florists as follows: Charles Hufer, Indianapolis; Adolph Shilling, Fort Wayne; William Bettmann, New Albany; W. H. Pollet, Terre Haute, and Dillon Myers, Bluffton. The board then completed organization by electing Dillon Myers president, Adolph Shilling vice-president and James F. Hildebrand, Muncie, secretary-treasurer. The adoption of a constitution and by-laws followed, placing the company on a business basis. It was decided to initiate a campaign for increased membership, and all owners of greenhouses in the state will be asked to avail themselves of the service rendered by the company.

Austrian Imports and Exports.

The war trade board at Washington, D. C., has announced that all persons in the United States are now authorized to trade and communicate with persons in German Austria. Applications will now be considered for licenses to export or import all commodities to consignees or from consignors in German Austria, except that restrictions are placed on all articles that might be used for military purposes, and export licenses for such articles will only be granted in exceptional cases.

A. F. F.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of carnations, roses, chrysanthemums and general plant stock wants position in commercial place. Single man. Address

Key 368, care American Florist.

Help Wanted—Girl for retail store in loop. Apply at **35 E. Adams St., Chicago.**

Help Wanted—Good florist to work under foreman; wages $20.00 per week. Steady position if can come at once. Address

J. S. Wilson Floral Co., Des Moines, Ia.

For Sale—Thirty thousand second hand three-inch pots, as good as new, $7.00 per thousand, f. o. b. Evansville.

W. H. Dyer Company, Evansville, Ind.

FOR SALE

Over 30,000 square feet of glass within shipping distance of Chicago. Place is now devoted to roses. Five acres of land adjoining a railroad, fine seven-room cottage, etc. This is a chance of a life-time to get a modern place cheap. $12,000 cash, balance on easy terms. Address

Key XXX, care American Florist.

HELP WANTED

A qualified florist experienced in landscaping, pot plants, ferns, etc. Good salary with board and lodging. Permanent position. Large institution in South. Write application in own hand, giving educational experiences. Furnish letters of reference recently written as to your character, habits and ability in above lines, so as to avoid delay in decision. Address

C. PIERSON, Supt., Jackson, La.

FOR SALE — The Greenhouse Property of Joseph Harris & Bro., located in Shamokin, Pa., consisting of 12,000 to 13,000 feet of glass, equipped with raised cement benches; hot water heat; dwelling on place also hot water heated; all in good repair; all necessary tools and machinery. Coal near at hand. General stock grown. No stock left unsold; can sell more than the output. Store for the above place located in the heart of the city, one of the finest in the state; also well equipped. Interested parties, please call and look this property over. Twenty-two years in business. Reason for selling, retiring from the business.

FOR SALE.

Seven acres of land, more or less, in the best state of cultivation, with a six-room frame dwelling with steam heat, hot and cold water, electric lights; outbuildings consist of barn for three animals and room for three wagons; chicken house attached to barn; two greenhouses practically new, Lord & Burnham built, 37x150 feet and 27x150 feet; two smaller greenhouses of wood construction, about 80 feet in length; horizontal tubular boiler, 100 H. P., with large brick stack 50 feet high. One artesian well, 200 feet deep, with gasoline pump; one 50 feet artesian well with windmill and pump, with new tank 1200 gallon capacity. Both wells pump into same tank. 30 peach trees, six apple trees, six Bartlett pear trees, four Keifer pear trees, all in good bearing condition; together with tools, implements and harness for florist and farming purposes.

CHAS. H. MILLER, Lansdale, Pa.

HELP WANTED

Experienced saleslady and designer to take charge of an established retail store in Chicago. Fair salary and commission. Splendid opportunity to the right party. Must furnish A1 references Address

Key 369, care American Florist.

Wanted to Exchange

Greenhouse glass, pipes and fittings, to construct three houses 26 x 75. Will exchange young evergreens for this material. Address

THE D. HILL NURSERY CO.
Dundee, Illinois

Help Wanted

Experienced young lady 17 to 20 years old for newly established florist shop. See

Mr. Ed. Boyar, Florist
Hotel La Salle, Chicago, Illinois

Help Wanted

Grower to take entire charge of range of three houses. Cut flowers, potting plants, palms. Reply stating experience and salary expected.

J. EBB WEIR & CO.
5th Avenue and 25th Street, BROOKLYN, N. Y.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WANTED

HELPERS IN ROSE HOUSES

Steady position with good pay.

A. F. AMLING CO., Maywood, Ill.

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.

440 South Dearborn Street

CHICAGO

THE McCALLUM COMPANY

Is at your service and ready to supply your needs up until the last minute before Easter. You will no doubt need to replenish your stock on the following:

WATER PROOF CREPE PAPER
The better quality, heavy weight, in all the good shades.
Per dozen rolls.....$ 4.50
Per 100 rolls..... 35.00

CORSAGE RIBBONS, SHIELDS
Chiffon corsage shields, in pink, moss, violet, white, per doz., $2.25; gross, $25.00.
Two-toned satin changeable corsage ribbon, in 24 different floral shades.
No. 7, per bolt, 84c No. 9, per bolt, $1.10

SILK FIBRE RIBBON
The most practical ribbon adaptable to dressing up your Easter plants. Colors, Moss, Nile, Red, Violet, Yellow, Pink, White. Per bolt of 50 yards.....$1.65

BASKETS
Our new modern factory is producing baskets second to none other.
May we make you up a selection of our best sellers, to total about $15 or $25? We guarantee to please or you may return at our expense.

PORTO RICO MATS
Medium weave, 30x40 inches. Don't overlook these for your Easter plant display. Can supply in all colors.
Per doz., $2.00; per 100, $15.00

COLONIAL BOUQUET PAPERS

Size	Full Width	Dozen	Gross
No. 1	4 inches	$0.30	$3.00
No. 2	5 inches	.45	4.50
No. 3	6 inches	.60	6.00
No. 4	7½ inches	.75	7.50
No. 5	9 inches	1.00	10.00

Everything in Florists' Supplies and Staples. Cycas Leaves, Magnolias, Boxes, Wheat Sheaves, Artificial Flowers, Gold Letters, Pins, Ribbons, Chiffons, Etc., Etc. Send your orders to "THE HOUSE THAT SERVICE BUILT" and insure satisfaction.

137 Seventh Street, - - - - PITTSBURGH, PA.

We will be pleased to send you our Current Spring Catalog if you will drop us a card.

New York

HENRY HART, Inc. Florist

1000 Madison Avenue

In the Heart of most exclusive residential section. **Telephone, Lenox 3822**

Prompt attention given mail and telegraph orders.

SWEET PEAS AND CARNATIONS

—OF THE FINEST QUALITY—

ALSO THE USUAL SUPPLY OF VIOLETS FOR EASTER

CLARENCE SLINN, WHOLESALE FLORIST, **123 West 28th Street, New York**

St. Louis.

RECEIPTS PLENTIFUL AND FAIR DEMAND.

Business during the last few weeks has been fair with the supply of all kinds of stock coming in freely. Funeral work has dropped off considerably, and this makes a great difference. The warm weather of the last few weeks has been bringing out the flowers very fast, and if this condition continues for a few days, it will do material damage to the carnations and sweet peas. The present cut of the latter is not quite as heavy as it has been, although there are still lots of them. Carnations are coming in heavy for the first time this season. Roses are plentiful but have a good call. Callas have a good demand. Of Darwin tulips, jonquils, snapdragons, irises and larkspurs there are just about enough for the demand. Violets are through for the season. In greens, the market is well supplied.

NOTES.

Looking over the Easter stock, the writer finds little variety in blooming pot plants this year. Roses, spiræas, hydrangeas, genistas and lilacs are the bulk of good plants. Bulbous stock will be over before Easter, and of Easter lilies there will be none to speak of. The lack of decorative plants will also be keenly felt this year, and churches will have to do without them.

Frank A. Windler has been in the spotlight several times the past week. Last week the police discovered a plot to blow up the safe at the wholesale house, and Sunday, an auto crashed into his machine causing a complete wreck. He escaped injury, but the papers reported that the man running into him is at a local hospital with a broken leg.

Art Beyer, with F. C. Weber, and Al Gumz made a big trip in W. A. Rowe's new Reo, April 6. They went to the Big River to see if W. A. Rowe's camp is still there. While there they might have looked to see if there are any fish, because they certainly never showed any last year.

Albert Senger has purchased 20 acres of ground in the county on the Barry road to which he intends to eventually move his greenhouse plant. For the present season, he is figuring on putting up two houses for pot plant growing.

J. J. W.

NOE & SAMPSON

55-57 West 26th St., NEW YORK

FOR THE EASTER TRADE

Offers **American Beauty Roses** of the finest quality, and other leading varieties of Roses. **Columbia, Ophelia Supreme, Mrs. Aaron Ward, Hoosier Beauty, Mrs. Chas. Russell, Ophelia, Double White Killarney** and **the other Killarneys. Carnations, Asparagus, Smilax** and a variety of other stock.

Fresh stock every day. **Strict attention to all orders.**

Mention the American Florist when writing

MINNEAPOLIS, MINN.—Carl I. Lindskoog, who has been at the same location for the past 14 years, is enjoying excellent business, the principal difficulty being to secure sufficient stock to meet demands. A force of three people are kept busy with two automobiles making deliveries. His up-to-date store is one of the most commodious in the city.

We Have What You Need

3 plants in a pot. A good investment with the scarcity of palms now prevailing.

$12.00 per doz. with 3 Flowers

The above illustration was taken from a photograph of one of our 5 inch Kentia Belmoreanas with 3 artificial Lily Flowers. This combination will satisfy your customers at Easter, should you not be able to supply them with real Lilies. You will be surprised how natural the plants look. **Notice the illustration.** These palms are also good as fillers for basket work. You cannot make a mistake so order a good quantity.

FOR IMMEDIATE DELIVERY

PANDANUS VEITCHII.
7-inch, 24-inches high, each....**$2.50**
6-inch, 15-16 inches high, each **1.50**

FICUS ELASTICA.
6-inch, 18-inches high, each.... **.75**

ASPLENDIUM NIDUS AVIS.
(Nest Fern)
6-inch.....each **1.00**

DRACAENA ROTHEANA.
7-inch.....each **1.50**

KENTIA BELMOREANA.
3 in a pot, 5-inch....per doz., **$12.00**

KENTIA FORSTERIANA.
3 in a pot, 5-inch....per doz., **$12.00**

ANTHERICUM MANDERIANIA.
4½-inch pots.....each, **50c**

This stock is exceedingly scarce throughout the country and we advise everyone to protect their supply by placing orders now for immediate delivery.

BOSTON FERNS.

6-inch.....each, **$0.60**
7-inch.....each, **1.00**
8-inch.....each, **$1.50**
9-inch.....each, **2.00**
10-inch.....each, **$2.50**

DRACAENA INDIVISA. 5-inch.....each, **35c**

$30.00 per 1000 lots. 500 at 1000 rate.

THE GEORGE WITTBOLD CO.,

745 BUCKINGHAM PLACE
CHICAGO - ILL.
L. D. Phone Graceland 1112

EASTER

Be prepared for a record Easter. Have plenty of stock and be assured of having the best quality of

Cut Flowers and Plants

at the lowest possible prices by sending your order to us. We will have the

Largest Supply in New England

of **Valley, Peas, Roses, American Beauties, Calla and Easter Lilies, Carnations, Violets, Orchids, Marguerites, Snapdragons, Bulbous Stock** of all kinds and all other Seasonable Flowers.

PATRICK WELCH.

Memorial Day

Magnolias, Cycas, Artificial Flowers, Ruscus and a Complete Line of Florists' Supplies.

The best quality goods at the same prices extensively advertised on inferior stock. Send us your orders.

WELCH BROS. CO. 262 Devonshire St., BOSTON, MASS.
Phones, Main 6267-5948

Patented Metal Corner Lid.

BULIS

Guaranteed Shipping Boxes

Ship in Bulis Boxes

They are made of corrugated cardboard, with metal corners that fasten like a glove clasp, and **hold tight.** The boxes come to you knocked down, which saves carrying charges and space. They are easily put together. No glue or tools required. Guaranteed to give satisfaction. Just the thing for shipping high-class flowers by mail or express. Prices lower than old style inferior boxes. Prepare for the Easter rush by placing your order to-day.

J. C. BULIS MFG. CO.

1126 South 12th Street

St. Louis, - Mo.

All sizes are carried in stock. Your order shipped same day received.

Box No.	L. W. D.	Weight per 100	Price per 100	Box No.	L. W. D.	Weight per 100	Price per 100
1	14x14x 8	150 lbs.	$20.00	15	36x 8x 6	220 lbs.	$23.00
2	16x16x 6	170 "	19.00	16	36x12x10	315 "	34.50
3	16x16x10	250 "	25.00	17	36x30x 8	550 "	47.50
5	20x20x 8	280 "	27.50	18	40x10x10	310 "	33.00
6	20x20x12	370 "	33.50	19	48x14x 8	420 "	38.00
7	24x24x10	400 "	37.00	20	50x20x10	590 "	52.50
8	30x30x 8	480 "	42.50	21	60x16x12	665 "	59.00
11	23x12x 5	170 "	19.00	22	20x16x10	255 "	30.00
12	24x 6x 4	110 "	14.00	23	26x20x10	440 "	35.00
13	30x 5x 4	125 "	15.00	24	30x24x10	525 "	41.00
14	32x10x 5	205 "	22.00				

Special Sizes made on short notice.

F. O. B. St. Louis. No orders filled for less than 25 of a size.

We allow 5 per cent discount when cash accompanies order. Terms to those satisfactorily rated in Dun's or Bradstreet's, 2-10-30 net.

SHIPPED DAY ORDER IS RECEIVED

PROMPT PAYMENT OF BILLS

PROMPT PAYMENT comprehends the readiness to pay bills when due. To pay unhesitatingly—full value in dollars and cents for past values received. It establishes what is termed **CREDIT** confidence.

ARE YOU GOING TO FORTIFY AND MAINTAIN THIS CREDIT CONFIDENCE ?

If some one has relied upon this **CREDIT** confidence—granting you credit on a thirty day open account—it means that this some one has temporarily acted as your banker.

You wouldn't permit your credit to become impaired at your bank by "slow pay"—for the same reason you should meet your floral and supply bills as promptly as you meet your obligations at your bank.

It makes no difference what your credit rating has been, this does not guarantee future action. The present question is

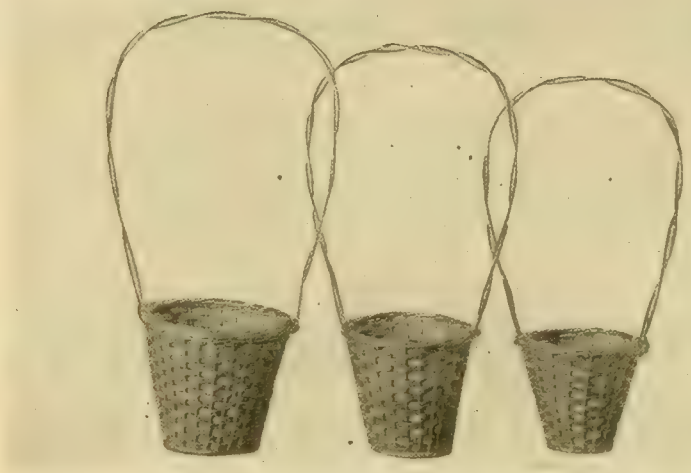
DO YOU NOW PAY YOUR BILLS PROMPTLY ?

You can maintain your credit standing—only by the **PROMPT PAYMENT OF YOUR BILLS.**

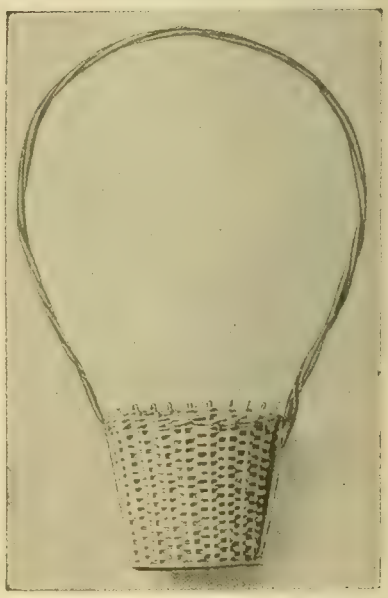
S. A. F. & O. H. Credit and Collection Committee

BASKETS

Two Numbers Especially Adapted For Your Easter Requirements.



No. 55. NEST OF 3 PLANT BASKETS. Suitable for 5, 6 and 7 inch standard pots. Height of handle, 22, 24 and 26 inches. This nest is made of split willow and is very serviceable. **Price, per nest, finished without liner, $2.75.**



No. 44. PLANT BASKET. Made of flat reed with strong handle. Height over all, 22 inches. Depth of body, 7 inches. Suitable for 5 or 6 inch standard pot. **Price, finished without liner, $1.00 each.**

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

THE AFFAIR ACROSS THE WATER

BUY EASTER SUPPLIES NOW.

Before the armistice was signed and during the greater part of the war, we, like other manufacturers, were handicapped in every way. At that time we thought it advisable to publish the following poem:

YOUR BACK ORDERS

Keep your temper, gentle sir,
Writes the Manu-facturer;
Though your goods are over-due
For a week, or maybe two,
We can't help it; please don't swear;
Labor's scarce, and Needles rare;
Can't get wax, can't get dyes;
These are facts, we tell no lies.
Harry's drafted, so is Bill;
All our work is now up hill;
So your orders, we're afraid,
May be still a bit delayed;
Still you'll get them, don't get vexed,
Maybe this week, maybe next;
Keep on hoping, don't say die;
You will get them, bye and bye.

BUT IT IS DIFFERENT NOW

Now, Mr. Florist, with peace hovering over the entire world, and with more gladness in our hearts, we are in a decidedly different position to serve you. Have you ever asked yourself the question, why some men in business are very successful and why others are not? Success is not at all a matter of luck. **THE BOSTON FLORAL SUPPLY CO.** has built up a most successful Florist Supply House without depending in the slightest way upon LUCK.

HOW DID WE ACHIEVE IT?

1st. We have treated our customers with the utmost regard and respect, regardless of whether they bought one dollar's worth or one hundred dollar's worth.

2nd. Any complaint ever made to us is conscientiously and faithfully taken care of, and always to the satisfaction of the customer.

THE BOSTON FLORAL SUPPLY CO. is positively headquarters for all **MEMORIAL DAY GOODS and SUPPLIES,** such as **Cut Flowers, Cycas, Baskets, Magnolia Wreaths, Sprays, Wax Designs, Wax Flowers, Wire Frames, Manila Boxes** and all other supplies. We have added one department after another until today we are in a position to serve you with the best there is in **CUT FLOWERS and EVERGREENS,** such as **Roses, Carnations, Sweet Peas, Jonquils, Hyacinths, Tulips, Violets, Ferns, Galax, Boxwood, Leucothoe Sprays, Smilax, Laurel, Etc.** We can assure you that our prices are the lowest, and if you ever feel that we have overcharged you, even long after you have purchased the goods, we will adjust matters promptly. We are in business to stay in it, and no reputable concern can afford to make any remarks unless it is done in the best of faith and sincerity. We kindly ask those florists who have not dealt with us to give us a trial. If you are in Boston, come in to see us, drop us a line or ring us up at our expense.

BOSTON FLORAL SUPPLY COMPANY

Wholesale Florists. Dealers in Cut Flowers and Evergreens.

Manufacturers, Exporters and Importers, Preservers of Cycas and Natural Foliage.

Office, Salesrooms, Shipping Dept.: Phones Main 2574-3525. **Factory and Laboratories:**

15 Otis St. and 96 Arch St., **BOSTON, MASS.** **347-357 Cambridge Street**

Kindly address all correspondence to our main office, 15 Otis Street.

The Best Easter Supply of Flowers

IT stands to reason that we can serve you best, for we have the largest modern plant in the world conducted along the most scientific lines, producing at all times the highest quality stock possible.

Successful Retail Florists everywhere find it a pleasure to supply their customers with the best in all seasonable Flowers, **"Poehlmann's Supreme Quality Stock."**

Easter Price List
sent upon request

Poehlmann Bros. Co.

62-74 East Randolph Street
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Easter Flowers

Buy Direct From the Grower

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties.

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1.00 to $4.00 per dozen, according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

Fancy Carnations

All our own growth, guaranteed fresh cut and packed to arrive in good condition.

EASTER PRICE LIST

RUSSELL

$8.00 to $35.00 per 100, according to length of stems.

HOOSIER and OPHELIA

Long	$15.00 to $18.00 per 100
Medium	10.00 to 12.00 per 100
Good short	6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 to $15.00 per 100
Medium	8.00 to 10.00 per 100
Short	6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$6.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.00 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

MANY ORDERS BOOKED FOR EASTER.

Many orders have already been booked for Easter, and from present indications, stock in all lines should clean up early at the advertised quotations, and possibly higher, if the weather is at all favorable. Pot lilies will be exceedingly scarce as mentioned before, and what few are being offered, are being sold for 35 to 50 cents per flower and are cleaning up rapidly at that figure. Cut lilies are being sold at prices ranging from 25 cents to 35 cents per flower, and will be scarce before the rush is over, notwithstanding the fact that some eastern stock is expected here for this occasion. Some of the lily growers in this district report that their crops are about done, and while three or four have a fairly good supply compared to former years, it is almost a certainty that the receipts of local grown stock will not be anywhere near equal to the demand. Several of the out-of-town wholesale florists are depending upon this market for their supply, which has already been contracted for, so there is no plausible reason why lilies are not worth the price this season and why there should

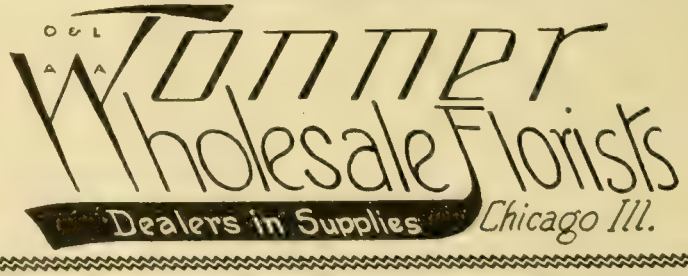
We Have Increased Our Space and Will Have

Plenty of Choice Stock For Easter

ORDER EARLY. THERE IS ONLY ONE RIGHT PRICE.
Choice Greens Always a Specialty.

SUPPLIES YOU NEED.

Crepe Paper, Mats, Corsage Shields, Fancy Pins, Magnolia Leaves, Cycas Leaves, Threads, Twines, Boxes, Etc.



Big Supply of

ROSES

FOR EASTER

You Can Get What You Want Here In

Mrs. Chas. Russell **My Maryland**
Milady **Ophelia**
Killarney **White Killarney** **Killarney Brilliant**
Richmond **Champ Weiland** **Sunburst**

Our prices for Easter this year are very reasonable when the exceptionally fine quality of the roses that we are offering is considered. Send us your order as early as possible and we will see to it that you will be taken care of right. Reinberg quality means the best.

CARNATIONS

Plenty of Red, White and Pink for everybody at $6.00 to $8.00 per 100. Order today.

Fancy Sweet Peas, Valley, Violets, and a Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct from the Grower. **Subject to Change Without Notice.**

EASTER PRICE LIST

		Per 100
MRS. CHAS. RUSSELL		
Specials		$25.00
Select		20.00
Medium		$12.00 to 15.00
Short		6.00 to 10.00
RICHMOND		Per 100
Specials		$12.00 to $15.00
Select		10.00
Medium		8.00
Shorts		5.00 to 6.00
MILADY		Per 100
Specials		$12.00 to $15.00
Select		10.00
Mediums		8.00
Shorts		5.00 to 6.00
Killarney, **White Killarney**, **Killarney Brilliant**, **Sunburst**, **My Maryland**, **Ophelia**, **Champ Wieland**		Per 100
	Special	$12.00 to $15.00
	Select	10.00
	Medium	8.00
	Short	5.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 6.00 to 8.00
Valley	6.00 to 8.00
Violets	.75 to 1.50
Sweet Peas	1.50 to 3.00
Smilax ..... per doz. strings	2.50
Adiantum	2.00
Asparagus, per bunch ..... 50c to 75c	
Ferns, per 1,000 ..... $5.00	
Boxwood ..... per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Big Crop of Carnations

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

LARGE SUPPLY OF ROSES

Exceptionally Fine Russell, Richmond, Killarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

KILLARNEY BRILLIANT.	
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

RICHMOND.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Good	4.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS.	Per 100
Fancy Colored	$8.00
Fancy	6.00
Good	5.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00 to $ 8.00
Lilies	25.00 to 35.00
Ferns, per 1,000	5.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35

Other Green Goods Market Rates.

Our Range of Greenhouses Is One of the Three Largest in America, and Will Be in Full Crop for Easter.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Van's 100% Service

YOUR GUARANTEE THAT YOUR EASTER ORDER WILL BE FILLED RIGHT.

Percy Jones

INC.

Wholesale Florists

30 East Randolph Street

CHICAGO, ILLINOIS

be any surplus. Roses will probably be in large supply, but will clean up well owing to the scarcity that will exist in other lines. Carnations will be quite plentiful, but several of the growers report that there will be very little colored stock in this line offered. Callas will be available, but not in any great quantities. Sweet peas will be a leader if the weather is favorable, and it appears as if the retailers appreciate this fact, for many large orders were placed for this item the past week. Orchids, gardenias, snapdragons, calendulas, violets, lily of the valley, lupines, daisies, sweet alyssum, mignonette, tulips, jonquils, daffodils, pussy willows, pansies, stocks, forget-me-nots, irises, freesia and other miscellaneous stock will be included in the offerings. Everyone will do well to place their orders for Easter as early as possible, so as to protect their supply. Business for the past week was very encouraging, and stock in all lines cleaned up well at good prices.

NOTES.

Dave Geddes, of the St. Louis Wholesale Cut Flower Co., St. Louis, Mo., spent April 5 here, and the following day at Milwaukee, Wis. He will erect a new building at 1406 Pine street, work on which will be started within 30 days.

C. L. Washburn says that business was so good, Monday, April 7, that Bassett & Washburn's shipment of roses for that day consisting of 16,000 flowers, were almost entirely disposed of before the store closed at night.

Peter Pearson, 5742 Gunnison street, is erecting a new Moninger greenhouse, 15x105 feet. Mr. Pearson reports that he cut his first outdoor jonquils, April 6, which is several weeks earlier than last year.

Allie Zech and Fred Longren attended the Milwaukee Florists' Club meeting held in that city, April 3, returning home the next evening. They report having had a most pleasant time.

C. A. Duddy, who has been manufacturing wire goods on the north side, died last week. He at one time was connected with the Northwestern Iron Works at Dubuque, Ia.

Jean Lamley, who is identified with L. M. McCoy, Seattle, Wash., visited with H. C. Rowe, April 4. Mr. Rowe's brother, Fred, is manager of the McCoy store in Seattle.

Edward J. Ludwig, with T. J. Ludwig, Columbus, O., was one of the out-of-town buyers in the city last week, arranging for his supply of stock for Easter.

A. L. Vaughan & Co. never had such a brisk day as April 5, when their total sales were the largest of any one day outside of the holiday periods.

Vaughan's Seed Store reports continued heavy demand for gladiolus bulbs, the mail order business in these being far ahead of last season.

Ed. Eisner, formerly with Grimm & Gorly, St. Louis, Mo., is now with Mangel, the Palmer House Florist.

Will buy their Easter Cut Flowers from Us

EVERYTHING IN GOOD SUPPLY

Beauties, Roses, Orchids, Sweet Peas, Lilies, Jonquils, Calendulas, Tulips, Pansies, Carnations, Callas, Snapdragons, Violets, Daisies, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572

161 North Wabash Ave, Chicago

Easter Cut Flowers

☞ Your aim is always to supply your trade with the best. They get it when you place your orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

For Your Supply of

CUT FLOWERS
FOR EASTER
AND EVERY OTHER DAY

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones {**Central 3283** {**Central 3284**

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady — **Sunburst**
Killarney Brilliant
Ward — **Ophelia**

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters for Easter. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley — **Cattleyas**
Calendulas
White and Yellow Daisies
Forget-Me-Nots — **Pansies**
Stocks

SNAPDRAGONS
Jonquils
Tulips — **Darwin Tulips**
Sweet Allysum
Pussy Willows

GREENS.
Plumosus — **Sprengeri**
Galax, bronze — **Galax, green**
Ferns
Adiantum — **Smilax**
Mexican Ivy
Boxwood — **Leucothoe**

Arbor day this year will be April 18, according to a proclamation of Governor Lowden. Superintendent of Schools Chadsey has directed, however, that as Good Friday comes on that date, and the schools will be closed, all arbor day exercises in the schools will be held April 17.

Jack Byers, formerly with Zech & Mann, who has probably seen as much action in France as any other American soldier, is expected to leave for this country in the near future. Leo Koropp is in the same division, as are Luke Schrer and Robert Brenton.

John Poehlmann says that everything points to a large supply of stock for Easter as far as Poehlmann Bros. Co. is concerned. The supply department is busy shipping out stock every day, and the outlook for a heavy late demand is not encouraging.

A. B. Price, who supplies several of the local wholesale florists with boxwood, was a welcome visitor this week on his first trip to this city. He is probably better known to the trade as "The Boxwood Man" from Washington, D. C.

Allen Humanson, who has been with the colors as field clerk at an eastern point of embarkation, was released from service this week, and will again call on his old customers.

George R. Scott, who has been a familiar figure in the local market for many years, has the sympathy of the trade in the loss of his wife, whose death occurred last week.

Sergeant R. D. Gottry, 161st Depot Brigade, 1st Company, of THE FLORIST office staff before enlistment, returned from France this week and expects his discharge shortly.

The Daily News is liberally advertising that its Washington bureau selects from the United States garden propaganda such bulletins as its readers may request.

Philip J. Schupp is confident that the Easter demand will be heavy this year, judging from the many early orders booked at J. A. Budlong's store.

Wietor Bros. shipped out over a truck load of young rose stock and carnation cuttings one day this week, and the demand is still strong.

C. O. Wilcox, representing Wood, Stubbs & Co., Louisville, Ky., is home on a visit. His many friends here are always glad to see him.

Professor Dorner's students of floriculture at the University of Illinois will visit leading trade establishments here this week.

Peter Reinberg is busy filling orders for carnations and chrysanthemum cuttings, which are in heavy demand this season.

Frank Gorly and H. Dernberg, of Grimm & Gorly, St. Louis, Mo., were here this week on business.

H. N. Bruns and wife are about again after being on the sick list with the Spanish influenza.

F. Wojtkiewicz, 2016 Waterloo court, lost considerable glass during the hailstorm, April 6.

Robert Newcomb, Paul Klingsporn and C. L. Sherer, visited at Milwaukee, Wis., April 6.

E. C. Amling and family are expected home from California this week.

Fritz Bahr and family have been quarantined with the mumps.

A. T. Pyfer is serving on the jury in the circuit court this week.

John Muir is back from a business trip to Philadelphia, Pa.

Oscar Leistner left this week on a business trip to Japan.

Frank Ayres is no longer identified with Archie Spencer.

Visitors: Henry Kusik, Kansas City, Mo.; Miss Hayden, with Samuel Murray, Kansas City, Mo.

Cincinnati.

SUPPLY CLEANS UP WELL.

The demand for stock is good and is taking up practically all receipts in the market. There was a surplus during the early part of the week, but this was cleaned up by Saturday. The supply is about the same as it was at the last writing. Shipping business is good. There is a heavy call for Easter supplies. The cut of roses is fair and about equal to present needs. The carnation cut is fair. Sweet peas are plentiful and are proving good property, although the prices have shaded somewhat. Easter lilies are selling well. The same is true of callas and rubrums. Bulbous stock offered includes daffodils, jonquils, tulips and freesias. Other offerings are snapdragons, pansies, stocks, mingonette, calendulas, forget-me-nots and wallflowers.

NOTES.

L. H. Kyrk furnished the carnations to the Rotary Club that the latter used to shower the boys of the 136th Field Artillery and 112th M. P. as they passed in review April 4.

Geo. E. Fern arranged the decorations for the triumphal arch and court of honor for the heroes from this city, who have just returned from overseas.

The regular meeting of the florists' society will be held at H. W. Sheppard's place, April 14.

Ed Fries passed away at his home at Ft. Thomas, April 7.

Visitors: C. P. Brunner, Springfield, O., and W. G. Matthews, Dayton, O.

H.

CLEVELAND, O.—Herman P. Knoble has been appointed to administer the estate of the late Frank A. Friedley.

BRANTFORD, ONT.—F. C. Ginn has opened a flower shop here under the name of The Rosery, with Miss M. Young in charge.

OTTAWA, ONT.—The gardeners' and florists' club has elected the following officers for the ensuing year: C. Craig, president; James McKee, vice-president; A. V. Main, secretary-treasurer; E. I. Mepstead, honorary vice-president.

Best Quality Roses

Choice stock of Valley, Easter Lilies, Calendulas, Violets, Paper Whites. Tulips, Iris, Daisies, Callas, Mignonette. Forget-me-nots, Jonquils, Freesias, Sweet Peas, Pansies and all other seasonable stock. Don't forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Special--Lupines. No successful, up-to-date florist can be without this novelty—unexcelled for basket and decorative work.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House. Owing to the scarcity of Lilies, we advise using other flowers in their stead.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

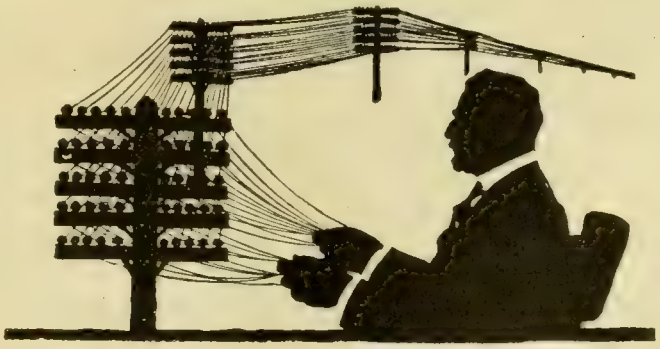
Milwaukee, Wis.

BRISK DEMAND IN ALL LINES.

Reports on market conditions for the past week are very encouraging in every respect. The local as well as the out-of-town demand was brisk, and with no heavy cut with the exception of sweet peas, satisfaction reigned all round. The first half of the week, long-stemmed roses did not have the same call as the short and medium grades, but as time went on, and with increased orders for funeral work, all lines cleaned up completely by Sunday. Sweet peas, which are plentiful and of fine quality, are favorites at this time. Then they are replacing the violet, whose season is quickly drawing to an end. The demand for lilies and callas has been brisk, and with only a moderate supply, prices have advanced. The supply of good carnations is becoming less as time goes on, and prospects for a heavy Easter supply is not very encouraging.

CLUB MEETING.

The regular meeting, April 3, brought out a good attendance, most of whom brought a few flowers or plants as it was the annual display night. Some good exhibits showed what care and patience can accomplish, while C. C. Pollworth's lily "Embargo" was up-to-date. It consisted of three artificial Easter lilies, wired on the stool of a natural one. James Livingstone exhibited two fine specimens of calceolarias, which certainly were beauties. A. Reinhardt had a vase of well grown assorted carnations and very fine sweet peas. Kamp & Spinti showed a vase of larkspur and centaureas, snapdragons in two shades and pelargoniums. E. Wilke Company had a specimen pelargonium and vase of fine jonquils. Holton & Hunkel Co. staged a vase of assorted seedling



YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

We are in direct communication with 1471 Active Cut Flower Buyers.

At a **TIME LIKE NOW** our system of quoting Market Prices offers the Retail Florist the first profit in Buying Right—

KENNICOTT BROS. CO.
—CHICAGO—

Since 1881

We do not Sell Department Stores

We make a specialty of
High Grade Flowers
that will reach our customers in good condition and give complete satisfaction.
INCREASE YOUR PROFITS
by placing your orders with us.

Easter Flowers
AND GREENS
Heavy Supply of Sweet Peas

Carnations — Columbia — Nesbit
Russell — Sunburst — Brunner
Ophelia — Ward — Milady
Pink and White Killarney
Calendul — Violets — Forget-me-nots
Snapdragons — Callas — Bulb Stock
Asparagus Plumosus — Asparagus Sprengeri — Mexican Ivy
Deer Tongue Ferns — New Ferns — Galax

PYFER'S XXX BRONZE GALAX
Best quality—new stock—clean and bright. $1.50 per 1000; $12.50 per case of 10,000; $10.00 per case in 10 case lots.

A. T. Pyfer & Company
WHOLESALE FLORISTS
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

roses, which look promising. Schroeder Floral Co. had a vase of fine grown Edna and Nancy carnations. Mueller Greenhouse Co. exhibited a vase of Nelrose snapdragons. The Heitman-Oestreicher Co. staged a vase of assorted calendulas and schizanthus. Gust Rusch & Co. had a vase of well-grown Russell, Richmond, Shawyer and Ophelia roses grown by the Cudahy Floral Co. C. C. Pollworth Co. staged a vase of fine Laddie carnations; also a red sport of same variety, but flower large, white; large sport of Ward also Milady, Columbia and Russell roses. E. J. Hamme had a cineraria and one-year-old hydrangea in bloom. Aug. F. Kellner Co. showed a well grown specimen of araucaria. Gust Pohl had a vase of fine Victory carnations.

Joe Shever, 997 Third street, was elected a member.

The committee appointed at the March meeting, handed in a copy of the wholesale price list of spring plants, which had been worked out. These lists will be sent to all growers of said stock in this vicinity.

C. C. Pollworth and J. Seel, president and secretary respectively, of the Wisconsin State Florists' Association, will make an effort to raise the charter membership list of said association to 125. It was organized in September, 1918, and has 111 members at this time.

Allie Zech and Fred Longren, of Chicago, were pleasant visitors.

NOTES.

Helmuth Bauman, who arrived home from over seas last week, had the misfortune to break an arm in a motorcycle accident a few days later.

The Holton & Hunkel Co. reports a daily decrease of carnations at this time, even though they are bringing good prices.

Walter Rost, who received his honorable discharge, arrived home from a training camp in Hoboken, N. J., last week.

Gust Rusch & Co. report consignments of choice sweet peas from Benke Bros., Watertown, Wis.

E. O.

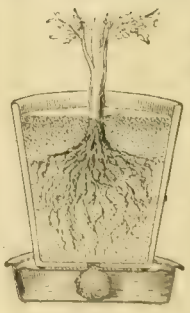
FOND DU LAC, WIS.—The semi-annual meeting of the state florists' association will be held here, June 27-28.

LONDON, ONT.—F. Dicks, who has been in ill health for some time, has disposed of his range, but will continue the store under the management of George F. Dicks, his son.

RIDGEWAY, PA.—The Wholesale and Retail Florists' Association of Western Pennsylvania, was formed in this city, March 8, and officers elected as follows: C. E. Gunton, Bradford, president; George Crissman, Punxsutawney, secretary-treasurer.

Baskets
Write For Catalog Now.
Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

173-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	8.00@	40.00
" Hoosier Beauty	6.00@	25.00
" Killarney Brilliant	5.00@	20.00
" Killarney	5.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	6.00@	20.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	6.00@	20.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	6.00@	20.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection	6.00@	8.00
Extra special billed accordingly		
Violets, per 100	.75@	1.00
Carnations		5.00
Cattleyas, per doz.	6.00@	7.50
Daisies	1.50@	2.00
Lilies	25.00@	35.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	4.00
Calendulas	3.00@	6.00
Snapdragon, per doz.	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz.	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns per 1,000 $5.00		
Galax " $1.50@ 2.00		
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax, per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case,		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

3500 MARYLAND ROSE PLANTS

Out of 2½ inch pots, ready for immediate delivery.

We can also furnish **Double White Killarney, Pink Killarney and Ophelia.**

2000 Keystone Snapdragon Plants, ready for delivery now, $45.00 per 1000.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY AND DEMAND BOTH WEAKEN.

Owing to the dull, cold weather, there was a great shortage in the supply which, however, was not much of a handicap as the demand also fell off, there appearing to be but little doing outside of the ever existing call for "designs of sympathy." Carnations are off crop; growers report they are not likely to come in full again until after Easter, which will make them scarce for the holiday. Except for a few late houses, sweet peas will also be scarce for Easter, as a great proportion of the stock now coming in is second grade, with short stems. The rose is the quantity stock, there being a plentiful supply in all varieties, particularly the Killarneys, which go at buyer's prices. American Beauties are shortening up, or it is said there is to be a scarcity at Easter. This may be fact, or pure fancy to send prices skying. Long stemmed Hadleys are a feature. These specials are wonderful flowers. Ophelia is now so deep in color as to look like another variety. It is astonishing to see the vigor of the two-year cold storage lilies as shown by the higher grades of the stock now coming in. Many of the flowers are as good as those of a year ago, some with stems 24 inches in length. All first grades bring $25 per hundred. Callas are very abundant, but all good stock finds buyers at prices little below the record figures of the winter. Cattleyas are good items. Schroederæ are going out, and Mossiæ will soon have the market almost to itself. Violets are still in evidence, but all local stock is getting very small and will be out before Easter.

April 7.—The balmy, spring weather of the past few days brought in a very good supply in all lines, particularly roses. Carnations and sweet peas appear scarce and sold up well at last week's prices. One of the dealers said: "The market this morning is in good condition—a fair supply and a good, healthy demand."

NOTES.

A wholesaler, commenting on the Easter supply of cut flowers, said they would be able to handle all the stock they were likely to get. He felt that, with the exception of roses, everything else would be on the short side. Carnations were reputed off crop. Sweet peas, always plentiful for an early Easter, ran short stemmed two to three weeks later. There would be no daffodils, little other bulbous stock and very few, if any, violets. Lily of the valley which was always a quantity stock at Easter will be almost negligible. Easter lilies will be scarce and callas would have to take their place as far as they will go. Snapdragons, larkspurs and calendulas should be fairly plentiful. In orchids, Mossiæ will about monopolize the market and should bring good prices. Under these conditions, all prices were sure to rule higher. The trade evidently expects a good Easter, there being large advance orders for cut flowers.

John Kuhn, of Olney, one of the successful growers, finds the calceolarias make good pot plants. He grows both the hybrid and shrubby types and does them well. Callas in pots, half

Special Wax Carnations

(White or pink.)

200 to a box, for.....$2.50

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls.....$4 50

Paper Flower Pots

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000.....$3.50
2½-inch, per 1000.....4.50
3 -inch, per 1000.....6.00
3½ inch, per 1000.....8.25
(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, April 9. Per 100

Roses, Beauty, Special		60.00
" Fancy		40.00
" Extra		30.00
" 1st		15.00
" Killarney	6.00@	12.00
" My Maryland	6.00@	15.00
" Sunburst	6.00@	12.00
" Ward	5.00@	8.00
" Ophelia	6.00@	12.00
" Russell	6.00@	15.00
" Shawyer	6.00@	12.00
Lilies	15.00@	20.00
Cattleyas	60.00@	75.00
Carnations	3.00@	6.00
Sweet Peas	.75@	2.00
Asparagus Sprengeri, .35@z.50		
Violets	.75@	1.25
Mignonette	3.00@	6.00
Ferns .....per 1,000, 5.00		
Calendulas	3.00@	6.00
Freesias	2.00@	5.00
Paper Whites		5.00
Callas	15.00@	30.00
Romans	4.00@	6.00
Golden Spur	5.00@	6.00
Victoria	5.00@	6.00
Smilax		25.00

BOSTON, April 9. Per 100

Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	2.00@ 8.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, April 9. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Calendulas	4.00@ 5.00
Easter Lilies	15.00@20.00
Sweet Peas	1.00@ 3.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Violets	1.00@ 2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

plunged in soil in raised beds, have been found better this year than ever before. They have flowered continuously during the entire winter. A bench of Azore lilies are a picture. Like every other grower, he wishes he had more of them. An edging of sweet alyssum along the side of the carnation bench has been found very profitable.

Edward Reid thoroughly enjoyed a trip to Boston, Mass., the past week. He described the market as well stocked with flowers in all lines. He particularly admired the yellow daisies, which were very fine. The chairman of the national publicity committee was a very busy man, but most hospitable. He said: "If all retailers had the push and energy of Henry Penn, the demand for flowers would soon tax all branches of the business to supply it, and there would be no fault found with prices.

Alfred M. Campbell's mammoth operation in cold storage giganteum lilies at Strafford Farm, is daily inspected by interested growers and dealers. The stock is coming on in splendid shape, the consensus of opinion being that the quality of the flowers will be good, with fair length of stem, and the great percentage will be just right for Easter week.

A round of the stores shows many of them to be prepared, or fast getting ready for the coming busy week. At Chas. Grakelow's well filled shop, in addition to the always large assortment of baskets, a big invoice of some hundreds in various sizes of plant receptacles were received in good time for filling for the Easter sales.

J. Duetcher, of the Philadelphia Wholesale Florists' Exchange, places the Double White and Pink Killarneys in the first division of forcing roses. He finds them always salable at a good price. He thinks plumosus ought to pay, as they never get enough of it.

The London Flower Shop will offer choice baskets, in which heather will be conspicuous. While they have found stock scarce, enough has been secured to make a very good showing.

John Muir, of Chicago, spent a busy couple of hours in this city one day last week. He was whirled out to Harris' in Pennocks' auto to look over their Easter plants and left later for Boston.

J. J. Habermehl's Sons, in their Diamond street greenhouses, are strong on hydrangeas, spiræas and genistas. They also have a nice lot of well flowered Bermuda lilies.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Flower Markets

PHILADELPHIA, April 9. Per 100

Roses, Beauty, special	55.00@	60.00
" " fancy	20.00@	35.00
" Mrs. Chas. Russell	15.00@	35.00
" Killarney	3.00@	10.00
" Hadley	10.00@	50.00
" Sunburst	6.00@	12.00
" Wards	4.00@	10.00
" Ophelia	6.00@	20.00
" Columbia	10.00@	35.00
Carnations	4.00@	6.00
Cattleyas ....each $0.50@$0.75		
Easter Lilies	20.00@	25.00
Callas	15.00@	20.00
Snapdragons	6.00@	12.50
Calendulas	2.00@	4.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus Strings	.50@	.75
Asparagus bunches		.50
Dagger and Fancy Ferns, per 1,000	3.00@	4.00
Violets, single and double	.75@	1.00
Sweet Peas	.75@	3.00
Freesias	3.00@	5.00
Paper Whites	4.00@	5.00
Tulips	4.00@	5.00

ST. LOUIS, April 9. Per 100

Roses, Hadley	3.00@	10.00
" Killarney	3.00@	8.00
" White Killarney	3.00@	8.00
" Hoosier Beauty	4.00@	12.50
" Russell	4.00@	30.00
" Ward	3.00@	6.00
" Mrs. Sawyer	3.00@	10.00
" Sunburst	5.00@	12.50
Ferns	4.50@	5.00
Carnations	2.00@	10.00

MILWAUKEE, April 9. Per 100

Roses, Killarney, W. Killarney	5.00@	12.00
" Ward	4.00@	10.00
" Mrs. Chas. Russell	8.00@	25.00
" Ophelia	6.00@	12.00
" Columbia	8.00@	25.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted		6.00
Cattleyas, per doz.		6.00
Sweet Peas	1.00@	2.50
Violets	.75@	1.00
Paper Whites	4.00@	5.00
Narcissus	6.00@	8.00
Callas, per doz.		2.50

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, April 9. Per 100

Roses, Beauty, special	60.00@	75.00
" " fancy	40.00@	50.00
" " extra	20.00@	30.00
" " No. 1	8.00@	15.00
" Hadley	8.00@	35.00
" Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
Cattleyas		50.00
Easter Lilies		25.00
Lilium Giganteum		20.00
Carnations		6.00
Valley		6.00
Ferns, per 1,000		4.00
Sweet Peas	1.00@	2.00
Violets	.75@	1.00

A wholesale florist comments on the inconsistency of some retailers as follows: "One who had ordered as much of a stock for Easter delivery as he had purchased for almost a month before, insisted that all of the flowers must be strictly fresh, not kept on the plants or in ice boxes or stored in any way for the holiday market. If everybody orders as this man does, I wonder where he expects the stock to come from. At all holidays, growers time their crops to be as full as possible. Carnations are not picked close for a week or two, and roses are not allowed to develop, but are cut and their opening retarded in cool cellars or cold storage ice boxes. If there is to be an increased stock at Easter to supply at least five times the everyday demand, such well known methods are necessary.

The exhibition of Easter stock at the club meeting last week covered a wide range of plants, many of them exceptionally well done. It was a beautiful display, and timely. Walter Van der Hengle added to their beauty with ribbons and other artistically placed decorative material.

Some of the stores say they have ordered very little, as at the high prices they would rather tell their customers they could not serve them, than send them away dissatisfied, with the prices they would have to ask to make a profit. K.

New York.

DULL MARKET CONTINUES.

Although, as a matter of course, there was something doing every day of the past week, the market never completely recovered from the backset of the previous week, due to the parade and the blizzard. No change of importance in values can now be expected until the Easter business starts. The cold wave, to some extent, cut down the receipts, but there has been plenty to supply the demand. Milder weather, the last half of the week, created a better movement in violets. Carnations, too, the supply being lighter, rallied a little, but roses and sweet peas were slow. The greenhouse tulips and narcissi continue to move at good figures. A limited supply of delphinium is on the market and is held at a good price. There is some movement in snapdragons, stocks, marigolds, etc., but all are slow. In orchids, there is an abundant supply to meet the demand. Several wholesale stores are handling geraniums and other plants. The retailers are now interested in Easter prospects; though it does not appear that many of them will have a supply of pot lilies, however, there is a fair supply of pot roses, hydrangues, daisies and other plants in sight.

April 7.—Rain and fog rendered many arrivals late this morning, the ferry boats being slow in nosing in. There is little change in market conditions. Orchids are less plentiful and prices are higher. Mild weather keeps up a better movement in violets. Orders for cut lilies for Easter are being taken at 35 cents, bud and flower, but current prices are 15 and 20 cents. All told, there is an abundant supply of stock on the market.

NOTES.

The communication of Charles E. Russell, of Cleveland, O., relating to Mothers' day prices of carnations, published in THE AMERICAN FLORIST of April 5, is sound reasoning, and of all days when there is a special demand for flowers, the prices should be reasonable on Mothers' day. The writer of this column would remind the growers, and the other branches of the trade, that the aim of the founder of Mothers' day was not to create more profit for the trade, but to establish a noble sentiment. If it is to be turned into a day of "profiteering," that sentiment is abased. The writer is far from being opposed to publicity, but he wishes it to be of the right kind. To try to persuade the public to buy flowers, and at the same time double or treble the price, is reversing the policy that has been pursued by the most successful merchants in all lines of business. Florists who sneer at sentiment in connection with business, should take thought, that were it not for sentiment, there would be no florist business. Twenty cents is a small sum, but it looks large to a poor working girl, particularly, if a few days before or the day after, similar carnations are sold for five and ten cents each, and add to that, the customer goes away with a poor opinion of the trade in general.

E. G. Hill, Richmond, Ind., was seen at his hotel, the Breslin, on his return from Massachusetts. He was favorably impressed with the new roses at the Montgomery range, Hadley, Mass., but as they had been heavily cut for propagating purposes, he hopes to see them again under more favorable conditions. Speaking of his own new rose, Premier, he stated that orders had come in for young plants to the limit of their production, one firm having ordered 25,000 plants, and the total of orders has reached 550,000 plants. Mr. Hill spent several days in this city and vicinity, calling on C. H. Totty, Eugene Dailledouze and other well-known growers.

The newspapers have devoted considerable space to the celebration of the fiftieth anniversary of N. W. Ayer & Son, which was held at the Bellevue-Stratford hotel, Philadelphia, Pa., April 4. It is one of the oldest advertising agencies in this country, and it is stated that they began by advertising "tobacco, seeds and agricultural implements." In the account of the celebration, we note this: "Not the least of its tasks (at the beginning) was to gain a respected place in business." How times have changed: It is the man or firm that does not advertise that now has the "task."

Charles Brown, Jr., returned from France with the 27th Division. He was "over there" for 10 months serving as a motorcycle dispatch bearer, and he says that he had some great runs for his money. Fortunately he escaped injury. He has located in his father's retail store, Broadway and 86th street.

Harry Charles, formerly with S. C. Gilbert, returned from France with the 27th Division, United States army. He was "over there" nine months, attached to the supply department. He speaks highly of the work of the Red Cross, Salvation Army and other organizations.

Lawrence Theiler, formerly bookkeeper for John Young & Co., who was a soldier in the overseas force of the United States army, and was severely wounded, returned some time ago and has so far recovered as to resume his position in John Young's service.

E. G. Hill, of Richmond, Ind., and Charles H. Totty of Madison, N. J., went to Hadley, Mass., the past week to view the new roses at the Montgomery range. As both are experts, the trade will be interested in their opinions.

Several events of the past week were noteworthy. It was the coldest April 1 in 45 years, and that is not an April fool joke—at 3 a. m. and 10 p. m. the temperature was down to 22 degrees.

John Burroughs, naturalist, botanist and writer, celebrated his eighty-second birthday, April 3. He is a grand old American, hale and hearty, and we hope he lives to pass the century mark.

Harry Payne, of Washington, D. C., was in the city the past week and reports business quiet at the national capital since Congress adjourned.

Gilbert P. Josephson, well known in the trade, has opened a store for the sale of florists' supplies at 54 West 28th street.

J. S. Fenrich, 51 West 28th street, has been exhibiting in his show window a fine vase of the new rose, Frank Dunlop.

A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

GILBERT P. JOSEPHSON
Everything for the Florist
Artificial Boxwood and Ornamental Plants.
Supplies, Sundries.
54 West 28th St., NEW YORK

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

Telephone 7960 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, April 9. Per 100

Roses, Beauty, special	30.00@	50.00
" " extra and fancy.	10.00@	20.00
" " No. 1 and No. 2.	5.00@	8.00
" Hadley	6.00@	40.00
" Hoosier Beauty	2.00@	12.00
" Francis Scott Key	10.00@	50.00
" Columbia	4.00@	15.00
" Prima Donna	4.00@	15.00
" Alice Stanley	3.00@	15.00
" Mrs. Geo. Shawyer	3.00@	12.00
" Double White Killarney	3.00@	15.00
" Killarney	2.00@	12.00
" " Queen	2.00@	12.00
" " Brilliant	2.00@	12.00
" Aaron Ward	3.00@	12.00
" Sunburst	4.00@	12.00
" J. L. Mock	3.00@	15.00
" Ophelia	3.00@	15.00
" Mrs. Chas. Russell	4.00@	30 00
Cattleya orchids, special	60.00@	100.00
Rubrums	8.00@	10.00
Lilies, Longiflorum and Formosum	15.00@	20.00
Lily of the Valley	2.00@	6.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	3.00@	6.00
Gardenias, per doz.	3.00@	6.00
Violets	.35@	.50
Paper White Narcissus, per doz.	.50@	.60
Snapdragons, per doz.	1.00@	1.50
Callas, per doz.	1.50@	2.00
Sweet Peas	.50@	2.50
Mignonette, per doz.	.75@	1.00
Golden Spur narcissus, per doz.	.50@	.75
Freesias	1.50@	3.00
Narcissi Giant, per doz.		1.00
Tulips, per doz.	.25@	.50
Tulips, Darwin, per doz.		1.00
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	.75@	1.50
Daisies, yellow	.75@	1.25
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	1.50@	2.50
Stocks, per doz.		.50
Delphiniums, per doz.	3.00@	4.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

Send Easter Orders for

Chicago and Suburbs

—TO—

A. LANGE

Chicago's Service Florist

Finest Flowers

Unexcelled Facilities

Exclusive Assortment of Easter Novelties

Telephone, Telegraph and Mail Orders Given Prompt Attention.

A. LANGE, *FLORIST*

25 E. Madison Street, CHICAGO

Long Distance Telephone, Central 3777 All Departments.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857
Wittbold FLORIST
745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.
THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.
WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.
A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York. Telephone Lenox 3822
HENRY HART, Inc.
FLORIST
1000 Madison Avenue
In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL
The Long Island Floral Co.
Wholesale Commission Florists
Consignments Solicited
18 Willoughy St., BROOKLYN, N. Y.

ORDERS IN OR AROUND PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS
KOTTMILLER
426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

New York.
Louis C. Pajan
FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers.
Out-of-town orders promptly filled.

Chicago.
RONSLEY
17 East Jackson Boulevard
Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's

Easter Plants and Cut Flowers
A Choice Stock
Orders from other cities promptly filled.
FLOWER SHOP
HARRY P. PAYNE, Prop.
1224 F St., N. W.
WASHINGTON, - - D. C.

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.
Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE
Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West
Montreal, Que., Canada
Every order receives prompt and careful attention.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.
Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue
Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS
Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.
Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.
Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller the Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

National Florist
CHICAGO
THE NORTH SHORE FLORAL CO. (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co. Ltd.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

ABERDEEN, S. D.

Miladys Flower Shop

QUALITY FLOWERS FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

For St. Louis.

WIRE

Grimm & Gorly

CHICAGO DETROIT

Central Floral Co.

132 N. State St.. CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

We will be willing to fill orders for Easter for any F. T. D. Florist.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Orders In or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago April 9, is $52

COUNTER trade east and west has been heavy this week.

ONION SETS in the Chicago district are selling at 60 cents to 75 cents per bushel.

ACCORDING to the head of a leading agricultural machinery company, foreign orders are pouring into the American market.

MANITOWOC, WIS.—Cornelius Madson, secretary of the M. G. Madson Seed Co. since its incorporation 20 years ago, died March 22.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade April 9 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

THE Western Seedsmen's Association will hold its annual meeting at the Baltimore hotel, Kansas City, Mo., April 12 at 9:30 a. m.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. report an unusually heavy plant trade. The call for fruit trees has about cleaned up this stock.

A. H. GOODWIN, of the W. W. Barnard Co., Chicago, is of the opinion that the peak of the counter trade for this season has passed earlier than usual.

LOUISVILLE, KY.—The Louisville Seed Co. has leased a commodious building at Lytle and Fifteenth streets, and will remove its offices and stock to that location in the near future.

EVANSVILLE, IND.—The Dave Peck Seed Co. has been incorporated with a capital stock of $100,000. The directors are David E. Peck, James C. Johnson and Orville W. McGinnis.

NEW YORK.—The Wanamaker store is running big advertisements of seeds and garden tools in the daily papers, with elaborate cultural talk of the Wanamaker brand, good propaganda.

A. HENDERSON & Co., Chicago, now located in the former Winterson store, 166 N. Wabash avenue, made a considerable suburban distribution of their catalogues by boys and trucks this season and say it pays.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.; Fred. H. Bateman, of the Bateman Manufacturing Co., Grenloch, N. J.; C. O. Wilcox, representing Wood, Stubbs & Co., Louisville, Ky.

BURLAP buyers are now evincing some interest in the market because values are only about one-third of the cost during the fall of 1918, and undoubtedly approximate the normal basis more closely than any other fabrics.

TOLEDO, O.—The clover market closed steady April 7, at $30.00, registering a drop of $1.25 during the previous seven days. April was quoted at $25.50 and October at $17.80. Timothy was steady, cash being offered at $5.05, April $5.15, May $5.12½ and September $5.70.

A. MILLER, of the American Bulb Co., Chicago, is making preparations for a trip to Japan.

ENGLAND is reported to have raised the quarantine against Dutch hyacinths and early tulips.

NASHVILLE, TENN. — The Hudmon Seed Co., which has opened a store at 316 Third avenue, announces it will enter the mail order business in 1920.

FREESIAS in California have been badly damaged by frost, those on low land being hurt by too much water. The present outlook is for a small crop.

Catalogue Mailing Troubles.

Referring to this matter on which communications from J. Bolgiano & Son, Baltimore, Md., and Secretary Kendel of the American Seed Trade Association appeared in previous issues, Curtis Nye Smith writes as follows, April 2:

"It may interest you to have the recent decision of A. M. Dockery, Third Assistant Postmaster General, written to the writer on this matter. The circular letter of the post office department of June 3, 1918, suggesting the restriction of the size of envelopes to 4 inches by 9 inches is not an order, but simply a suggestion, and Mr. Dockery uses these words:

> "'Whenever it is practicable to prepare matter so that it can be enclosed in an envelope not exceeding 4 inches by 9 inches, this should be done.'

"As it is quite impossible for the seedsmen or nurserymen to limit the size of their catalogues to the dimensions above indicated, relief is felt that this circular of June 3, 1918, is not an order but merely a suggestion.

"It is understood that some local postmasters are holding this circular of June 3, 1918, to be an order, and if any difficulty arises, it is suggested that the local postmaster secure an opinion from Mr. Dockery."

[Chairman Therkildson, of the postal laws committee of the American Seed Trade Association, has sent us a similar communication.—ED.]

Boston Seed Trade.

As reported by R. & J. Farquhar & Co., trade is better than it has been for two years, equaling that of 1916. Interest is being manifested in the improvement of estates, and while comparattively little new work will be undertaken, existing plantings will be fully maintained, and the lapses of the past two years will be made good, with the result that present satisfactory trade conditions are bound to improve further.

Thos. J. Grey, the veteran seedsman, and wife, left for Los Angeles, Calif., last week. Mr. Grey is suffering from an internal trouble and needs the relief afforded by a more even climate. His hosts of friends in the trade wish him speedy recovery.

The Ames Implement & Seed Co. has closed its doors, but the firm continues filling orders already taken. Employes have been notified their services will terminate April 12. It is believed the seed department will be continued under new management.

French Bulbs.

Roman hyacinth plantations are gradually diminishing, while the acreage devoted to Paper White and other narcissi remains the same. The plantations have not had the usual care this season and the development of the bulbs will be unfavorably influenced.

One French dealer predicts an advance of 10 per cent over last year's prices. The growers' syndicate will establish prices April 26.

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

Mushroom Growing

By B. M. Duggar

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, $1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Mention the American Florist when writing

Imports at New York.

The following horticultural goods were received at the port of New York March 31-April 4:

via S. S. La Lorraine from Havre, France—

A. Rolker & Sons, 16 cases plants.
McHutchison & Co., 12 cases plants.
To others, 17 packages and nine cases plants, 40 cases seeds.

via S. S. Orduna from Liverpool, Eng.—

John Scheepers & Co., one case roses.

via S. S. Oaufa from London, Eng.—

Weeber & Don, one sack seeds.
J. A. Sabger & Co., three bags seeds.
Carpenter Seed Co., 11 bags seeds.

via S. S. Minnekahda from London—

Carpenter Seed Co., 15 cases seeds.
To others, 129 bags seeds.

via S. S. Mattoppo from London—

Wadley & Smythe, 68 cases nursery stock.
American Seed Co., five bags seeds.
J. M. Tharburn & Co., 65 bags seeds.
H. F. Darrow Co., one bag seeds.
A. J. Ball, 11 bags seeds.
To others, 530 bags seeds, five cases fruit trees, one case roses.

via S. S. Polldyk, from Rotterdam—

P. Ouwerkerk, 162 cases roses, etc.
Wadley & Smythe, 114 cases plants.
To others: 1949 cases, 105 baskets and 1590 loose trees and plants, 113 cases bulbs.

A. F. F.

Catalogues Received.

Rippley Mfg. Co., Grafton, Ill., sprayers; D. Hill Nursery Co., Dundee, Ill., evergreens; Lawrance's Greenhouses, Ogdensburg, N. Y., seeds, bulbs and plants; Clarke Bros., Portland, Ore., roses and other plants; Fraser Nursery Co., Rochester, N. Y., and St. Louis, Mo., nursery stock in cold storage; Vilmorin-Andrieux & Co., Paris, France, chrysanthemums, dahlias, cannas, etc.

SEED store men who have been rushed day and night for the last six weeks until they are ready to drop, will, if they have a chance to read the editorial in the April Seed World, greatly appreciate the erudition and practical knowledge shown in advising how to keep seed clerks busy on rainy days! Oh My! Equally thoughtful is the timely April suggestion to change old stock on the shelves. What were the boys doing since last December? These rewrites from former issues of trade journals in the undertaking or leather trades will not always fit the horticultural line, however much they are spread to fill columns.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides
Stop In—Write Or Telephone For 1919 Catalog
4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

WESTERN SEED & IRRIGATION CO.
Wholesale Seed Growers and Dealers
SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

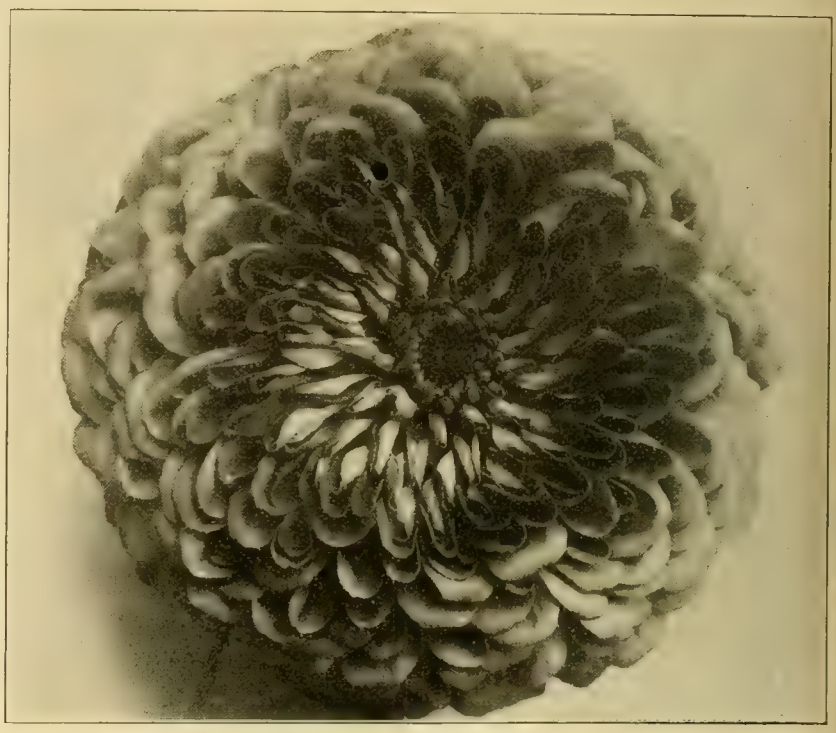
Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$18.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Mrs. Frank Pendleton, Second size	40.00	Vaughan's Florist Mixed, First Size	16.00
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips, 1917 crop	$13.00	1000 Pips, 1917 crop	$25.00
500 Pips, 1918 crop	18.00	1000 Pips, 1918 crop	35.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS SEED

GREENHOUSE GROWN

1000 seeds	$ 3.00	10,000 seeds	$25.00
5000 seeds	13.75	25,000 seeds	56.25

LATHHOUSE GROWN

1000 seeds	$2.00	10,000 seeds	$18.50
5000 seeds	9.75	25,000 seeds	43.75

ASPARAGUS SPRENGERI SEED

1000 seeds	$0.75	10,000 seeds	$ 5.50
5000 seeds	3.00	25,000 seeds	12.50

Special prices on larger quantities.

ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING

	Tr. Pkt.	Oz.
White	$0.30	$1.50
Shell Pink	.30	1.50
Rose Pink	.30	1.50
Lavender	.30	1.50
Purple	.30	1.50
Crimson	.30	1.50
Mixed	.30	1.00

ASTER, EARLY ROYAL BRANCHING

	Tr. Pkt.	Oz.
Lavender	$0.40	$2.25
Purple	.40	2.25
Rose Pink	.40	2.25
Shell Pink	.40	2.25
White	.40	2.25
Mixed	.40	2.00

ASTER, CREGO

White	.40	2.00
Rose Pink	.40	2.00
Purple	.40	2.00
Lavender	.40	2.00
Mixed	.30	1.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for New Wholesale Price List if you haven't a copy.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood. **French Varieties snd Otaksa.**

Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $5.00 per 100; $40.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg., PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. **Write for prices.**

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds..............per 1000, $2.00
5000 or more seeds.............. " 1.75
10,000 or more seeds..... " 1.60
25,000 or more seeds............ per 1000, $1.40
50,000 or more seeds.............. " 1.30

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

SPRING STOCK

NOW READY

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	**Alyssum**, Double	$ 3.25	$30.00
2 in.	**Aster Plants**, Sep. Colors..	3.00	25.00
3 in.	**Cannas**, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	**Centaureas**, Dusty Millers	4.00	35.00
2¼ in.	**Chrysanthemums**, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	**Coleus**, Red and Yellow.	3.25	30.00
2¼ in.	**Cupheas**, Cigar Plants....	3.00	25.00
3¼ in.	**Cyclamens**, 8 varieties....	8.00	75.00
3½, 5, 6 in.	**Dracaena Indivisa**,... ....$15, $35,	50.00	
2¼ in.	**Fuchias**, 12 varieties.....	3.50	30.00
4 in.	**Fuchias**, 12 varieties.....	15.00	135.00
3½ & 4 in.	**Geraniums**, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	**Ivy Geraniums**, 8 varieties	12.50	100.00
2¼ in.	**Heliotropes**, White, Light & Dark Blue	3.50	30.00
3½ in.	**Heliotropes**, 3 varieties...	15.00	140.00
2¼ in.	**Pansies**, Asst.	3.25	30.00
2¼ in.	**Salvias**, Bonfire & Splendens	6.00	60.00
2½ in.	**Stocks**, Princess Alice, or Beauty of Nice........	3.50	30.00
2½ in.	**Verbenas**, Fine Plants....	3.25	30.00
2¼ in.	**Vincas**, Variegata	4.00	38.00
3½ in.	**Vincas**, Variegata	12.50	120.00
2¼ in.	**Marguerites**, White, Yellow, Mrs. Sanders......	4.00	35.00
3½ in.	**Marguerites**, White, Yellow, Mrs. Sanders......	10.00	90.00
2¼ in.	**Tomato Plants**, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

COCOS WEDDELIANA.

SEED OF
COCOS WEDDELIANA

New crop of Cocos Weddeliana Seed has just arrived from Brazil in prime condition.

Price $1.00 per 100;
8.00 per 1000.

Special price for lots of 10,000 or more.

HENRY A. DREER

714-716 Chestnut St., Philadelphia, Pa.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Gladioli Bulbs

Ready for immediate shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Plant Everlastings

They sell well fresh and dried

	Trade Pkt.	Oz.
Agrostis Nebulosa (Cloud Grass) for winter bouquets	$0.25	$1.60
Acroclinium Roseum. Pink (Everlasting)	.10	.30
Album. White	.10	.30
Roseum Fl. Pl. Double pink	.10	.50
Album Fl. Pl. Double white	.10	.50
Helichrysum Monstrosum Fl. Pl. Double mixed	.10	.40
Silver Ball Golden Ball Salmon Queen Fireball Rose Carmine Violet Queen Crimson Each of the above	.10	.60
Vaughan's Special Mixture	.10	.70
Globe Amaranth (Gomphrena). Mixed	.05	.20
Globosa, Red or White, each	.05	.20
Orange	.15	.60
Rhodanthe. Mixed	.10	.60
Manglesi. Rose	.10	.60
Maculata. Alba	.10	.60
Rosea	.10	.60
Xeranthemum. Double mixed	.10	.60

VAUGHAN'S SEED STORE

41-43 Barclay St. NEW YORK

31-33 W. Randolph St. 803 W. Randolph St. **Chicago**

Seasonable Stock

2½ in. except noted.

	Per 100
Ageratum, Blue Star	$3.50
Abutilon, Daydawn	5.00
Calla, Ethiopica, 3-in.	20.00
Canna, Standard sorts, Red and Yellow, 3-in.	6.00
Canna, King Humbert, 3-in.	7.00
Daisy, Mrs. Sanders	4.00
Daisy, Queen Alexandria	4.00
Fuchsia, assorted varieties	4.00
Grevillea Robusta	5.00
Heliotrope, Purple, in five varieties	3.50
Weeping Lantana	4.00
Petunia, Giant Ruffled and Rosy Morn	3.50
Salvia Splendens, Zurich and Bedman	3.50
Snapdragon, Keystone, Silver Pink, Garnet, etc.	4.00

The Storrs & Harrison Co., Painesville, Ohio

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

RHUBARB SHOW.—An exhibition of rhubarb, said to be the first of its kind, was held by the market gardeners of Leeds, Eng., March 8. J. R. Groundwell, Buslingthorpe, Yorkshire, was secretary.

Prices of Indoor Fruits and Vegetables.

Chicago, April 8.—Cucumbers, 2-dozen boxes, $3.00 to $4.00; celery, Florida, crate, $4.50 to $6.00; leaf lettuce, per box, 27½ cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $4.50 to $5.75.

New York, April 7.—Celery (Florida), per case $2.50 to $7.00; cucumbers, $1.25 to $2.00 per dozen; mushrooms, $1.00 to $2.65 per three-pound basket; tomatoes, per pound, 15 to 35 cents; lettuce, per package, $1.00 to $5.50; radishes, per 100 bunches, $3.00 to $5.00.

Vegetable Markets

Reports to the bureau of markets, United States department of agriculture, for the period April 1-8, showed prices mostly higher with shipments increasing. Western potato markets gained moderately but were less excited than last week, while sharp advances occurred in eastern sections. No. 1 northern stock advanced 20 cents in the the Chicago carlot market closing at $1.90-$2 per 100 pounds. Similar gains were made in Wisconsin and Michigan shipping sections. New York round whites closed 30 cents higher in consuming markets at $2.35-$2.75 per 100 pounds. Maine Green Mountains, sacked, made sharp advances in producing sections, closing at $2.18-$2.28 f.o.b. as compared with $1.60-$1.68 the preceding week. Maine Irish Cobblers ranged $2.03-$2.08. Cabbage was higher, old northern stock being offered in but few markets, and reached a general range of $99-$110 per ton, bulk ruling $7 per 100 pounds at New York at the close. New stock made further advances. Southern California Winingstadt ranged $15 per ton higher at $90-$100 f.o.b. shipping points. New Florida stock advanced sharply in producing sections, ranging $5-$6 per barrel as compared with $3.50-$3.60 last week. Northern consuming markets advanced 75 cents. Texas flat stock reached $120 per ton at St. Louis, Mo. Onion values were well sustained with few advances. Yellow stock from cold storage reached $5 f.o.b. in western New York shipping sections for a few sales. The general range for good yellows in consuming markets was $3.50-$4.75. Spinach prices were slightly lower in all markets. Sweet potatoes were slightly higher. New Jersey and Delaware stock reaching $3.50-$4 per hamper. Tennessee Nancy Halls were firm at $3-$3.25. Florida tomatoes tended downward closing at $3.85-$4 f.o.b. shipping points.

Sweet Potato Varieties.

Of the many varieties of sweet potatoes grown, only about 12 are important from the market standpoint, according to Farmers' Bulletin 999 of the United States department of agriculture. The choice of a variety should depend upon the market, and the purpose for which the potatoes are to be used. The northern markets, as a rule, prefer a dry, mealy potato of the Jersey type, although some of the moist-fleshed varieties, such as Nancy Hall and Dooley, find a ready sale when the potatoes have been properly stored, graded, and placed on the market in good condition.

The southern markets demand a moist-fleshed variety. Nancy Hall and Porto Rico are the most popular varieties, although Dooley, the Pumpkin (Pumpkin Yam), and others meet with ready sale. Where the potatoes are grown for stock feed, only the heaviest yielding varieties should be considered. The Yellow Strasburg, Red Bermuda, Southern Queen, and White Belmont (White Yam) are especially adapted for this purpose. Of the dry, mealy potatoes the following varieties are important: Big-Stem Jersey, Yellow Jersey, Red Jersey, and Red Carolina. The Triumph and the Gold Skin are medium dry varieties. The principal varieties of the moist-fleshed type are the Nancy Hall, Southern Queen, Pumpkin, Georgia, Porto Rico, and Dooley. These varieties are known in different sections under various local names.

MISCELLANEOUS STOCK Per 100

Vinca Variegata, 4 in	$12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in.	3.00
Calendula, Orange King, 3 in.	5.00

ROSENDALE GREENHOUSES, Delanson, N. Y.
Successors to Ernst Harris.

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.
CORRESPONDENCE SOLICITED

"Market Gardening"
An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.
Cloth Bound, 75 Cents.
American Florist Co.
440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

P. DISSEL
Rotterdam, Holland
SEED DEALER AND GROWER
Import and Export Commission Trade.
Cable Address: Dissel Zaden Rotterdam, A B C Code, 5th Ed. Tel 8045
The Growing of All Garden and Field Seeds in Holland and Other European Countries a Specialty.
The sale of the Field and Garden Seed Specialties of American houses given careful attention.
Deliveries to All Parts of the World.
SEEDS OF PRIME QUALITY
Always the First Consideration

This "Velvet" Comes in Mighty Handy

Yep, collected my Liberty Bond interest today. Seems like finding money to clip off the old coupon and shove it in the window like a certified check. That "velvet" will sure come in handy. Some way or another, I never felt so set up and idly rich in my life as I do now, with Liberty Bonds drawing interest regularly.

Victory Liberty Loan? I'm going to subscribe all I can. I like this business of being a bond-holder—it's a great feeling.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

ROCHESTER, N. Y.—John Dunbar, assistant superintendent of parks, is critically ill at the Hahnemann hospital, following an operation.

YONKERS, N. Y.—The Yonkers Nursery Co. received 30,000 thuja on the S. S. Sloterdyk, having chartered ship space and had the stock come unpacked.

MANSFIELD DEPOT, CONN.—John R. Houston, founder of the firm of John R. Houston & Sons, a resident here for 26 years and well known to the trade, died March 22, age 73 years.

ST. LOUIS, MO.—In compliance with the Arbor day proclamations of Governor Gardner and Mayor Kiel, thousands of trees were planted in this city and throughout the state as memorials to fallen heroes of the world war.

INDIANAPOLIS, IND.—The state legislature has passed a law allowing a higher levy for park purposes in cities of over 100,000 population, which will make available over $1,000,000 for purchases of land and improvements.

Small Foreign Shipments.

One of the most serious problems of our foreign trade is shipping small parcels. High freight on small shipments constitutes a serious obstacle to trade development. A shipper having large bulk freight may include small orders with a bulk shipment, and these small packages, on receipt by consignee, may then be mailed to various destinations. The shipper without means for such arrangement is at a disadvantage. A partial remedy exists in a wider use of the parcel post.

Fruit-Tree Bark Beetle.

Winter injured trees, or trees low in vitality from any other cause, are often the object of the attacks of these miniature borers, according to Circular No. 87 of the Purdue University agricultural experiment station, Lafayette, Ind. They give a tree the appearance of having received a charge of bird shot and hence they are often popularly known as shot-hole borers. The adult is a very small beetle, measuring about one-eighth of an inch in length and dull black in color. Beetles pass the winter as both larvæ and pupæ beneath the bark, then mature and emerge as adults during April and May. The females then construct a brood chamber in the sapwood along the sides of which they bore small holes where they lay their eggs. The eggs hatch in a few days and the small grubs start eating their way from the brood chamber through the sapwood. It is the small whitish larvæ, less than one-fourth inch in length, that cause the principal injury and it is this stage the orchardist should guard against.

Their presence is usually detected by a gummy exudate issuing from the bark or by the general lack of thriftiness in the tree. It is a safe assumption that only weak and devitalized trees are attacked. This weakened condition may have been brought about by winter injury, San Jose scale, lack of fertility, sun scald, blister-canker or any other conditions that cause the initial decline in a tree's vigor and thriftiness. The attacks of the borers usually follow one of these primary causes. Since the grubs are so small and numerous, it is quite apparent that the only way to combat this pest successfully is to cut out and burn all dead trees and all dead and injured areas. The exposed wounds should then be painted over with a good paint.

Specialists in Specimen Stock
FOR LANDSCAPE WORK
Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.
Write for Prices
COTTAGE GARDENS NURSERIES, Inc
EUREKA, CALIFORNIA.
Mention the American Florist when writing

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

IBOLIUM The new Hybrid **HARDY PRIVET.** L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS
Extra Selected Stock

PYRAMIDS
30 inches high
36 inches high
42 inches high
48 inches high
} Write For Prices

BUSH SHAPED
10-12 inches high
12 inches high
18 inches high
24 inches high
30 inches high
36 inches high
} Write For Prices

GLOBE SHAPED
15 x 15 inches high
18 x 18 inches high
} Write For Prices

CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

50 4-inch Sprengeri, 12c each; 100 3-inch Sprengeri, $5.00 per 100. Cash, please. EDGAR EASTERDAY, Nokomis, Ill.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Gladiolus, ready for immediate shipment. For varieties, sizes and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Bulk Gladioli. For sizes, varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

CANNAS.

Cannas. King Humbert, extra heavy home grown, $4.00 per 100; Mixed Cannas, such varieties as Gladiator, Indiana, Meteor, Mrs. A. T. Conard, F. Vaughan and Wintzer's Colossal, at $20.00 per 1000. W. W. Coles, Kokomo, Ind.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½ in., $46.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

ROOTED CARNATION CUTTINGS

	100	1000
Good Cheer	$3.50	$30.00
White Enchantress	4.00	35.00
White Wonder	4.00	35.00
Beacon	3.50	30.00
Aviator	3.50	30.00
Nancy	3.50	30.00
Mrs. Ward	3.50	30.00
Enchantress	3.50	30.00
Rose Pink Enchantress	3.50	30.00
Rosette	3.50	30.00
Albert Roper	3.00	25.00
Alice	2.50	20.00
Thenanthos	2.50	20.00

PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CARNATIONS
Matchless. Out of soil, $4.00 per 100; $35.00 per 1,000.
CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED MUM CUTTINGS

	100	1000
White Razer	$2.25	$20.00
Yellow Razer	$2.25	$20.00
Smith's Ideal	2.25	20.00
Golden Queen	2.25	20.00
Buckbee	2.25	20.00
Enguehardt	2.25	20.00
Nagoya	2.25	20.00
Yellow Chadwick	3.00	30.00
White Chadwick	3.00	30.00
POMPONS		
Golden Climax	2.25	20.00
Lillian Doty	2.25	20.00
Diana	2.25	20.00
Golden Wedding	2.25	20.00

Special
JAMES HAMILTON LEWIS—Splendid new pompons from Octo, per 100, $4.00.
PETER REINBERG
Wholesale Florist
30 East Randolph St., Chicago

CHRYSANTHEMUMS.
Out of 2½-inch pots.

	Per 100
White Chadwick	$ 6.
Golden Chadwick	$ 6.
Wm. Turner	$ 6.
Charles Razer	$ 6.
Dr. Enguehard	$ 6.
Helen Frick	$ 6.
Helen Buckingham	$ 6.
Diana	$ 6.

WEILAND-RISCH CO.
154 N. Wabash Ave., Chicago, Ill.
L. D. Phone, Central 879.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.
BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CHRYSANTHEMUMS

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds including Golden Bedder and Firebrand, 2-inch, $3.00 per 100, Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

CYCLAMEN SEEDLINGS.

Transplanted—Ready for 3-inch pots. Blood Red, White with eye, Rose of Marienthal, Daybreak, Pure White, Brilliant Red and Light Lavender. 15% Salmon will be included in each order. 4 to 6 leaves, $6.00 per 100; $55.00 per 1000; 3 to 4 leaves, $4.50 per 100; $40.00 per 1000.
PETER PEARSON,
5742 Gunnison Street, Chicago

DAHLIAS.

DAHLIAS. Best commercial varieties. Sylvia, Lyndhurst, Minnie, McCullough, Gen. Buller, Jack Rose, Wildfire Century, Rose Pink Century. Strong field-grown roots, $5 per 100. Minnie Burgle, $15 per 100. John Wanamaker, Queen of Hearts, Richmond, Mrs. Wendell Reber, Mrs. Jos. Lucas, Geisha Century, $10 per 100. This is strong stock; extra value. SPRING LAKE DAHLIA FARM, Spring Lake, N. J.

NOT THE QUANTITY BUT THE QUALITY.
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlia Clumps, Peony, decorative, flowering and cactus. For varieties and prices see display advertisement elsewhere in this issue. Westerbeek & Klyn, 25 Beaver St., New York.

Dahlias. A fine lot of dahlia plants in the best cut flower sorts ready by April 1. Send for catalogue for list and prices. R. Vincent Jr. & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracaena Rotheana, 7-inch, each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ECHEVERIAS.

Echeverias. Strong plants, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

EVERGREENS.

Millions of Arbor Vitae and tree seedlings. Write us, AMERICAN FORESTRY CO., Pembine, Wis.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Boston, 6-in., 60c; 7-in., $1.00; 8-in., $1.50; 9-in., $2.00; 10-in., $2.50 each. The George Wittbold Co., 745 Buckingham Place, Chicago.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GLADIOLUS.

Gladiolus. Especially selected for greenhouse forcing or planting out for sure summer blooms, American grown. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

HYDRANGEAS.

Hydrangeas, rooted cuttings. Ready after Easter. Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $5.00 per 100; $40.00 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

KENTIAS.

Kentia Belmoreana and Forsteriana, extra fine

Kentia Belmoreana and Forsteriana, 3 in a pot, 5-in. per doz., $12.00. The George Wittbold Co., 745 Buckingham Place, Chicago.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

LOBELIAS.

Lobelias. Kathleen Mallard from 2-inch rose pots, ready for 3-inch, $3.00 per 100; $25.00 per 1,000. Cash. SWABY GREENHOUSES, St. Charles, Ill.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. Ove Gnatt Co., La Porte, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 6-in., 15-16 inches high, each, $1.50; 7-in., 24 inches high, each, $2.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

PANSIES.

Pansies. Cool greenhouse grown seedlings, $4 per 1,000. Elmer Rawlings, Allegany, N. Y.

PERENNIALS.

PERENNIALS.

Plant Perennials now for summer flowers. 'Winterson's famous big four;" 5,000 Larkspur Belladonna Hybrids, 2-year heavy field-grown plants, per 100, $12.00; per 1,000, $100.00. 5,000 Larkspur, Dreer's Gold Medal Hybrids, 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 20,000 Phlox Giant White Improved Lingard. The best florists' phlox in existence; free from rust. 2 to 3 year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 10,000 Shasta Daisy, King Edward Seventh. The best hardy and largest flowering of them all. 2-year heavy field grown plants, per 100, $8.00; per 1,000, $75.00. 5,000 Columbine (Aquilegia), prize strain of long spurred English hybrids. Excellent for cut flowers. 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00.

Ask us about 3½-in pot grown perennials for your spring counter sales.

E. F. WINTERSON CO.
Dealers in Perennial Plants, Cut Flowers and Florists' Supplies.
166 N. Wabash Ave. Chicago, Ill.

PACHYSANDRA TERMINALIS.
3½-inch—Pot Grown
$8.00 per 100, $75.00 per 1000.
AMERICAN BULB CO.,
172 North Wabash Ave., Chicago

POINSETTIAS.

Poinsettias. Best field grown stock plants, $15.00, $20.00 and $25.00 per 100. Cash. A. ECKE, 1226 Hag Ave., Los Angeles, Calif.

ROSES.

Pot plants, strong, healthy plants with good roots.

	100	1000
2½-in. Columbia	$18.00	$160.00
3½-in. Columbia	22.00	200.00
2-in. Sunburst	13.00	120.00
3½-in Sunburst	17.00	160.00
2½-in. Hoosier Beauty..	13.00	120.00

Bench plants, healthy stock. Killarney Brilliant, Milady and Sunburst. Full of vigor, $11 per 100, $100 per 1,000.

ALBERT F. AMLING COMPANY,
Maywood, Illinois.

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.

E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

BENCH ROSE PLANTS
White Killarney, per 100, $7.00; per 1000 $60.00.
Richmond, per 100, $9.00; per 1000 $80.00.
PETER REINBERG
Wholesale Florist
30 East Randolph St. Chicago

CRIMSON RAMBLER ROSES.
Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.
PETER PEARSON,
5734 Gunnison St., Chicago.

Two new roses of which we have a surplus stock: Rosellnd strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

Bench grown roses. Ready for delivery by April 20. American Beauty, $16; Ophelia and Sunburst, $12; Richmond, $10 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Rose Columbia. Own root. May delivery. Write for prices. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown 1918 crop. Per lb.

Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50

Cauliflower seeds, Danish grown. Per oz.

Extra Early Dwarf Erfurt, selected stock.	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY.
Racine, Wis.

Seeds. Michell's Aster and Asparagus plumosus. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co. 518 Market St., Philadelphia, Pa.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Garden of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Everett R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SPHAGNUM MOSS.

SPHAGNUM MOSS.
Nice, clean stock. $2.25 per standard sack.
E. F. WINTERSON CO.
166 N. Wabash Ave., Chicago

Sphagnum Moss. 5-bbl. bales, $1.50 per bale. 5 cents per bale less cash with order. Orders filled promptly; 20 years at same stand. M. L. CRANMER, Mayetta, N. J.

Sphagnum Moss. Ten 10 bbl. bales, $29.00. Leaf mould, $1.00 per bag. Cash. JOS. N. PAUL, Box 156, Manahawkin, N. J.

VINCAS.

VINCA VAR., 50 4-inch at 12c each. Cash, please. Edgar Easterday, Nokomis, Ill.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115-117 E. South Water St., Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

MISCELLANEOUS.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Knoeschell Bros. Co., 452 W. Erie Street, Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouses of every description. Write for plans and estimate. American Greenhouse Mfg. Co., Masonic Temple, Chicago.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The Boiler of **Unequalled Fuel Economy**

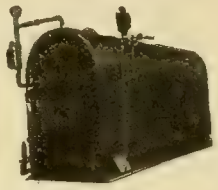
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

CARNATION STAPLES.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.

USE WIZARD BRAND
TRADE MARK
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
—OUR SPECIALTY—
WRITE FOR PRICES
523 Plymouth Ct., Chicago

WHOLESALE CUT FLOWERS.

Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for April 1, 1919.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily paper, the circulation, etc.,) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; David Burpee, 475 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; J. B. Deamud, Caro, Mich.; James Dean Estate, Freeport, L. I., N. Y.; Emresa J. Dickey, care of Byron Reed Co., 212 S. 17th St., Omaha, Neb.; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave., Philadelphia, Pa.; Mrs. Sarah Lonsdale, Jefferson Flats, 1021 De La Vina St., Santa Barbara, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; F. R. Pierson, Tarrytown, N. Y.; Blanche L. Sailer, care of Randolph Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart Estate, 147 Summer St., Boston, Mass.; J. C. Vaughan, 31 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard blvd., Los Angeles, Calif.; C. B. Whitnall, 419 E. Water St., Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner: and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.
Michael Barker, Sec'y.

Sworn to and subscribed before me this 31st day of March, 1919.

R. C. MEREDITH, Notary Public.

[SEAL.]

(My commission expires Aug. 17, 1919.)

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Aphine

The Insecticide that Kills plant Lice of many species.

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

REED & KELLER,
122 W. 25th St., NEW YORK
FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

1,000 Letterheads / 1,000 Envelopes } $6.00

Good Stock—Send Cash with order. No samples sent unless postage is enclosed.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO. ILL.
We Print Everything

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

the American Florist when writing

YOU CAN RELY ON
ADVANCE Sash Operating Devices and Greenhouse Fittings.

For that new house specify our equipment.
You can make no mistake in using our product.
Write for catalogue and March 1st prices.

ADVANCE CO., Richmond, Ind.

Greenhouse Construction
BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., Chicago

Clay's The World Power in the Soil.
CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THE S. TRADE MARK

THE RENOWNED FOOD FOR PLANTS.
MANUFACTURED BY
CLAY & SON, STRATFORD, LONDON, ENGLAND

1866-1919
GREENHOUSE LUMBER
"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.
LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A
BOILER
That Let's the Florist Sleep
Get Posted! Ask for our catalogue.
GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks
10,000, $2.25; 50,000, $9.75. Manufactured by
W. J. COWEE, Berlin, N. Y.
Sample free. For sale by Dealers

Index to Advertisers.

Advance Co 639
Alfred Lozier Rosery .624
Allen J K 619
Alpha Floral Co.....623
Amer Bulb Co 1
Am Mutual Cyclone & Hail Ins Co.....640
Amling E C Co.....615
Anderson S A.....624
Angermueller G H Co.....616
Aphine Mfg Co.....639
Astoria Florist.....622
Avenue Floral Co...624
Baer Julius.....623
Barnard W W .Co...630
Bassett & Washburn.608
Baumer Aug R.....625
Baur Window Glass Co..... IV
Bayersdorfer H & Co.617
Begerow's..... 622
Berger Bros.....616
Berning H G.....616
Bodger J & Sons Co..628
Boland J B.....625
Bolgiano J & Son....631
Boston Floral Supply Co..... 606
Bramley & Son.....625
Braslan Seed Growers Co.....622
Breitmeyer's J Sons. 624
Briggs Floral Co....62
Broadway Florist..623
Brown A J Seed Co..626
Brown Bag Filling Machine Co 628
Bryan Alonzo J.....630
Buchbinder Bros....640
Buckbee H W.....624
Budlong Co J A 613
Bulis J C Mfg Co....604
Burpee W A Co.....630
California Florists...623
Central Floral Co...625
Chicago Feed & Fertilizer Co.....640
Chicago Flower Growers Assn.....615
Clark E B Seed Co..631
Clarke's Sons D 624
Clay & Son.....639
Coan J J.....619
Conard & Jones Co..634
Cooke Geo H.....625
Cottage Gardens Nurs Inc.....634
Cowee W J.....639
Coy H C Seed Co....629
Craig Robt Co.....630
Danker Fred A 624
Dards Chas.....622
Dietsch A & Co.....IV
Dissel P.....632
Dominion Floral Co.622
Dorner F & Sons Co.630
Drakos Co.....621
Dreer H A...III 631 640
Duluth Floral Co....624
Dunlop John H.....622
Eble Charles. 621
Edwards Fold Box..639
Elm City Nursery Co 634
Erne & Co.....614
Excell Laboratories. II
Eyres H G.....621
Fallon Florist.....621
Foerster Co Joseph..611
Foley Greenhouse Mfg Co.....III
Ford M C.....619
Ford William P.....619
Fox J M & Son Inc..623
Frauenfelder C 624
Freeman Mrs J B....623
Frey C H.....624
Frey & Frey 624
Friedman 625
Froment H E.....619
Futterman Bros.....618
Galvin Thos F.....623
Gasser J M Co.....622
Giblin & Co 639
Gnatt The Ove Co...606
Godineau R & M....628
Goldstein I.....619
Gorham Printery Inc.639
Grakelow Chas H...622
Grand Rpids Flo Co.624
Grimm & Gorly.....625
Grossberg-Tyler-Finnermann Co....614
Gude Bros.....621
Habermehls Sons J J.621
Hardesty & Co.....623
Hart George B.....619
Hart Henry.....602 621
Haven Seed Co The.630
Heacock Jos Co.....630
Heinl John G & Son.624
Henderson A & Co ... I
Henderson Lewis...622
Henry Co The John.615
Henshaw Floral Co .619
Hentz & Nash.....618
Herr Albert M.....630
Hess & Swoboda....622
Hession.....623
Hews & Co A H.....III
Hill D Nurs Co.....634
Hollywood G'rdens.622
Holm & Olson.....622
Holton & Hunkel Co.617
Hort Advertiser.....640
Hort Trade Journal..639
House of Flowers...621
Hurff Edgar F.....632
Hurst & Son 628
Ickes-Braun Mill Co.IV
Idlewild Greenhs 625
Jahn Hugo.....622
Jones Percy. 610
Josephson Gilbert P 618
Joy Floral Co.....621
Kahler Pottery Co...III
Kasting W F Co..... I
Keller Pottery Co Geo.....III
Keller Sons J B.....623
Kelway & Son 629
Kennicott Bros Co..613
Kervan Co The.....619
Kessler Wm.....619
Kottmiller A.....621
Kroeschell Bros Co..638
Kruchten John.....615
Kuehn C A 617
Kuhl Geo A.....630
Landreth Seed Co...631
Lang Flo & Nur. Co.624
Lange A.....620 621
Leborius J J.....623
Leonard Seed Co....630
Levine & Co 601
Liggit C U.....630
Littlefield Florist ...624
Lockland Lum Co...639
London Flow'r Shp .625
Long Island Flo Co.621
Louis Simon Freres & Co..... 632
Louise Flower Shop.623
McCallum Co...602 617
McGill R C & Co....628
McHutchison & Co. .630
Mackie William.....619
Malandre Bros.....624
Mangel 625
Matthews the Flo'st.623
Matthewson J E.....621
May & Co L L.....625
Meconi Paul.....619
Metairie Ridge Nursery.....624
Michell Henry F Co 629
Michigan Bulb Farm 631
Michigan Cut Flower Exchange 615
Milady's Flwer Shop 625
Millang Joseph A...618
Miller Floral Co.....624
Miller & Musser.....615
Moninger J C Co .. .IV
Murray Samuel.....625
Nat Florists' Board of Trade.....IV
Neidinger Jos G Co...616
Newell A.....624
N Y Cut Flower Ex..619
N Y Floral Co..... 625
Nicotine Mfg Co.....640
Niessen Leo Co.....616
Noe & Sampson.....602
North Shore Flo Co.624
Okmulgee Window Glass Co.....IV
Orchid Florists 624
Pajan Louis C.....621
Palmer W J & Son...623
Pappas D J. 623
Park Floral Co 623
Payne Harry P.....621
Peacock Dahlia Fr..634
Peacock E R Co.....627
Pearson E W.....624
Pedrick G R & Son..628
Penn The Florist....625
Peters & Reed Poty..III
Philadelphia Wholesale Floral Ex.....617
Philips Bros.....624
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....626
Pikes Peak Flo Co...624
Pillsbury I L.....III
Pittsburg Cut Flo Co 616
Podesta & Baldocchi.625
Poehlmann Bros Co.607
Pollworth C C Co ...617
Polykranas Geo J....619
Potter Floral Co....621
Pressing Seed Co W C.....626
Pulverized Manure Co The.....638
Pyfer A T & Co.....614
Raedlein Basket Co..614
Randall A L Co..... 615
Randall's Flow Shop.625
Randolph & McClements.....624
Rawlings Elmer.....634
Ready Reference....635
Reed & Keller.....639
Regan Ptg House....638
Reid Edw.....616
Reinberg Geo.....615
Reinberg Peter.....609
Rice Bros.....617
Rice Jerome B Seed Co..... 627
Riedel & Meyer.....619
Robinson J C Seed Co.629
Rock Wm L Flwr Co..624
Rodgers J W.....621
Rohnert Waldo.....630
Ronsley Florist. 621
Rosendale Grhs.....632
Rosery Floral Co ...625
Routzahn Seed Co ..629
Rusch G & Co... .617
S A F & O H Com Credit & Collection Committee 605
Saake O C.....621
Salzer Seed Co.....625
Sceery Edward.....623
Schiller the Florist..623
Schillo A Lum Co ...IV
Schlatter W & Son 623 640
Schmidt Chas L.....625
Shaffer Geo C 625
Sharp Partridge & Co..... 640
Sheppard H W.....625
Sheridan Walter F..619
Siebrecht George C.619
Simon & Son I N....629
Situation & Wants...601
Skidelsky S S & Co.. I
Slinn Clarence 602
Smith A W & Co....622
Smith & Co E D.....630
Smith & Fetters Co..624
Smith Henry.....624
Storrs & Harrison...631
Stumpp G. E. M....622
Thorburn J M & Co .628
Tonner O A & L A..608
Totty Chas H 630
Traendly & Schenck.619
Traveling Wholesale Florist 618
Trepel Jos.....623
Turner Bros..... II
United Cut Flo Co..619
Vaughan A L & Co..611
Vaughan's Seed Store .....I 629 631 634
Vick's Sons Jas..... 630
Victory Liberty Loan 633
Vincent R Jr & Sons Co..... I
Walker F Co 621
Weber F H.....624
Weidemann H G....623
Weiland & Risch ...615
Weir James 621
Welch Bros Co.....604
Westerbeek & Klyn.631
Western Seed & Irrigation Co.....627
Wietor Bros 610
Williams Mrs E A...625
Winterson Co E F..611
Wittbold G Co 603 621
Wolfskill Bros & Morris Goldenson.621
Wonder Plant Irrigator Co 614
Woodruff S D & Sons.628
Yokohama Nurs Co.631
Young A L & Co....618
Young John & Co...619
Zech & Mann...612 615

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
422 Main Street, Springfield, Mass.

Before After

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.," LOWDHAM, NOTTS, ENGLAND

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

INDIANA GREENHOUSE OWNERS
May now safely insure their greenhouses and their contents against damage by
CYCLONE and HAIL
IN THE REORGANIZED
American Mutual Cyclone and Hail Insurance Co.
OF MUNCIE, IND.
DILLON MYERS, President
A mutual insurance company controlled entirely by greenhouse owners.
Full particulars may be had by addressing
American Mutual Cyclone and Hail Ins. Co.
MUNCIE, IND.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
Precipitate Bone Phosphate
Magic Blood and Bone
QUALITY SERVICE THE SOIL POWER MAGIC BRAND FERTILIZER ECONOMY PRODUCTION
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, APRIL 19, 1919.** **No. 1611**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, September 23 25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

SUGGESTIONS FOR PLANT GROWERS.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphis and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plants all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation, such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation, it should be light, for often the young foliage is very tender, and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and will deepen the color of the flowers.

Pansies.

The sale of pansy plants will soon be at its height, and there is nothing that the florist or grower sells, upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket, who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or early June planting, when the older plants are either sold or have become too large for bedding purposes.

Primulas.

For plants of both P. sinensis and obconica, for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed started well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seed are very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation, and until the plants begin to make growth keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their

early growth. They are a moisture-loving plant and should never become dry, yet they are easily overwatered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for free circulation of air is the best location for summer culture.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveling. It is well not to level off too large a tract at once, for heavy rains occur at this season, which pack the soil down hard. Before planting give the young plants a thorough watering, and if in boxes or the bench cut through the rows with a knife a day before planting. Lay the field out in rows from 25 to 20 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

New York Fall Exhibitions.

The American Institute of the City of New York in conjunction with the American Dahlia Society will hold an exhibition of dahlias at the Engineering Society building, 25-33 West Thirty-ninth street, September 23-25.

On November 5-7, at the same place, there will be an exhibition of chrysanthemums staged jointly by the American Institute and the Chrysanthemum Society of America.

Further particulars regarding both of the above shows may be had by applying to Wm. A. Eagleson, secretary of the board of managers of the American Institute, 322-324 West Twenty-third street, New York.

LAKE FOREST, ILL.—At Mellody Farm, the beautiful estate of J. Ogden Armour, the lake is being enlarged and a new summer house is under construction. The golf course is being extended to 18 holes and the planting of large numbers of evergreens and irises, is in progress. Fifteen deer have also been ordered to be added to the 10 now in the park.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The great Easter event, with its record under exceptional conditions, is now a known quantity, and has surely proved profitable to all who were wide awake to its possibilities.

Should any stock have been left over, if carefully handled, it can generally be sold the first few days of the week, as there are frequently some friends that were forgotten, and others who desire to return gifts from unexpected sources. Then the weddings of the week often call for flowering stock in the decorations, into which can be placed plants not fresh enough to be salable.

As quickly as possible, the store should be brought back into its normal condition, all emergency staging removed, and nothing in sight that looks like left over stock. No one is attracted to plants that appear in the least passe. This cannot be impressed too strongly on the average retailer, who will allow stock to stand around in the hope of getting something out of it, or to fill up the space because there is nothing better. If confidence is to be inspired in one's goods and service, the foundation is perfect, healthy and fresh stock, without defect or blemish of any kind.

The matter of most importance is to at once make an inventory of all the Easter material—plants, cut flowers, and supplies that were left over. This stock report will be most valuable when planning for the 1920 event. The condition in which the orders from the various growers were received and their timeliness whether too early or late in the week; the success with the plant baskets; if graded properly in the various sizes to meet the demand; whether the arrangement of the store could be improved on; the matter of the extra clerks, names and addresses of those most satisfactory, and, in fact, every detail of the business of this busy week should be written down. If placed in the year book, which should contain records of all holiday events, it will be

EASTER PLANTS.

A Fine Specimen Acacia.

always at hand for reference, but if on loose sheets, these may be filed away so securely that they are not to be found when wanted.

On account of the many soldiers returning from abroad, there are likely to be numerous weddings, for which occasions there should be a good stock of the necessary requisites.

Good sized pot covers, with tin, zinc or galvanized iron linings, are most useful—12 to 15 or even 16-inch covers, with a 10 to 12-inch pot kentia or areca set in, and the extra room filled with flowering plants, such as rambler roses, daisies, lilies, genistas, spiræas, etc., and vinca vines to hang down, make an ornament, that when placed on a suitable pedestal, will fit in almost anywhere with splendid decorative effect. The flowering plants can all be taken out of the pots so as to take up the least room, and the balls of earth wrapped in cheese cloth. Given a good watering, they will not dry out in these lined covers, and can be used several times where events follow closely.

The kneeling stool is another stock article frequently called for, which, with suitable cushions, kept when not in use in covers so as to be always clean, should be always on hand.

Folding screens will be found useful, and a good line of pedestals to be kept painted and clean. Tall flower vases are also good stock. For the church, standards of various heights with foot and vase on top fixed or detachable, when filled and placed at intervals along the aisles, are very effective. A line of bridesmaids' baskets, and others for the little flower girls, are good selling points when an order is being taken.

This is now the season for special sales, which as the cut flower stock becomes more plentiful, can be used to good advantage to put new life and energy into the business. Roses are now dependable, as almost all varieties can be had in quantity. The short grades of all sorts, placed in the small vase or tumbler handle baskets, will make a quick selling special and return a good profit. The miniature vases in glass or pottery, filled in the same way, will be found very salable. It is not necessary to mark these down. They may, because they are offered in quantity, be considered a special and should always carry conspicuous price tags. There is something about the price card that suggests a bargain, as does also a number grouped together, but they should show a good profit, which is helped out by quantity lot prices obtained when the stock was purchased.

Be particular about the street front appearance of the store. It should be made more attractive in every way. If its inviting or showy display causes those in the passing street car to turn and get a look, or the hurried passer-by to stop for a moment, it is as good, or even better, than seeing your ad. in the paper. The florist's store should be the most beautiful in the block, made so by his art in using some of the many foliage and flowering plants and vines that are at his disposal. Very few of the trade take advantage of this great opportunity.

If last year's awning is all right, except the color, give it a light coat of paint to fit in well with the color of the front. It should be done indoors and dried out before subjected to the dust of the street. Afterwards, a hosing will make it as good as new. A faded awning is a great detriment.

EASTER PLANT BASKETS.

Dorothy Perkins Rose Trained as Chair.

Preparedness.

"We are rushed to death with these last minute men," said the manager of one of the big florist supply houses on Tuesday of Easter week. "It's a wonder to me," he continued, "how some men get along at all. They leave everything to the last minute and then expect us to be right there with the goods the same as when the line was complete. Go into their stores and things are in the same condition, all excitement and hurry and bustle, no system, no plans thought out to work by. We have other customers who rarely ever buy anything at holidays; the stock is laid in a month or more ahead and is all ready and being used and displayed to the best advantage. The time and worry of getting these necessary goods at this rush season is avoided and they are free to attend to the urgent duties of the hour."

This is good sound business sense, and there is far too much truth in his description of the unfortunate habit that many have of putting off or leaving everything to the last, and then trying in a helter skelter manner to catch up. The man who buys in advance at his leisure, when the lines are full, is not hurried, uses judgment, gets just what he wants and has it on hand in time to make use of to the best advantage. The late buyer is always in a hurry, has to take what he can get, and is scarcely ever able to use it as he would like. Baskets that should have been on hand to fill at the greenhouses, have to be thrown together hurriedly at the store, taking valuable time of the best men that are then sorely needed for other work. Plant stocks are ordered in much the same way. The grower phones and asks, "When are you coming out to look things over?" and is told, "Oh! I'll be out early next week," but a week passes and then another and finally the tardy buyer finds the choice

of stock, set off in blocks, marked sold, and he has to be satisfied with what is left.

In the well ordered store, preparedness is the watchword of success. All the work that is possible is done in advance so as to relieve the strain of the busy time. A large retail cut flower store in one of the large cities, whose success is often a matter of comment in the trade, has its holiday business so well planned and prepared for, that no extra help except for deliveries is taken on, the regular employes with everything conveniently to hand being able to put up and handle the additional orders entirely within themselves.

Preparedness saves health, anxiety, money and time. It also adds prestige, and the satisfaction of things well done, which equals more than all the rest together.

Window Signs.

Neatly lettered cardboard signs or notices, calling attention to the quality or other features of the stock on view, should be a part of every window display. The smartest shops—haberdashers, tailors, jewelers, hatters and many others, always have something to say on well gotten up cards; just a few words calling attention to the exclusive style, or the unique coloring, the fact that it is the first offering of the season, etc. The sale-compelling price is not often omitted; it is there, plain to be seen, and the customer instinctively in his own mind decides whether it is high or low, and is many times agreeably surprised that such an article can be purchased for the money. The man that put a price on his window that a special grade of rose is selling, two dozen for $1.00, will sell many more dozen, and to strangers who may become customers, than his competitor down the street, who though he carries the same grade of stock for sale at the same prices, does not advertise the fact.

A conspicuous sign with the name of the firm close to the glass at the bottom of the window on the inside, is a good advertisement. This need not be large, but unmistakably plain. Many people in passing, attracted by the window display, stop to look in and often pass on without looking up to see whose place it is, or perhaps if they do, the awning conceals the view. The narrow sign with the prominent lettering is seen, however, and makes an impression.

One friend says to another: "Oh! this is Smith's store; Mrs. Brown gets her flowers here and says they keep so long."

There is something about a printed card that is compelling, causing one to stop short and read and see the stock in the window that would otherwise have passed unnoticed.

An Easter Window.

Elmer W. Gaehring, Frankford avenue, Philadelphia, Pa., has a large show window and believes in keeping it attractive at all times. The accompanying illustration shows his Easter decoration of 1918, the cross of cut flowers and the large Easter egg, electrically lighted, in which was a miniature scene of Calvary. Doves, and ribbons, festooned, filled the upper space, while ferns and Easter plants were well displayed to set off the main features.

Florists' Telegraph Delivery Warning.

The following pertinent advice was issued to members of the Florists' Telegraph Delivery Association last week in the form of a postal card, in good season to prevent mistakes in the Easter business:

"Be sure and make your telegrams for Easter orders plain and correct. Read over twice before sending them.

"Be sure and get correct addresses.

"Do not encourage orders too small, but do not deny F. T. D. service to people who cannot afford more.

"Remember that in a great many parts of the country, it is very hard to make deliveries of plants and cut flowers for less than $3 or $4 and have them be a credit to the sender as well as the florist who makes the delivery.

"Be sure and acknowledge every order immediately after you receive it.

"Be sure and mail bill immediately after your Easter rush is over.

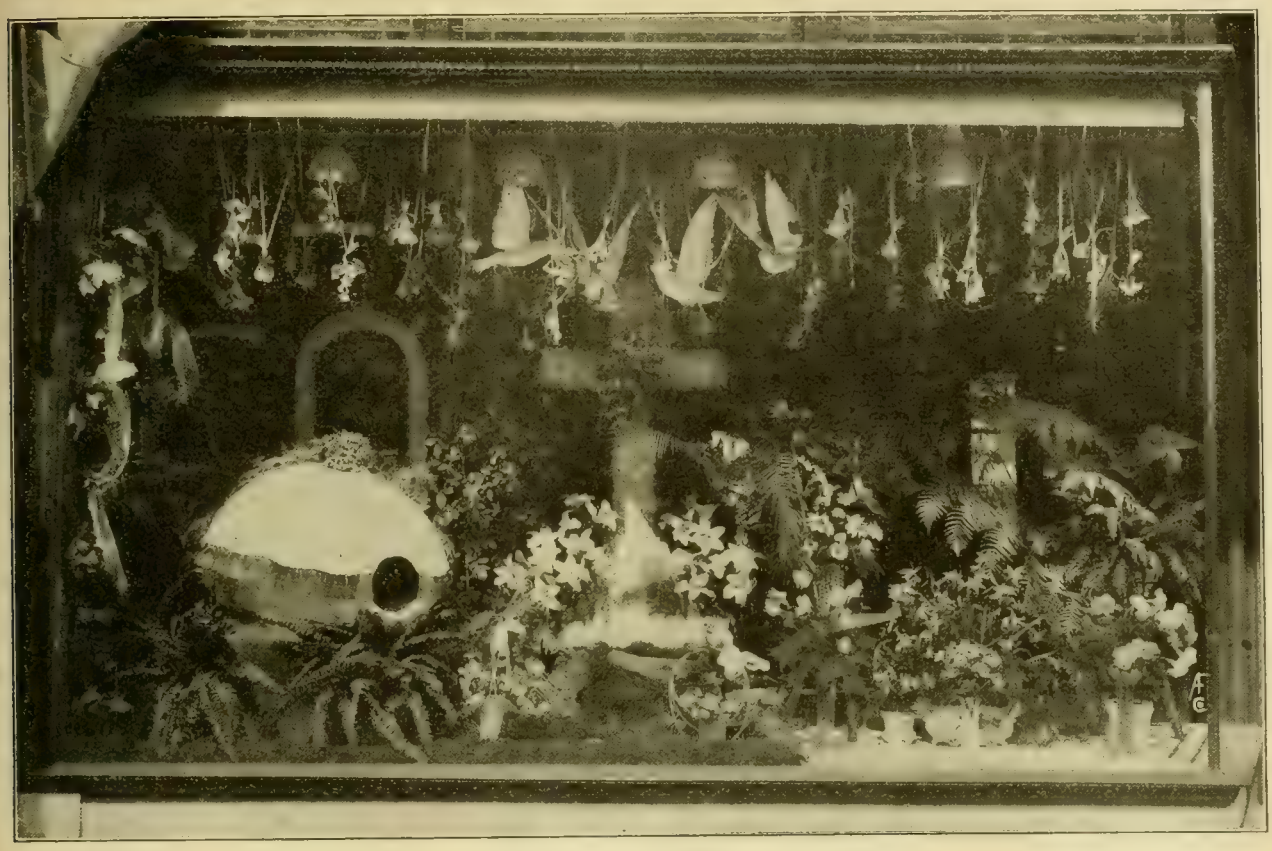
"Be sure and always state a price limit on your orders. You may be selling a dozen roses for $3, and in some other town they may sell for $5 or $8 per dozen.

"Be sure and give the man who fills the order a chance to do his best; leave some leeway, and tell your customer that the man at the other end will do his best."

IONIA, MICH.—Byron L. Smith, whose violet houses were closed last fall following damage by fire, will reopen them in the near future.

MEMPHIS, TENN.—Thomas D. Long, representing Vaughan's Seed Store, Chicago, traveling north from Texas points and New Orleans, La., reports florists in the southwest in excellent shape and trade good.

CHICAGO FLORISTS' CO-OPERATIVE ADVERTISING FOR EASTER IN LOCAL PAPERS.



EASTER WINDOW OF ELMER W. GAEHRING, PHILADELPHIA, PA.

National Publicity for Flowers.

Our promotion bureau now has available a new series of electrotypes featuring the large advertisements running in 16 national magazines, covering April and May. Florists who have not received a copy of the "broadside" describing these new aids, should make application for one at once. In the same publication is described the new series of lantern slides for use in moving picture theatres. The first series is still in supply, and is well augmented by the new set. Combined, the two series cover several important phases of the florists' business. Mothers' day, and Memorial day are included in the combination, and the slides feature the sentiment of these days perfectly. Our bureau has many times been congratulated upon the quality of these slides, and their distribution has been large. The name and address of the purchaser appears on each slide, and the price is $2 per set, or $4 for the combination of eight slides.

Preparations for Easter should not be an excuse for lack of interest in the campaign. It is not to be supposed for one moment that there is a florist in this big country who is not familiar with the work of the campaign, or the beneficial results accruing from it. Still there are thousands who have not subscribed a penny to the campaign fund which is providing so much. Our committees are trying to raise this year, $100,000, which is not more than $5 per capita of those engaged in our industry as proprietors of establishments—split into monthly payments; this would be less than 50 cents per month, the price of three good cigars, say.

Just read this letter, received by the secretary, from a southwestern florist and covering a remittance: "The writer, now in his seventieth year, feels he has not many more pleasant summers to spend in the field of the florist game, but is a well wisher to the calling. He is living on the ground where the first commercial greenhouse in the state was built in 1845. "Say It with Flowers" is certainly the greatest slogan ever used. We are like small potatoes in old Ireland—no big things. We read through the trade journals of the great work you are doing. Let us, as small potatoes, thank you."

It is the support of the "small potatoes" we want particularly. Through this campaign, such will have a chance to grow into large tubers. They are not asked to subscribe anything beyond their means, and there is no criticism. If a florist feels he can only subscribe $5 or $6 a year, why not send it? He not only registers the fact that he is a "real" American florist, eager to boost any movement which promises good to his profession, but he endorses the work of those who are giving of their time and ability to a common cause. We have room for a very large number of small potatoes—and we want them.

JOHN YOUNG, Sec'y.

COUNCIL BLUFFS, IA.—Glen and Blaine Wilcox, of J. F. Wilcox & Sons, Inc., have purchased 9,000 acres of land near Calder, Can., on which they will raise wheat and flax.

BALTIMORE, MD.—In order to insure better attendance, the Gardeners' and Florists' Club of this city, will meet but once a month hereafter, the second Monday being the time.

KANSAS CITY, MO.—The Pinehurst Floral Co., of Pleasant Hill, Mo., has purchased the range of the Geo. M. Kellogg Flower & Plant Co., at that place, and the wholesale business of the company in this city.

Sales and Profits.

Paper by Hodgson Jolly, read at a meeting of the Chicago Florists' Club April 10, 1919.

Isaiah, the prophet, in directing the attention of the Hebrews to the road to success said: "And though the Lord give you the bread of adversity and the water of affliction, yet shall not thy teachers be hidden any more."

How about it in these days? Truly these are days of adversity, but the teachers are not hidden and no man need say that there is no place he can go for knowledge. Knowledge is on every hand. Is it appreciated or made use of? It does not look like it, for statistics show the average life of business less than five years and 97 out of every 100 businesses, failures. Interposing here a touch of levity, one might say that there was considerable truth in the slang epic that "Life is a doughnut. The problem is to separate the nuts from the dough." Our problem to-night is to endeavor to separate facts from fancies, as regards sales and their profits. Let us, therefore, ask ourselves —What is a sale?

According to the dictionary, a sale is "an exchange of a commodity for an agreed price." However, in modern business, a sale means quite a good deal more—"an exchange of a commodity for an agreed price" at a profit to the seller. In fact, generally speaking, the sooner it is realized by business men that there is no sale where there is no profit, the better it will be for them individually and collectively. Such a realization is not based on anything merely theoretical or academic, for only when we realize, and admit, that we are in business to make profit —profit, legitimate, profit—are we going to properly succeed. Outside of a benevolent or charitable institution, every business has to make profits, if it is going to remain in business or

develop and grow as it should. We, therefore, are forced to inquire what is profit on a sale? The answer, in everyday business language, would be that profit is "the difference between the sale price and the cost price of the article sold." This urges us to further information on the "cost price." "Cost price" or, in accounting lingo, "cost of sale", usually covers the "delivered" cost of the article or commodity sold, which would include the list price (less trade discount), plus delivery, freight and express charges. This, however, is not all of the "costs" of sale, for to the "delivered cost", has to be added the administrative or "general", as well as the "selling" expenses of the individual, partnership or corporation making the sale. Of course, it is understood that these extras to the original "delivered cost," usually termed "on costs", "burdens" or "overheads"—in other words, the cost of doing business or mark-up, cannot usually be directly applied, but are added on a percentage fractional or some such similar basis. This method or plan of distribution of the additional overhead costs or costs of doing business, does not, however, in any way, invalidate or deny the existence of these same additional classes of expense that have got to be added to the original prime "delivered" cost, before it can be said that all the items in the cost of sale have been covered. Neither does the use of any other basis of distribution, alter the case, or afford any grounds to any one who wants to be honest with himself, for ignoring or disregarding such "overhead" expenses in the total of costs of sale.

To sum up, then,

(1) A sale is not a sale, unless there is profit in it.

(2) The profit in a sale is the difference between the sales price and the total of the costs in the same.

(3) The factors in the costs of sale are: (a) "Delivered" cost of article. (b) Administrative or "general" overhead. (c) Selling expense or overhead. B and C being usually termed "cost of doing business", or, "make-up."

Quoting Walter W. Hoops, a well-known advertising man: "With rare exceptions the big problem is not bigger business, but better business methods—more careful thinking and less guessing." Why is it, that 90 per cent of American merchants overbuy? Because they do not know their inventories or cost of doing business. Is it not about time you florists took this to heart, and got rid of your conceit in old-time ways, and means of conducting business? How many of you can tell the percentage to sales, or cost of sales or your cost of doing business on your sales as a whole—much less on the different classes of sales? Again, if you can, are all the factors in the cost of doing business included in yours? Perhaps you do not know that bricklayers used to bend over and pick up every brick, and that when someone suggested a platform at a convenient level for obviating the bending over, the bricklayers told him they knew their business better than he did. Notwithstanding, the adjustable platform for bricks is in use everywhere, and bricklayers now lay three to four times the number of bricks they formerly laid.

Having proceeded this far, our next step is to inquire if there are any rules to be followed and methods to be employed in our everyday business that have been found practical. Yes, there are! Many of them! But let us consider at this time some of the more fundemental of the practices, one of which is the basis for correct figuring of profits on sales.

Some advocate the cost of sale as the proper basis, others, the sales price. Let me say here that it matters little which basis you employ, so long as you follow it through correctly. Let us visualize an assumed case of merchandise sales to the amount of $50,000.00; the cost of the merchandise sold being $30,000.00; the gross profit or "mark-up" $20,000.00; the cost of doing business $10,000.00, and net profit $10,000.

		Percentage Cost Basis	Percentage Sale Price Basis
Mdse. sales.....	$50,000		100
Cost of mdse. sold	30,000	100	60
Gross profit or "mark-up" ...	$20,000	66⅔	40
LESS Cost of doing business (selling and gen. expense)...	$10,000	33⅓	20
Net profit.....	$10,000	33⅓	20

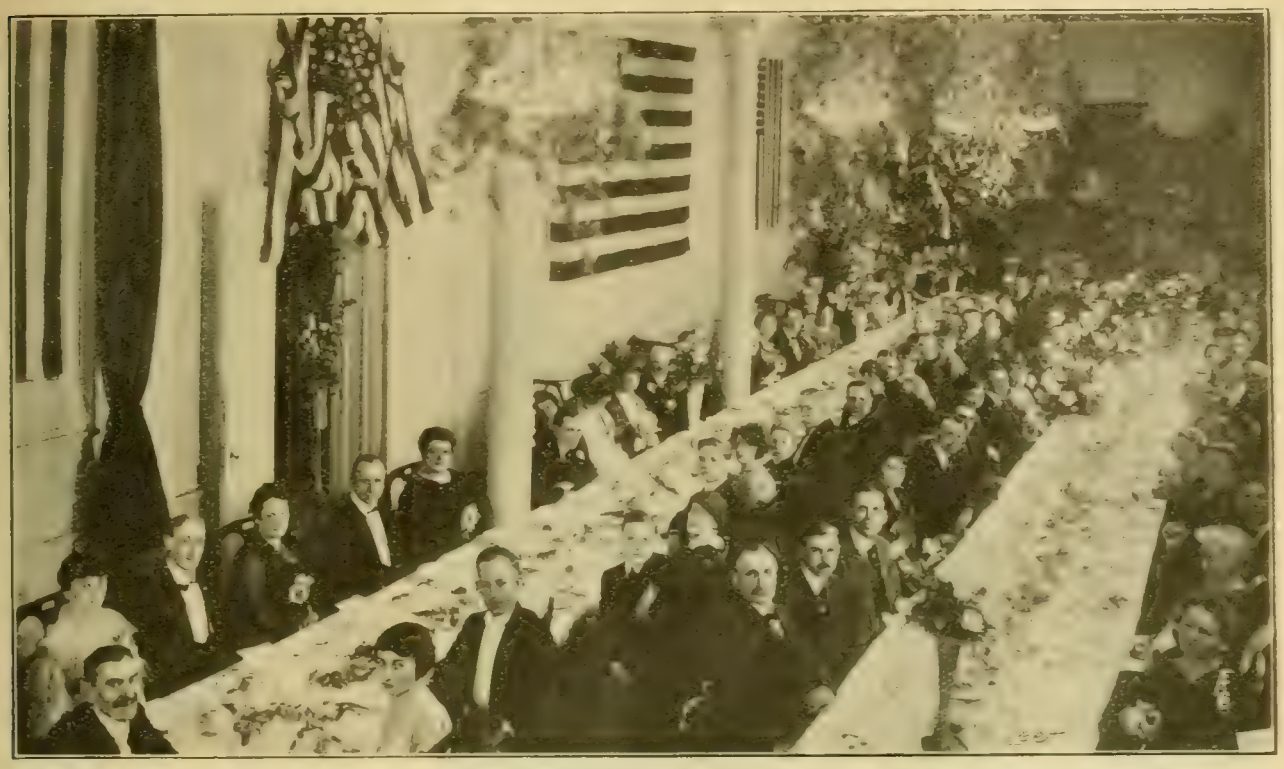
Always keep the basis clearly before you and do not possibly get mixed up, in the above example, and figure that the gross profit is 40 per cent, and take 40 per cent of $30,000 or $12,000, which, less your cost of doing business, $10,000, would only leave a net profit of $2,000 instead of $10,000—a shortage of $8,000. This shortage, of course, is equal to 40 per cent of the difference between the proper basis to which the 40 per cent applies, namely, $50,000, and the improper basis, or $30,000, or $20,000, at the rate of 40 per cent equals $8,000.

Such mistakes are not now so common, but do occur even in these days, and, as you can well imagine, with disastrous results.

As regards the cost of doing business, in the foregoing example, let me say that though it is the ordinary practice to add this to the merchandise cost on a percentage basis, either to cost of merchandise sold or to sales price of merchandise sold, it is not technically correct practice. The underlying element in cost of doing business is time, therefore, it would be proper to apply it to the average inventory, according to the length of time the merchandise was in hand. This procedure, though not by any means practicable in a great many businesses, is followed by some to very great advantage to themselves. They keep records by weeks, or by months, of the all-over or departmental inventories and expenses, prorating these periodic expenses to the average periodic all-over or departmental inventories. This gives them not only correct cost of merchandise, increasing, as it should, according to length of time in hand, but provides as well a valuable guide to buying.

This leads us to the interesting question of turnover. Quick turnover is better, any time, than large gross profit on slow sales. The more turnover, the smaller the margin of gross profit necessary in the merchandise sold. Turnover is usually the number of times the average inventory will go into the cost of sales for the period, though, as in the case of department stores, the merchandise sold at retail prices into the average inventory at retail prices, is correct.

EASTER PLANT BASKETS.
Dwarf Deep Pink Azaleas and Easter Lilies.



VICTORY BANQUET OF THE WASHINGTON FLORISTS' CLUB, APRIL 9, 1919.

The average turnover for the ordinary retailer used to be two to three times a year, which would be considered satisfactory, but, in these days, the average turnover for the retailer must run from four to eight times a year to allow him to remain in business.

In this connection, the figures compiled by the System magazine in a survey of different lines of business, may be interesting:

Grocer makes 10 turnovers a year.

Department store makes seven turnovers a year.

Druggist makes 4½ turnovers a year.

Drygoods makes four turnovers a year.

Hardware dealer makes 3½ turnovers a year.

Shoe store makes 2 1-10 turnovers a year.

Clothier makes two turnovers a year.

Jeweler makes 1½ turnovers a year.

Of course, these figures, like all other figures, are based on averages on all sizes and conditions of business in the respective trade divisions, and must be taken with considerable reservation and only treated as "average." Some grocers make 20 turnovers a year. In some department stores, where the turnover for the store as a whole might be eight, some departments run as high as 16 in their turnovers, so kindly do not mislead yourselves into erroneous conclusions.

Turnover is a question of time, or speed. Suppose you had an article to sell for $10,000 that cost you $5,000 and that your cost of doing business was 20 per cent of sales per year, or $2,000 per year, in this instance: Suppose you did not sell it for three years, even though you got full sales price for the article, you would be "in the hole" $1,000.

Therefore, learn the essential lesson that you hold absolutely nothing in your stock rooms or business establishments for sale, that each and every day is not eating up your profits—just as surely as one day follows another. As one business man put it, "Holding stocks from season to season, is the shortest road to failure." Again, the principles and practices of correct figuring of profits must necessarily have added importance in these days of income and excess profits taxes. How easy it is to fool yourself in the computation of your net profits, and to find yourself paying more taxes than you are required to pay—or perhaps less taxes than you should, which is even a more dangerous eventuality than the other. The other day in helping out a merchant with his income tax, I found he had been depreciating his assets on the depreciated balance basis for years back, but had not been employing the correct method, so that when we readjusted figures, his taxable net income was $1,000 less. This occurred in a small business. Think of the possibilities in a large one.

We could continue at great length on illustrations and examples of the paramount necessity for accurate figures in every line of business, and how can you possibly get accurate figures except through correct accounting—correct both in principles and methods? Scientific accounting is the essence of horse-sense, properly applied to the varying conditions met with in modern business. In your particular line of business—flower growing, wholesaling and retailing—you have just as urgent a call for improvement as in any other line of business—more so even. Therefore, it certainly behooves you to get together and commence as soon as possible the construction of a definite continuous programme of activities covering the investigation and determination of your costs, sales, methods, ethics and policies, affecting the different divisions of the florists' business, as so many other trades have done.

J. D. Thompson Carnation Co.

The greenhouse plant and lease of the J. D. Thompson Carnation Co., Joliet, Ill., was sold by auction, April 9, for $10,550, free of liens, the amount of which is understood to be about $7,500. The Davis brothers, of Morrison, Ill., and Davenport, Ia., are reported to be the purchasers. A meeting of creditors has been called by Frederick A. Hill, referee in bankruptcy, to be held in his office, Room 327 Barber building, Joliet, April 25, at 1:30 p. m., at which time various claims will be considered.

New York Flower Show Committee Meets.

A meeting of the flower show committee was held at Secretary Young's office on the afternoon of April 14, the schedule being discussed. The preliminary calendar will be issued about May 1. All who have suggestions to make, should write at once to Secretary Young.

FLINT, MICH.—The range of A. J. McKinnon, which closed last fall, will be reopened in the near future.

SOUTH BEND, IND.—Joseph de Lorenzi has been granted a permit to build one greenhouse to cost $250.

EFFINGHAM, ILL.—The Johnson Undertaking Co. is enlarging its greenhouse to include a display room for flowers.

WATERTOWN, N. Y.—The greenhouse property of John O. Stamp, on Ives street, has been sold to John B. Harris, to satisfy a mortgage.

CLEVELAND, O.—After being closed during the winter, due to the uncertainty of the fuel situation, C. B. Wilhelmy is preparing to reopen.

EVANSVILLE, IND.—The Lockyear Floral Co. has been incorporated with a capital stock of $25,000 by M. H. Lockyear, L. E. Price and Ethel B. Price.

Detroit.

FLORISTS' CLUB HAS GOOD MEETING.

The club meeting, April 9, was a successful one in point of attendance and the enthusiastic participation in the interesting proceedings. Robert McCreery addressed the members on "Electro-Culture of Plant Life" as affected by the radio-nitrofier used in many places for the benefit of both indoor and field crops of vegetables and flowers. Harry Taylor gave an interesting talk on his experience in the signal corps of the army where he spent nearly a year, but regretfully failed to go overseas. Philip Breitmeyer gave a report of his meeting with the officers of the American Peony Society in New York and gave a review of his visit with the growers and retailers during his extended visit east. The peony society will hold its annual meeting and exhibition here in June next. The subject of publicity, both local and national, was discussed, and plans for raising a substantial fund for the purpose were announced, and for the specific purpose a special meeting will be held soon after Easter. At this meeting, the slides used at the carnation meeting at Cleveland will be shown, and if possible, Secretary John Young of the Society of American Florists will be present.

Nineteen applicants were admitted to membership in the club as a result of the recent "drive," which is still on with the purpose of bringing the membership up to 200.

J. F. S.

Columbus, O.

EASTER PROSPECTS DISAPPOINTING.

The famine in Easter lilies is the outstanding feature of the trade. Some of the small stores are wholly minus this favorite flower. Fifty cents a bloom is the prevailing wholesale price, with the supply insufficient to meet the demand. The range of substitution is also small, as all kinds of pot plants are scarce. Hydrangeas and tulips are the most plentiful. The prospects are that Easter will see the shops cleaned up on cut flowers. Roses and carnations are the mainstay, with sweet peas coming next. The short crop of flowers generally is a cause of much disappointment. In spite of better prices, there will be a large falling off in returns from this usual harvest. At no previous time has the Easter season been so poorly reflected in florists' displays.

NOTES.

The Wilson Seed Company, whose store has a depth of 187 feet, has leased the rear part of the room for restaurant purposes. The space has been beautifully fitted. Catering to a high-class trade, the restaurant is expected to be a feeder to the flower department of the store.

J.

EASTER BABIES.

Granddaughter of Adam Graham, Cleveland, O., in the Center of a Basket of Tausendschon.

North Shore Horticultural Society.

At the monthly meeting of the above society, held in the city hall, Lake Forest, Ill., April 4, there was a beautiful display of spring flowers staged by some of the members, the most noteworthy being a magnificent group of calceolarias shown by T. W. Head for which he was awarded a cultural certificate. An address by Robert Weeks, distributed by the National Association of Gardeners, was read by the secretary and was greatly appreciated by the members present. A communication from the Societe Nationale de France, asking for contributions, was read and the society voted to send a donation out of its funds to aid the horticulturists in that country who have suffered damage as a result of the war. The monthly exhibits for competition were as follows: Schizanthus, by T. W. Head, 98 points; schizanthus, by J. H. Francis, 95 points; Azalea indica, by R. Chalmers, 95 points; vase of Pride of Haarlem tulips, by J. Kiley, 75 points. Messrs. Neilson, Claussens and Anderson were judges for the evening.

It was arranged to hold a picnic during the summer and a committee was appointed to make necessary arrangements and to report at the May meeting. The meeting was well attended and three new members were admitted. A vase of fine Laddie carnations was exhibited by D. D. P. Roy, and received honorable mention.

J. H. FRANCIS, Cor. Sec'y.

Happy Among the Roses.

The accompanying illustration was made from a photograph taken in one of the rose houses of Adam Graham & Son, the well-known growers of Cleveland, O. The happy children, as lovely as the flowers themselves, seated in chairs and standing by tables trained with Dorothy Perkins roses, are the grandchildren of Mr. Graham.

RACINE, WIS.—Two houses will be added to the range of Rudolph Brux this summer.

EASTER PLANT BASKETS.

Dwarf Red Azalea.

OBITUARY.

Henry D. Rohrer.

Henry D. Rohrer, of Lancaster, Pa., died April 7. About four years ago, he was stricken with apoplexy, from which he never fully recovered, but during all of that time, until the last few weeks, he was able to be about and enjoyed fair health. He was 73 years of age and had been in the florist business for exactly half a century, this being his fiftieth year.

He was a life member of the Society of American Florists and missed very few of the annual meetings of that body. He was a charter member of the Lancaster County Florists Association and took an active part in all of its proceedings. As a florist, he stood in the front ranks of the growers and was always willing to give advice and of his knowledge to others, and there were few in the trade more looked up to or beloved.

He is survived by his wife, Mrs. Mary Rohrer, two sons, who have been associated with him in the business, Harry K. and Abram K., also one daughter, Ella K., wife of Joseph K. Lehman. The business will probably be continued under the management of the two sons. The florist club attended the funeral in a body and sent a beautiful floral emblem.

ALBERT M. HERR.

Arthur McMillan.

Arthur McMillan, of the long established firm of McMillan & Sons, growers of Hudson Heights, N. J., died April 5, after a lingering illness, of intestinal troubles. He was over 50 years old. He is survived by his aged mother, his widow, three children, and a brother who was associated with him in business. The deceased was a man of fine character, devoted to his family and his business.

LAFAYETTE, IND.—Mrs. Amelia Waldvogel, wife of Henry Waldvogel, for several years florist at Columbia park, died April 7.

KIRKWOOD, MO.—F. W. Ude, founder of the well known firm of F. W. Ude & Sons, and a well known carnation grower, died recently, age 80 years.

HANNIBAL, MO.—W. T. League, the well-known retail florist of this city, died March 30. He was about 50 years old and was well and favorably known to the trade.

BAY CITY MICH.—The Roethke Floral Co. has discontinued its branch here, and will conduct all business in the future from its main store, 200 Michigan avenue, Saginaw.

HARTFORD, CONN.—Edmund Pehl, the Park street florist, who recently underwent an operation, is now somewhat improved in health, but his recovery is not as rapid as his many friends desire.

CHRYSANTHEMUM SOCIETY OF AMERICA

REVIEW OF THE WORK OF THE EXAMINING COMMITTEE FOR THE SEASON OF 1918

Name of Variety.	Where Shown	Date	Exhibited by	Color	Type	Scale	Color	Form	Fullness	Stem	Foliage	Substance	Depth	Size	Total
Uvalda	Cincinnati	Oct. 19	Elmer D. Smith & Co., Adrian, Mich.	White	Pompon	Pom.	38	18	16		18				90
Uvalda	Chicago	" 19	" " " "	"	"	"	35	19	18		18				90
Leilah	"	" 19	" " " "	Pink	"	"	38	17	18		18				91
Leilah	Cincinnati	" 19	" " " "	"	"	"	35	16	18		17				86
Ouray	Chicago	" 26	" " " "	Maroon	"	"	36	19	18		18				91
Vasco	"	" 26	" " " "	Yellow	"	"	37	18	18		18				91
Cometo	"	Nov. 2	" " " "	Pink	"	"	37	20	20		18				95
Pomona	"	" 2	" " " "	White	Anemone	Ane.	38	19½	19½		18				95
Pomona	Cincinnati	" 2	" " " "	"	"	"	35	17	20		17				89
Sun Glow	Chicago	" 2	" " " "	Yellow	Inc.	Com.	19	14	10	14		14	13	8	92
Sun Glow	Cincinnati	" 2	" " " "	"	"	"	18	13	8	14		13	14	6	86
No. 114-4 16	Chicago	" 2	" " " "	White	"	"	17	13	9	13		13	9	9	83
Artisan	"	" 2	" " " "	"	Jap.	"	19	14	9	14		13	13	9	91
Artisan	Cincinnati	" 2	" " " "	"	"	Ex.	12	12	12	4		3		12	27	82
Cheyenne	"	" 2	" " " "	Bronze	"	"	12	12	13	5		4		12	25	82
Cheyenne	Chicago	" 2	" " " "	"	"	Com.	18	14	9	14½		13½	14	9	92
White Gem	"	" 9	" " " "	White	Pompon	Pom.	39	19	19		19				96
White Gem	Cincinnati	" 9	" " " "	"	"	"	38	18	18		16				90
Buena	"	" 9	" " " "	Bronze	"	"	37	16	19		17				89
Buena	Chicago	" 9	" " " "	"	"	"	38	18	18		18				92
Titanic	"	" 9	" " " "	White	Inc.	Com.	16	12	9	14		14	14	10	89
Titanic	Cincinnati	" 9	" " " "	"	"	"	18	13	9	14		12	14	10	90
Silver Ball	"	" 9	" " " "	"	"	"	18	13	9	14		12	14	10	90
Silver Ball	Chicago	" 9	" " " "	"	"	"	17	14	9	14		13	10	8	85
Victory	"	" 24	" " " "	"	"	"	18	14	8	14		13	12	8	87
Loyalty	"	" 24	" " " "	Yellow	"	"	18	13	9	14		13	13	8	88
Celebration	"	" 9	" " " "	"	"	"	18	14	9	14		14	13	9	91
Delight	New York	" 26	The E. G. Hill Co., Richmond Ind.	Pink	Jap. Reflex	Ex.	13	13	14	5		5		13	29	92
No. 4-1916	Chicago	Oct. 19	Mount Greenwood Cemetery Association, Morgan Park Chicago, Ill.	Yellow	Inc.	Com.	19	13	8	15		14	14	8	91
No. 1-1916	"	" 19	" " " "	Pink	"	"	18	14	8	14		14	13	9	90
No. 28-1916	"	" 26	" " " "	Bronze	Jap	"	18	14	10	11		12	13	10	88
No. 20-1916	"	" 26	" " " "	White	"	"	19	13	9	14		14	14	9	92
Greenwich	New York	" 26	Wm. Whitton, Greenwich, Conn.	Magenta	Single	Sgle.	31	18			18		18		85
Alex. Clarkson	"	" 26	" " "	"	"	"	33	18			17		17		85
Alice	"	Nov. 6	" " "	Bronze	"	"	35	18			18		18		89
No. 3	"	" 6	" " "	Red	"	"	30	15			18		15		78
Mrs Edwin H. Bennett	"	Oct. 30	Alex. Robertson, Montclair, N. J.	Pink	"	"	35	18			15		17		85
No. 4	"	" 26	Rodman & Sons, Brooklyn, N. Y.	Bronze	Jap	Com.	16	11	8	14		14	12	7	82
Blush pink sport of Mrs. E. A. Seidewitz	Philadelphia	Nov. 23	Harry Ekas, Baltimore, Md.	Blush Pk	Inc.	"	14	14	9	14		14	14	8	87
Light pink sport of Mrs. E. A. Seidewitz	New York	" 16	Henry Schneckpepper, Glendale, L. I.	Light Pk	"	"	15	13	10	13		13	14	8	86
Mary Louise	Chicago	" 26	Davis Floral Co., Davenport, Iowa	Bronze	"	"	17	12	7	12		14	11	6	79
Agnes Mazey	"	Dec. 9	E. H. Mazey, Minneapolis, Minn.	Bronze	Pompon	Pom.	37	18	17		19				91
Radio	Boston	Oct 26	S. R. Cowey, Walpole, New Hampshire	Pink	Anemone	Ane.	35	17	18		20				90
Monadnock	"	" 26		Yellow	"	"	37	17	18		18				90
Mildred Presby	New York	Nov. 6	Chas. H. Totty Company, Madison, N.J.	Pink	Single	Sgle.	39	19			19		18		95
Lily Neville	"	" 6		White	"	"	38	18			19		19		94
Gloriana	"	" 6	" " "	Bronze	"	"	35	18			18		18		89
Mrs. Charles Cleary	"	" 6	" " "	Bronze Red	"	"	35	18			19		18		90
Mrs. J. Leslie Davis	Philadelphia	" 2	Frank J. Coll, Haverford, Penn.	Pink	Inc	Com.	17	14	9	14		13	14	9	90
Mrs. J. Leslie Davis	"	" 2	" " "	"	"	Ex.	14	14	14		9			15	26	91
Mrs J. Leslie Davis	New York	" 6					12	14	14	4		4		13	27	88
Robert E. Mills	Chicago	" 17	Robert L. Dunn, St. Catherines, Ont.	Yellow	"	Com.	18	13	9	12		13	13	9	87
Robert E. Mills	New York	" 12	" " " "	"	"	"	17	14	9	12		13	13	8	86
Robert E. Mills	Boston	" 21	" " " "	"	"	"	18	14	9	12		13	13	10	89
Robert E. Mills	Boston	" 21	" " " "	"	"	Ex.	13	14	13	4				14	27	89

Scores possible under scale used (C. S. A. Official)

Com.	20	15	10	15		15	15	10	100
Ex.	10	15	15	5		5		15	30	100
Pom.	40	20	20		20				100
Single	40	20			20	2			100

DEPARTMENT OF REGISTRATION.

Nov. 11, 1918. Victory. Seedling White Japanese incurved, by Elmer D. Smith & Co., Adrian, Mich.
Nov. 22, 1919. Mary Louise. Bronze sport of variety Patty, by Davis Floral Co., Davenport, Iowa.
Feb. 7, 1919. January Gold. Golden yellow sport of variety Mistletoe, by the L. M. Smith Quality Flower Company, Laurel, Delaware.
Feb. 7, 1919. Dr. Hitch. White and lavender pink shading to yellow, sport of variety January Gold, by The L. M. Smith Quality Flower Company, Laurel, Delaware.

CHAS. W. JOHNSON,
Secretary.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS

Suggestions for plant growers....641
—Rambler roses....641
—Pansies....641
—Primulas....641
—Asters....641
The retail trade (illus.)....642
—Next week in the flower shop....642
—Preparedness....643
—F. T. D. warning....644
—An Easter window....644
National publicity for flowers....645
Sales and profits....645
Victory banquet of Washington Florists' Club 647
J. D. Thompson Carnation Co....647
New York flower show committee meets ...647
Detroit....648
Columbus....648
North Shore Horticultural Society....648
Happy among the roses (illus.)....648
Obituary....649
—Henry D. Rohrer....649
—Arthur McMillan....649
Chrysanthemum Society of America....649
Ward's California business....650
Society of American Florists....650
Business retarders....650
Club meetings next week....650
In the greenhouse....650
San Francisco....652
Louisville....652
Washington....653
Boston....653
Rochester....654
Fort Wayne....654
Montreal....654
Chicago....656
Chicago Florists' Club....660
Milwaukee....661
Nashville....662
St. Louis....662
North Bergen, N. J....662
Philadelphia....664
New York....666
New York Florists' Club....668
Lancaster County Florists' Association....668
The seed trade....674
—Western Seedsmen's Association....674
—Southern Seedsmen's Association....674
—Seed trade conditions in Europe....674
—Imports at New York....676
—Beans bring peace....678
Market gardeners....680
—Prices of indoor fruits and vegetables....680
—Ammonia as top dressing....680
—Vegetable markets....680
The nursery trade....682
—Private forestry....682

MOTHERS' DAY Sunday, May 11.

LEAD was dull the past week with few sales, five cents being quoted at New York and four and three quarters cents at St. Louis.

GLASS produced by machines is cheaper than that made by hand and the greenhouse sizes are said to be of equally good quality.

SOME retailers say the high prices of flowers have driven many of their customers to the candy and fruit stores for gifts within their means.

VICTOR MURDOCK, a member of the federal trade commission, has told the house interstate commerce commission that he fears the five big packers have acquired so much power that even the United States government will not be strong enough to combat it.

Ward's California Business.

As forecast in our issue of April 12, page 600, a receiver has been appointed for the Cottage Gardens Nurseries, Eureka, Calif., C. Vanden Abeele.

IT is said that that as a result of window displays of florists in many cities suggesting gardening, repair work and general improvements, the demand for grass, flower and garden seeds and garden accessories has increased.

BARON KONDO, president of the Nippon Yusen Kaisha Steamship Co., operating more than 100 ships on the Pacific, predicts an enormous increase in trade between the United States, Japan and the entire Orient in the near future.

CHARLES LATHROP PACK in a handsome volume of 179 pages, well illustrated, says every garden is a munition plant. The book is entitled "The War Garden Victorious" and dedicated to the war gardeners of the United States and allied countries.

SECRETARY LANE believes that hundreds of thousands of soldiers will avail themselves of the opportunity to secure a farm, with equipment and house, in exchange for their labor in helping the government develop arid, swamp and cut-over land.

Society of American Florists.

PRES. AMMANN LAUDS NEW YORK OFFICE.

As president of the society, I take this opportunity to call the attention of all members, to the well equipped and efficiently managed office of the society, at 1170 Broadway, New York.

It was my privilege recently, to spend a few days with the secretary, John Young, and it gave me an inside view of the great amount of work that is really being done in that office. Several stenographers are kept busy, in addition to the genial and energetic J. H. Pepper, whose time is entirely devoted to publicity and journal work. And, by the way, I do not know how Secretary Young could ever get along without this experienced veteran of the type, in publishing that journal. Mr. Young, of course, is a very busy man, and yet he always finds time and takes pleasure in entertaining visitors, so if ever in New York, do not hesitate to make this office your headquarters. It is your office, and the officers are your servants, and I can assure you that you will not be there very long, until you fully appreciate that fact.

Every part of both the society work and the publicity work is always open for your inspection. The officers court your closest scrutiny of the work done here and always appreciate any suggestions you may have to offer. I feel quite certain, that if every member of our society could visit the New York office just once, they would go away satisfied that the S. A. F. is doing great things for the benefit of floriculture on a large scale and many boosters would be added to the publicity fund and membership campaign.

Remember: Just criticism is helpful. Information is always cheerfully given, suggestions gladly received, and fullest co-operation from all members is necessary for the best success for the society's future.

The one important question, of course, is, does the advancement in the society, and the progress in general, justify the expense, which of necessity must be large to successfully carry on the work. As one, who is now in close touch with the work, I emphatically say, Yes—it does pay and pays well.

J. F. AMMANN, Pres.

Business Retarders.

A recent survey by 4,400 industrial establishments, comprising the membership of the National Association of Manufacturers, shows that business activity is approximately 25 to 50 per cent below normal. By "normal", we believe that pre-war conditions are meant, as in some lines, war business was abnormal.

In the general order of importance the following factors are stated to be the chief obstacles now prevailing to prevent general business activity:

(1) Delay in signing the treaty of peace.

(2) General high cost of labor and materials.

(3) Sudden cessation of war buying operations by the United States and foreign governments.

(4) Hand-to-mouth buying by jobbers, retailers and consumers awaiting expected price reductions.

(5) Continued government control, management and operation of railroads, etc.

(6) Sudden imposition of heavy war revenue tax burdens on industry.

(7) Labor unrest, agitation and industrial strife.

(8) High prices of wheat due to government guarantee.

(9) Unemployment and poor distribution of labor forces released from military or naval service.

(10) Delay in settlement by federal government of claims for payment under informal war contracts.

(11) Partial shutting off of important European markets due to import trade embargoes by Great Britain, France and Italy.

With reference to item nine it would seem important that florists, seedsmen and nurserymen, hereafter, so far as possible, interest and employ returned soldiers in their business. In this there are reasons other than patriotic sentiment, which should also have weight. A recent investigator, who seems to have gone thoroughly into the matter, has made a report that in some respects is astonishing. Of the 17,500,000 immigrant workers in various lines of industry in this country, it is stated that 5,000,000 are ready to return to Europe and about 5,000,000 more will be prepared to go when additional transportation is available. During the war these people could not get away, if they had desired, nor export their savings, and as war-time wages were higher, it is estimated that they have hoarded $1,500,000,000, all of which will be lost to this country.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Grand Rapids, Mich., April 21—Grand Rapids Florists' and Gardeners' Club at office of member, Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

St. Louis, Mo., April 21, 8 p. m.—Retail Florists' Association of St. Louis. No regular meeting place. Chas. Young, secretary, 1406 Olive street, St. Louis.

Newport, R. I., April 22, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

Hartford, Conn., April 25, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield, Conn.

Dobbs Ferry, N. Y., April 26, 8 p. m.—Dobbs Ferry Horticultural Society at Odd Fellows' hall. Henry Kastberg, secretary, Dobbs Ferry.

In the Greenhouses.

Said the orchid to the lily:
"I'm a vamp, you know, my dear;
I've lured my victims to their death,
In jungles dank and drear."

But scoffed the dainty lily:
"Faugh! Vamps are of yesteryear;
My iniquities are modern,
For I am a profiteer!"

—Chicago Tribune.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Good florist to work under foreman; wages $20.00 per week. Steady position if can come at once. Address **J. S. Wilson Floral Co., Des Moines, Ia.**

Wanted to Buy—Greenhouses, to dismantle; please state particulars and price in first letter. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale—Thirty thousand second hand three-inch pots, as good as new, $7.00 per thousand, f. o. b. Evansville. **W. H. Dyer Company,** Evansville, Ind.

For Sale.—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc., also complete greenhouses. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale.—Greenhouses, 6000 sq. ft. glass, 12 acres good land, 7-room dwelling, new barn; store has new nxtures, flourishing business, must sell on account of health; two-thirds cash or trade for farm. Address **H. R. Croak, Willmar, Minn.**

For Sale—Three greenhouses, practically new, in a thriving town of five thousand in central Missouri; very wealthy community; no competition within 35 miles. Good stock of supplies. Can be had at pre-war prices. Moninger construction. Address **Key 375, care American Florist.**

Help Wanted

3 men with nursery experience. Give full particulars. Position open now. Address

Key 376, care American Florist.

Help Wanted

Good pot plant grower and propagator. State wages.

GEORGE WITTBOLD CO.
745 Buckingham Place, CHICAGO

Wanted to Exchange

Greenhouse glass, pipes and fittings, to construct three houses 26 x 75. Will exchange young evergreens for this material. Address

THE D. HILL NURSERY CO.
Dundee, Illinois

FOR SALE

125 horse power used boiler complete with smoke stack, steel hangers, fire brick, etc., ready to set up, all in first-class condition. If you want to save $1,000 or $1,500 get in touch with us quick.

American Boiler & Sheet Iron Works
1341 Van Buren St., Indianapolis, Ind.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.
Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

FOR SALE

Modern greenhouse establishment, about 27,000 square feet A. D. S. glass, 4 houses 27x210 feet, lean-to 10x210 feet; now in carnations in good, healthy condition; enough stock for next season in pots and sand; soil up for next season at ends of houses; 2 houses practically new, 2 houses 9 years old, all in first-class condition; economical heating system; Morehead trap, large steam boiler, will carry twice as much glass as it is now doing; good water supply, motor and pumps; five good serviceable living rooms in boiler shed for help, electric lighted and steam heat; about 2 cars of coal will be left over for next season; wagons, buggy, harness, all kinds of tools, enough new pipe for one more house, all in shed; also quantity of new lumber, sash, boxes, pots, in fact everything to carry on business; one-fourth of selling price can be taken out of place the balance of this season; cosy bungalow, hot water heat; electric lights, bath, large basement with cement floor; water in house; large garage; about 5 acres good high land, with fruit and shade trees; located at Park Ridge, Ill., 13 miles out on Chicago & Northwestern railroad, on good hard road, 45 minutes' drive by auto to heart of Chicago; two-thirds cash, balance terms; possession can be had at once.

EDWARD MEURET, Park Ridge, Ill.

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

NOTICE TO OUR TRADE

Nebelastic Black Glazing Cement

Is now carried in stock in barrels, half barrels, five-gallon cans and one-gallon cans by the following dealers:

VAUGHAN'S SEED STORE, 31-33 W. Randolph St., Chicago.
GUST. RUSCH & CO., 444 Milwaukee St., Milwaukee, Wis.
H. KUSIK & CO., 1016 McGee St., Kansas City, Mo.
RICE BROS., 218 N. 5th St., Minneapolis, Minn.

Our customers in these sections are requested to make purchases from nearest dealer.

If you have not as yet used **NEBELASTIC,** it is your duty to do so.

NEBELASTIC is far superior for glazing new greenhouses or repairing old ones than any similar product on the market. We have many testimonial letters that **prove** this fact.

Greenhouses glazed with **NEBELASTIC** in 1911, our first year manufacturing this product, are **still elastic** and giving good service.

NEBELASTIC insures you a **tight house.** It keeps the hot air in and the water out.

NEBELASTIC is guaranteed for ten years.

Our agents are authorized to sell **NEBELASTIC** on a money back guarantee.

We ask you to give it a trial. If you do not find **NEBELASTIC** to be all we claim, return it and your money will be refunded.

Our New Patent Glazing Gun given free with each barrel and half-barrel order.

Write for prices.

Names of Satisfied Customers in Your Locality Given on Request.

NEBEL MFG. CO., Cleveland, Ohio

San Francisco.

LIBERAL SUPPLY WITH FAIR MOVEMENT.

Trade continues to be very fair, considering the large amount of stock arriving in this market. There is a great oversupply of roses of superior quality. Only the finest stock is bringing good prices. The street peddlers are offering roses that are of the very best grade and these, too, in great quantities. American Beauty and Russell continue to hold their own, but there are no set figures on any other varieties. Cecile Brunners are of the best grade now and are becoming very numerous. Sweet peas are not coming in so plentifully as in formed weeks and prices are steady. Carnations are in oversupply with but little demand. Freesias are still to be had, but the quality is poor, and they drag on the market. Daffodils are very popular and are excellent sellers. Tulips are in large supply, but do not move very rapidly. Prices are low for this item. Hyacinths are fast disappearing from the market. Anemones and ranunculus are meeting with much favor and sell readily. Violets still continue to come into the market in large quantities. The shipping demand, while not so strong as heretofore, takes a great deal of this stock. They are of the finest possible quality and the Giant seems to be the most popular variety at present. Gardenias are still in short supply, and so are orchids. There does not seem to be any immediate relief in sight for either of these flowers for some time. As yet there have been no Easter lilies put on the market and there is no line to be had as to what prices will be. Most of the large growers, however, promise an adequate supply for the Easter trade. In pot plants, there is a fine supply of azaleas and rhododendrons to be had. Baby ramblers are coming in slowly, but there will be a heavy supply next week. Bougainvilleas are also shown largely this season. Cyclamens are not in oversupply. There is a large quantity of snapdragons and other decorative stock. Boston ferns will probably be somewhat limited this Easter.

NOTES.

A ceremony of more than usual interest to the trade took place last week when P. Vincent Matraia slipped quietly away to Santa Cruz, where he was united in marriage to Miss Vivian Hayes of St. Louis. The bride is an unusually attractive young lady who during her sojourn here has made a host of friends by her vivacity and charm of manner. Mr. Matraia is one of the best known florists in the west and has very few equals as an artist. He is president and manager of the Art Floral Co., which is one of the most progressive firms in this city.

Some very fine outdoor grown lilacs are being handled by Pelicano Rossi & Co. They are in great demand and are quickly disposed of on arrival. Following their usual custom at Easter this firm has been obliged to rent large temporary quarters for the handling of the immense stock of plants which their trade requires. Mr. Pelicano says the prospects of an Easter business appear particularly bright as is indicated by the large number of advance orders.

A visit to the plant growing establishment of Eric James at Elmhurst showed this model range at its best advantage. House after house of Easter plants greeted the eye and all of them were in perfect condition and ready for market. This place has long been noted for its rambler roses and the stock that will be shipped from here this season will equal anything ever grown here. Practically everything was sold at the time of our visit.

John Carbone, the orchid grower of Berkeley, reports having a difficult time these days meeting the heavy demand for orchids. Gaskelliana is about the only variety in flower with him. He has many hundreds of hybrids which he expects will flower during the coming year for the first time.

Shellgrain & Ritter are contemplating many improvements in their new sttore. The walls are to be covered with high plate glass mirrors which will add greatly to the attractiveness. Trade remains very good with them and all hands are busily engaged preparing for the Easter rush.

Manager J. A. Axell, of the E. W. McLellan Co., says that the early bookings for Easter trade are much in excess of last year. Mr. Axell says the total sales this year so far greatly exceed those of 1918 at the same period.

Recardie Lee Murray, on Geary street, is making a large pre-Easter display of flowering plants which attract much attention. She is well satisfied with the Easter prospect, and expects to have a banner Easter trade.

Domoto Bros. report trade steady at their shipping depot on Bush street.

JAMES T. LYNCH.

Louisville, Ky.

NOTES.

At the last meeting of the Kentucky Society of Florists, a feature was an address by H. G. Walker, his subject being "Cooperation in the Florist Business." It was followed by an interesting discussion.

Carl Kunzman, son of Edward Kunzman, the dahlia specialist, who has been suffering with blood poisoning, is recovering.

The Kunzman Floral Co. has built a new store and office at its establishment, 3712 High street.

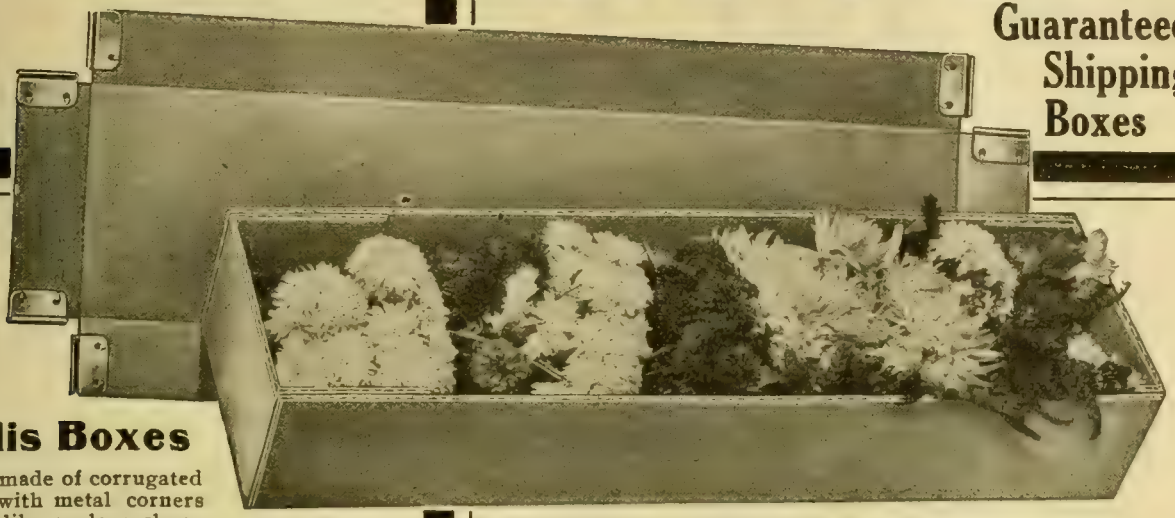
It is reported that Anders Rasmussen will build two large houses in the near future.

H. G. W.

Patented Metal Corner Lid.

BULIS

Guaranteed Shipping Boxes



Ship in Bulis Boxes

They are made of corrugated cardboard, with metal corners that fasten like a glove clasp, and **hold tight.** The boxes come to you knocked down, which saves carrying charges and space. They are easily put together. No glue or tools required. Guaranteed to give satisfaction. Just the thing for shipping high-class flowers by mail or express. Prices lower than ordinary old style boxes. Send your order today.

J. C. BULIS MFG. CO.

1126 South 12th Street

St. Louis, - Mo.

All sizes are carried in stock. Your order shipped same day received.

Box No.	L. W. D.	Weight per 100	Price per 100	Box No.	L. W. D.	Weight per 100	Price per 100
1	14x14x 8	150 lbs.	$20.00	15	36x 8x 6	220 lbs.	$23.00
2	16x16x 6	170 "	19.00	16	36x12x10	315 "	34.50
3	16x16x10	250 "	25.00	17	36x30x [illegible]	550 "	47.50
5	20x20x 8	280 "	27.50	18	40x10x10	310 "	33.00
6	20x20x12	370 "	33.50	19	48x14x 8	420 "	38.00
7	24x24x10	400 "	37.00	20	50x20x10	590 "	52.50
8	30x30x 8	480 "	42.50	21	60x16x12	665 "	59.00
11	23x12x 5	170 "	19.00	22	20x16x10	255 "	30.00
12	24x 6x 4	110 "	14.00	23	26x20x10	440 "	35.00
13	30x 5x 4	125 "	15.00	24	30x24x10	525 "	41.00
14	32x10x 5	205 "	22.00				

Special Sizes made on short notice.

F. O. B. St. Louis. No orders filled for less than 25 of a size.

We allow 5 per cent discount when cash accompanies order. Terms to those satisfactorily rated in Dun's or Bradstreet's, 2-10-30 net.

SHIPPED DAY ORDER IS RECEIVED

Washington, D. C.

MARKET SUFFERS HEAVY OVERSUPPLY.

The warm weather has brought stock in by the wagon load and prices have consequently dropped in proportion. Roses came in so fast that the wholesalers had hardly enough water jars to accommodate them. Hadleys, which the week before brought $35 per 100, were sacrificed at one-fifth that price. The best carnations could be had at $2 per hundred. Sweet peas, daffodils, tulips, pansies and violets went to the street men at little or nothing. Violets are still to be had in quantities. Their condition varies for one day they will come in heated and of no value, while perhaps the next day they will be in fine shape and bring good prices. All of the florists anticipate a big Easter business. There will be a scarcity of pot plants, as was the case last year. Prices all along the line will be high.

FLORIST CLUB'S BANQUET.

The inaugural banquet of the florists' club, held at the New Cochrane hotel, April 9, was the most successful social event in the annals of the organization. The attendance was large, the menu could not be surpassed, and the entertainment features were exceptionally enjoyable.

The banquet was unique in a number of ways. The committee on arrangements, agreed that this should be a speechless dinner and that President Blackistone should confine his inaugural address to 50 words. He did this admirably, stepping over the bounds only when he presented to the retiring secretary, Clarence L. Linz, a cut glass water set of exquisite pattern. The happy recipient broke all of the records by replying in something less than 25 words, all the English then at his command. A bouquet of 50 Mock roses for Mrs. Linz set off the beauty of the water pitcher.

The banquet hall was attractively decorated by George C. Dalglish, Arthur Shaffer and Fred Meyer, of the George C. Shafer store, and Herbert M. Sauber and Mr. Prokas, of the Z. D. Blackistone establishment. Fred H. Kramer introduced the entertainers. "Jimmie" Young, formerly a member of the chorus in "Atta Boy," sang, while Mrs. Young played the piano; Mrs. Clara Naecker, who always sings for the florists, created quite a sensation when she selected William Marche to whom to sing love songs; Herbert M. Sauber gave a vaudeville stunt, and Charles A. Stevens and Milton J. Filius, of the Kallipolis Grotto degree team, dressed as farmers, presented an original skit. They were assisted in songs by Mrs. Naecker. Dancing until the small hours of the morning followed.

Before the florists and their ladies left the banquet table a resolution was adopted under which the flowers used in the decorations were to be sent to the local hospitals. This was supplemented by a further resolution offered by Fred H. Kramer that the growers furnish 1,000 fresh cut roses the following morning to be sent to the soldiers at Walter Reed hospital.

The incoming officers are: Z. D. Blackistone, president; George E. Anderson, vice-president; William F. Gude, treasurer; and E. P. Rodman, secretary. Each of the ladies was presented with a Victory corsage, an old fashioned bouquet of white and lavender sweet peas, with a red rose in the center, the whole tied with American flag ribbon.

NOTES.

Clifford Wilson is back at the Washington Floral Company's store having been released from the army. He spent several months in a French hospital as a result of having been blown out of a wagon by the explosion of a German shell, but is now all right again.

George C. Shaffer, has his hands full now that he is a member of the grand jury, chairman of the entertainment committee of the florists' club, with another big meeting in prospect for next month, and facing the Easter rush.

B. F. L.

Boston.

BUSINESS SHOWS IMPROVEMENT.

Business has shown considerable improvement during the week and every one is looking forward to a record-breaking Easter trade. Cut flowers are more plentiful and the plant trade is far ahead of last season. Sweet peas are good and move easily at $2 per 100. Carnations still hold at $6, with jonquils at the same figure. Good roses range from 10 to 16 cents.

NOTES.

The growers supplying this market have excellent stocks, included in which are pink, blue and white hydrangeas, acacias, heather, pot roses, Easter lilies, lilac, azaleas, genistas, palms and ferns. Fine arbutus is also being received from New Hampshire.

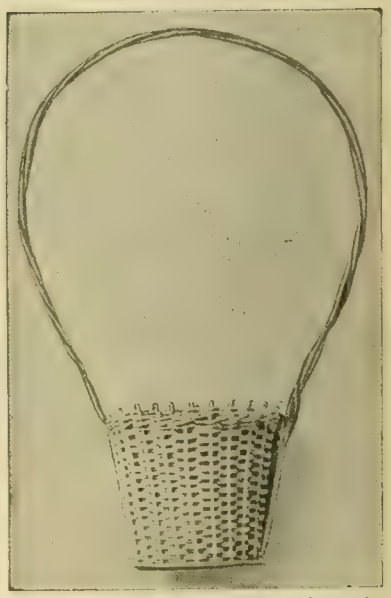
B. A. Snyder & Co. report a brisk Easter trade and from the way orders are coming in it promises to be the best sales period in this firm's history.

Thomas Galvin's two stores have been unusually busy with funeral work in additional to the pre-Easter rush.

BASKETS

Two Numbers Especially Adapted For Your Easter Requirements.

No. 55. NEST OF 3 PLANT BASKETS. Suitable for 5, 6 and 7 inch standard pots. Height of handle, 22, 24 and 26 inches. This nest is made of split willow and is very serviceable. **Price, per nest, finished without liner, $2.75.**



No. 44. PLANT BASKET. Made of flat reed with strong handle. Height over all, 22 inches. Depth of body, 7 inches. Suitable for 5 or 6 inch standard pot. **Price, finished without liner, $1.00 each.**

THE OVE GNATT CO., La Porte, Ind.

Manufacturers and Importers of

Preserved Foliages, Baskets and Florist Supplies

The H. R. Comley store reports business far ahead of last year. His son sailed for home in order to reach this city this week. He has been overseas on duty as an ambulance driver for three years.

Welch Bros. Co. are having a fine season and have been well prepared to meet all requirements.

Houghton & Gorney's store has been well stocked and business has been excellent.

S. K. G.

Rochester, N. Y.

EASTER SALES WILL BE GOOD.

The Palm Sunday trade was excellent and all indications point to fine Easter business, with prices higher than ever before, especially for lilies which will be unusually scarce. Carnations will retail at $2 and $3 per dozen, with roses bringing $4, $5 and $6. Mignonette, myosotis, snapdragons, calendulas, etc., are plentiful and sell well. Violets show the effects of the warm weather and are poorer than they have been for some time. Sweet peas are excellent and are much called for. In the plant line, there are azaleas, cinerarias, genistas, hydrangeas, pot tulips and hyacinths.

NOTES.

At the monthly meeting of the florists' club, April 11, Harry Bates resigned the presidency made necessary by his removal from the city and George T. Boucher was elected to fill the vacancy. George Keller of Brighton was elected vice-president. Harry A. Barnard, representing the Royal Nurseries, London, Eng., was the guest of honor and gave an interesting talk on trade conditions in the nursery business in that country. Plans were made for a big meeting to be held in May.

Joseph Meredein has taken a position with George T. Boucher.

Charles Gow is now with the Rochester Floral Co.

CHESTER.

Fort Wayne, Ind.

SUPPLY CLEANS UP DAILY.

The call for flowers during the week preceding Easter was active, with funeral orders leading, social affairs running a close second. Advance orders for the holiday were very numerous, and counter trade and the sale of both plants and cut blooms for the hospitals cleaned up the supply each day. The colder weather of the week just past, has helped to retard the development of the Easter plants to a certain extent, although many bulbous plants have been forced on the market by the recent warm temperature. Many Easter lily plants have been offered, because the growers have been unable to hold them over until Easter week. Roses have been more plentiful, and prices good. Russell and Hoosier Beauty are bringing higher prices than other varieties.

NOTES.

Several houses of fine antirrhinums will be just right for Easter at the Flick Floral Co.'s greenhouses. This firm has several thousand Easter lily blooms, baby ramblers, hydrangeas, spiræas, and fine bulbous plants.

The Lanternier Co. will have a large supply of Easter lilies for the holiday. Their hydrangeas and baby ramblers are in fine condition. Specimen Darwin tulips were noted here, which were 30 inches in height.

Miss Clara B. Flick, of the Patten Flower Shop, Toledo, O., called on the florists here on her way home from Los Angeles, Calif., where she spent the winter.

H. K.

Montreal.

EASTER SUPPLY WILL BE LIMITED.

Florists are busy preparing for what is expected to be the biggest Easter in many years. From the retailers' standpoint, it is going to be difficult to supply the demand with the limited quantity of flowers at hand, but great efforts are being made to secure everything available both natural and artificial. Baskets, which threatened to become scarce, are in good supply but some of them are very expensive. There is a goodly number of first class lilies among the local growers and these are generally being bought up at prices somewhat higher than usual. Other offerings include cyclamens, cinerarias, primulas, genistas and hydrangeas, the last named in limited supply but the quality of the highest.

NOTES.

To stimulate Easter flower and plant sales the local flower stores were well represented in an excellent feature page which appeared in the Standard, April 12. Among those who used space were: Hall & Robinson, Miss Cairns, Campbells', The Dominion Floral Co., Montreal Floral Exchange, S. J. Denton, McKenna, Ltd., John Eddy & Sons, Mrs. F. Hill and the Canadian Floral Co.

At the monthly exhibition of the gardeners' and florists' club, A. C. Wilshire showed some strawberries grown in pots that were much admired. W. J. Smith had a collection of daffodils of the newer varieties and R. W. Whitney displayed various plants in bloom, including Geum Mrs. Bradshaw, all of which received favorable comment.

J. L.

HARRISBURG, PA.—The Berry Hill Flower Shop has remodeled its establishment, among the improvements being an attractive sunken garden.

Floral Service That Excels

RETAIL Florists everywhere have contributed expressions of praise that indicate "Poehlmann Floral Service" excels.

Flower Price List sent upon request

Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

AFTER EASTER

BUY DIRECT FROM THE GROWER.

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 50c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

FANCY CARNATIONS All our own growth, guaranteed fresh cut and packed to arrive in good condition.

PRICE LIST-- In Effect April 21.

RUSSELL

50c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$12.00 per 100
Medium	$8.00 to 10.00 per 100
Good short	4.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$10.00 to $12.00 per 100
Medium	8.00 per 100
Short	4.00 to 6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$4.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.00 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

Chicago.

EASTER DEMAND IS VERY HEAVY.

The Easter demand is very heavy, and from present indications, stock in all lines will clean up completely before the rush is over. Cut lilies are selling fast at prices ranging from 25 cents to 35 cents per flower, and the dealers are confident that there will be none left to speak of, if any, on Easter morning. Pot lilies are in strong demand at 35 cents to 50 cents per flower, and there is no reason why they should not all be disposed of at those figures, considering the unusually short supply in this vicinity, and notwithstanding the fact that several of the leading retail florists have signified their intention of not handling any at what they call high prices. Others are buying all they can get at 50 cents per flower, and are advertising that they will have a good supply, which is having a tendency to induce those who had practically made up their minds not to handle them, to lay in a supply as a matter of accommodation to their customers who insist on having them, no matter what they cost. Roses are having a brisk call at the advertised quotations and it looks as if they will even go higher, although the heaviest demand is for short and medium stemmed stock. Carnations are moving nicely, but there is a great shortage of colored stock in this line. Sweet peas will hold their own at high prices, owing to the unfavorable weather early this week. Callas are moving at good figures, but the supply is limited. Violets are in short supply and should clean up quickly. Snapdragons are quite a factor in the market, and the same holds true for stocks. Mignonette is seen at a few of the houses in good-sized quantities, and some particularly fine lupines are included in the list of offerings. Orchids do not appear to be any too plentiful, and the same holds true for gardenias. Daisies, freesia, forget-me-nots, pansies, lily-of-the-valley, calendulas, sweet alyssum, tulips, jonquils, narcissi, wall-flowers and other miscellaneous seasonable stock is having a good call, and all that is necessary to make this one of the best Easters ever is favorable weather for the local retail florists. Several out-of-town wholesalers were here this week buying stock, which is a good barometer for this market, and means that the outside is depending to a large extent on this market for what they need. Everyone is enthusiastic over the outlook for Easter, and big preparations have been made by all to handle the rush.

April 16—The unfavorable weather that has prevailed here the past few days has caused a great shortage in stock of all kinds and there probably never was such a bare market three days before Easter as exists today. Only the most favorable weather will relieve the situation for the local buyers.

SPHAGNUM MOSS.

City buyers of sphagnum moss in so-called "standard bales" are asking for measurements. They say the old "regular bale" was 48 inches long, 14 inches deep and 16 inches wide and weighed, solidly packed with dry moss, about 30 pounds. For the last year or two, some dealers have put on the local market a "short" standard bale only 42 or 44 inches long and frequently weighing only 20 pounds. Buyers are beginning to think there should be a legal or real standard bale, specifying both measurement and weight.

Everything in Cut Flowers, Greens and Supplies

A. L. Vaughan

Wholesale Florists

Dealers in Supplies

Chicago Ill.

30 East Randolph Street 'Phone Central 6284

Mention the American Florist when writing

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

HEAVY SUPPLY OF

ROSES AND CARNATIONS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct from the Grower. **Subject to Change Without Notice.**

EASTER PRICE LIST

	Per 100
MRS. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
MILADY	Per 100
Specials	$12.00 to $15.00
Select	10.00
Mediums	8.00
Shorts	5.00 to 6.00
Killarney, **White Killarney**, **Killarney Brilliant**, **Sunburst**, **My Maryland**, **Ophelia**, **Champ Wieland**	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 6.00 to 8.00
Valley	6.00 to 8.00
Violets	.75 to 1.50
Sweet Peas	1.50 to 3.00
Smilax per doz. strings	2.50
Adiantum	2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$5.00
Boxwood per bunch, 35c	
Galax, bronze and green, per 1,000, $2.00	
Leucothoe Sprays	1.00

Mention the American Florist when writing

Van

100%

Service

YOUR GUARANTEE
THAT
YOUR ORDERS
WILL
BE FILLED RIGHT.

Percy Jones

INC.

Wholesale Florists

30 East Randolph Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

NOTES.

Zech & Mann report a brisk demand for pot lilies, which they are handling in quantity this season, notwithstanding the great shortage in this vicinity. Mrs. Allie Zech, who is recovering from an operation at the Chicago Union hospital, is getting along very nicely and expects to be able to leave for home in the near future.

There is a bill in the legislature, introduced by Senator Dunlap, providing for the creation of a state police force. There seems to be no reasonable opposition, but on the other hand there are dozens of convincing reasons why the bill should be passed.

Nic. Dahm, Jr., son of the well-known grower of Morton Grove, who has been with the colors for some time, was mustered out at Camp Grant, Rockford, last week. Peter Dahm is still with the American troops abroad.

Chas. Kruchten, son of N. J. Kruchten, and brother of John and Henry Kruchten, who is with the American troops at Ehring, Germany, sent home two lots of souvenirs this week, consisting of German helmets, etc.

W. N. Rudd is at Urbana this week, giving his annual course of lectures on ornamental gardening to the University of Illinois students in horticulture and floriculture.

Poehlmann Bros. Co. report a heavy demand for stock of all kinds for Easter, especially for roses with the biggest call for short and medium stemmed stock.

WHAT ARE YOUR REQUIREMENTS?

Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties

If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.

FLORIST SPECIALTY CO., Idaville, Ind.

"The heart's gladness and the Easter spirit are both with flowers from the Master Florist."—Geo. Wienhoeber's advertisement in Chicago surface cars.

Al Barber, of the Park Flower Shop, Cleveland, O., was one of the out-of-town visitors here this week, arranging for his Easter supply of stock.

A. L. Vaughan & Co. have their share of the Easter business, which promises to run away ahead of that of 1918.

Gust. Rusch, of Gust. Rusch & Co., Milwaukee, Wis., was here on business, April 14.

Big Crop of Carnations

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

LARGE SUPPLY OF ROSES

Exceptionally Fine Russell, Richmond, Killarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

KILLARNEY BRILLIANT.	
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

RICHMOND.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Good	4.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS.	Per 100
Fancy Colored	$8.00
Fancy	6.00
Good	5.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00 to $ 8.00
Lilies	25.00 to 35.00
Ferns, per 1,000	5.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35

Other Green Goods Market Rates.

Our Range of Greenhouses Is One of the Three Largest in America, and Will Be in Full Crop for Easter.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

Jack Byers, Leo Koropp, Luke Schrer, Robert Brenton and several of the other young men in the trade who were in the thick of the fighting on the west front, are on their way home. There will be one grand celebration when the boys get back here, and after they recover from their welcome home party, they will all find their positions open for them. Sigmund Misciewicz, son of the well-known Milwaukee avenue florist, was one of the young men in the trade who gave up his life for the worthy cause, and will be greatly missed when the returning heroes arrive. Joe Einweck is with the American troops in Siberia, and his many friends are anxiously awaiting his safe return home.

A. Lange is the leading optimist hereabouts. With a considerable term of his present lease unexpired and rates away up, he has rented a new location in the Willoughby building, the double store, 77-79 E. Madison street, second door from Michigan avenue, nearly 6,000 square feet of floor space, or about double his present capacity and will move early in June. The additional space is rendered necessary by his rapidly increasing business. Mr. Lange attributes his success largely to his own special line of home made advertising, but all who know him feel his thorough knowledge of detail and constant industry have been important factors in building up the large trade he now enjoys.

Ronsley, 17 East Jackson boulevard, says that Saturday, April 12, was one of the best transient days he ever experienced. He had a special sale on jonquils and is confident that the retail florists can move the surplus just as well as the department stores by giving bargains the same as they did during the period of plenty.

E. C. Pruner, Fred Longren, Robert Newcomb and Allan Humason, well-known knights of the grip, expect to leave shortly after Easter in quest of new orders for their respective houses. C. O. Wilcox, representing Wood, Stubbs & Co., Louisville, Ky., who is visiting his family here, will also start out after Easter.

W. M. Schlueter has severed his connection with the Foley Greenhouse Mfg. Co. He was secretary of the firm and made many friends among greenhousemen through his connection with the construction department. Mr. Schlueter has made no definite plans for the future, but is considering several propositions.

Peter Miller, of the George Wienhoeber force, who was captain of the Armour square basket-ball team, which won the South Park championship, is the proud possessor of a gold medal, as are all the other members of the speedy aggregation.

It looks as if the young ladies in the trade are all going to join the Florists' Club. There are still a large number of application blanks available, so if there are any more that want to join the happy throng, they are welcome to do so.

The membership of the Florists' Club is increasing rapidly. Those who are not already on the list, should become members without delay. Any one of the wholesale houses will be glad to furnish application blanks.

W. W. Randall and Frank McCabe, of the A. L. Randall Co., report that in almost all cases the out-of-town florists they have called on are more than pleased with business, which is unusually good.

Peter Reinberg had such a heavy call for stock on their shipping orders this week that extra trips to the greenhouses were necessary to secure enough to fill them.

Percy Jones, Inc., is experiencing a brisk demand for Easter stock both in cut flowers and supplies, which is keeping the force more than busy filling orders.

M. C. Wright, with Lord & Burnham, is at the West Suburban hospital in Oak Park, where he is recovering from an attack of appendicitis.

F. A. Zenke, of the Excell Laboratories, is calling on the trade in the east, where he is meeting with wonderful success.

Victor Bergman is back on the job at O. J. Friedman's, after being on the sick list. Mrs. Bergman is still seriously ill.

George Propp, of the George Perdikas store force, is on the job again after being on the sick list for a couple of weeks.

H. O. S. Nichols, of the American Greenhouse Manufacturing Co., was on the sick list for a few days this week.

Miss L. A. Tonner, of O. A. & L. A. Tonner, is president of the Galewood Woman's Civic League.

Guy French is helping out in the supply department of the A. L. Randall Co. during the spring rush.

Kennicott Bros. Co. received its first shipment of lilac of the season from Villa Ridge this week.

Paul Klingsporn is minus a car which was reported stolen in one of the daily papers this week.

August Poehlmann was re-elected president of the village board at Morton Grove, April 15.

Mrs. D. D. P. Roy, who has been on the sick list, is able to be about again.

Vaughan's Easter "Pointers for Planters" will be issued next week.

Heaton Nichols is assisting at H. C. Rowe's during the Easter rush.

Will Buy Their Cut Flowers From Us

EVERYTHING IN GOOD SUPPLY

Beauties, Roses, Orchids, Sweet Peas, Lilies, Jonquils, Calendulas, Tulips, Pansies, Carnations, Callas, Snapdragons, Violets, Daisies, Forget-me-nots, Gypsophila, Pussy Willows, Greens, Etc.

A. L. VAUGHAN & CO.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing

Always the Best is what you get when you place your cut flower orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

For Your Supply of

CUT FLOWERS

FOR EASTER AND EVERY OTHER DAY

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones {**Central 3283** {**Central 3284**

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady **Sunburst**

Killarney Brilliant

Ward **Ophelia**

MINIATURE ROSES

Cecile Brunner

SWEET PEAS

The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.

Chicago Lily headquarters for Easter. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.

Callas

Valley **Cattleyas**

Calendulas

White and Yellow Daisies

Forget-Me-Nots **Pansies**

Stocks

SNAPDRAGONS

Jonquils

Tulips **Darwin Tulips**

Sweet Allysum

Pussy Willows

GREENS.

Plumosus **Sprengeri**

Galax, bronze **Galax, green**

Ferns

Adiantum **Smilax**

Mexican Ivy

Boxwood **Leucothoe**

It is said that the Chicago Liberty Loan Committee figures that the quota for the florists and allied trades should be $250,000. This, in view of the large amount of money raised by the trade in the Fourth Liberty Loan, might look significant, but over confidence will seriously reflect on the outcome of the loan. Everyone realizes that the florists are busy this week but after Easter they should all rally to the support of L. R. Bohannon, 75 East Monroe street, chairman of this committee, and put the florists and allied trades over the top. Headquarters for our captain, A. R. Merrick, is to be at the A. L. Randall Company, 180 North Wabash avenue, who will be there starting next Monday, April 21, and will have charge of the distribution of all supplies for salesmen. W. H. Dolan, chairman of Division 19, is confident that the trade will live up to its reputation and make good in this as they did in all other drives.

Vaughan's Seed Store employes held a Victory ball April 12 at Eckhart hall, Chicago avenue and Noble street, in honor of the returned soldiers and sailors who joined the forces from the store. There was a good attendance and the event was greatly enjoyed by everyone. The returned men include Ensign Carl Cropp, Sergeant Goldenstein, H. Leneau, W. H. Huffman, Earl Beutlich, Chas. Pike, Otis L. Bullock, Arthur Buehlmann, Wm. Rugulski, and F. Edstrom.

Wietor Bros. are enjoying a brisk Easter trade with a heavy call for stock in all lines. N. J. Wietor had the carnation market sized up correctly several weeks ago when he predicted a shortage in this line, especially in regard to the colored varieties.

Sergeant Major Corbrery, son of T. J. Corbrery, Long Beach, Calif., recently discharged from the ordnance department at Cleveland, O., is stopping with friends in the city, and says his father and mother are coming east soon.

Bassett & Washburn report a strong demand for stock for Easter, which is not as plentiful as some thought it would be owing to the very unfavorable weather the early part of this week.

H. Tobler, head gardener at the State Hospital, Traverse City, Mich., visited old friends here this week. He was in the employ of Peter Reinberg many years ago.

Chas. Erne, of Erne & Co., ordered a little sunshine, April 16, so the writer dropped in to see the weather man, who promised to give it to him.

Philip J. Schupp says that J. A. Budlong is having a heavy out-of-town call for all kinds of Easter cut flowers.

E. C. Amling and family have returned from a pleasant visit at Orange, Calif.

A. T. Pyfer & Co. are pushing the Victory Loan.

Visitors: Philip Breitmeyer, Detroit, Mich.; Miss Kate Harris, Memphis, Tenn.; W. H Englehardt, Memphis, Tenn.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, April 10, President Zech in the chair. There was a good attendance and a large number of new members were elected, including several ladies, as follows: Miss Florence Keenan, 1306 East 63rd street; Miss Edna Frauenfelder, 3343 West Madison street; Miss L. A. Tonner, 30 East Randolph street; Miss Nettie L. Parker, 164 North Wabash avenue; Roy White, 2544 North Clark street; Michael Redden, 820 West 55th street; B. E. Gould, and Richard J. Gould, Glenview; Peter Hoefelder, 172 North Wabash avenue; D. F. Simonds, 1917 West Harrison street; John Curres, 1457 Thome avenue; Arthur G. Eichel, 4226 North Crawford avenue; Chas. Grabig, 1843 Irving Park boulevard; T. W. Elverson, New Brighton, Pa.; Andrew Chronis, Adams street and Wabash avenue; Joseph Wolf, 2065 Milwaukee avenue; M. Schwizer, Des Plaines; Roy S. Kroeschell, 452 West Erie street, and O. Johnson, Batavia.

Prof. H. B. Dorner, of the University of Illinois, was on hand with a number of his students in floriculture. The professor told of the work in progress under his supervision at the university, adding that the experimental investigations had been greatly delayed by the war. The students accompanying the professor included M. Taylor, Michigan City, Ind.; R. H. Roland, Nahant, Mass.; Tomi Inonye, Chiba, Japan; J. C. Rasmussen, New Albany, Ind.; Walter Poehlmann, Morton Grove; W. K. Turner, Urbana; L. Glaser, G. N. Morgan, W. J. Werstler and R. Mueller, Chicago.

A representative of the local war bond organization spoke for the Fifth Liberty Loan. L. R. Bohannon, 75 East Monroe street (Telephone Randolph 1709) was elected chairman of Division 19, with headquarters at A. L. Randall's. Fred Lautenschlager, chairman in the last campaign, T. E. Waters and others assured Mr. Bohannon of their heartiest support in this work.

Hodgson Jolly, expert accountant, read a suggestive and highly instructive paper on "Sales and Profits," which will be found elsewhere in this issue. During the reading of the paper, Mr. Jolly explained many of the important features in detail. An interesting discussion followed, T. E. Waters, James G. Hancock, P. J. Foley, Otto H. Amling and Prof. Dorner participating.

Joseph Kohout, president of the new organization, the Commercial Flower Growers of Chicago, spoke for that body, requesting the support of all branches of the trade.

There will be a ladies' night in June, details to be announced later.

Chas. Fruch, Saginaw, Mich., was an interested visitor.

CUERO, TEX.—E. L. Shestag will open a flower shop here in the near future.

Best Quality Roses

Choice stock of Valley, Stocks, Calendulas, Lupines, Tulips, Iris, Daisies, Callas, Mignone t , Jonquils, Forget-me-nots, Sweet Peas, Pansies and all other seasonable stock. Do not forget us on Greens, as we have Mexican Ivy, Asparagus Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Special--Lupines. No successful, up-to-date florist can be without this novelty—unexcelled for basket and decorative work.

Also Fancy Sweet Peas — they are the talk of the town.

I vou want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House. Owing to the scarcity of Lilies, we advise using other flowers in their stead.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
—Our Specialty—

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.
CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Milwaukee, Wis.

EASTER TRADE OUTLOOK ENCOURAGING.

April 12-13 go on record as the warmest days thus far this season, the thermometer reaching 70 in the shade. This caused much speculation as a prolonged warm spell was anticipated, but just the opposite came true, for during the whole week it was cool, with a little rain about once every 24 hours. While these conditions were ideal for holding back some of the more advanced stock, it cost much worry and fuel in trying to hustle the more backward ones. The supply of roses was about equal to the demand, while carnations shortened up to such an extent that higher prices were readily obtained. While the cut of sweet peas, callas and snapdragons was large, the vacancy caused by the absence of Easter lilies, violets and bulbous stock had to be filled with the former, creating a fine tone in market conditions all week. The outlook for Easter is good. Advance orders for cut flowers are very numerous, while the plant growers are more than sold out at this time, April 14.

NOTES.

The C. C. Pollworth Co. has a nice lot of cold storage lilies in fine shape, but labeled "sold." The same sign appeared on their large stock of hydrangæs, roses genistas, spiræas and other flowering plants. Their cut of roses is good, while carnations will be short.

The Holton & Hunkel Co., who had a very large stock of assorted flowering plants, ceased to take orders last week. They promise a good supply in all lines of cut flowers for Easter, with the exception of carnations.

Gust Rusch & Co. say that it will mean a lot of hustling to fill all the orders with a lot more coming in daily for the Easter rush. Gust was in Chicago April 14.

WE believe in the spirit and practical application of co-operation between the grower, wholesaler and retailer, with an adjustment of profit for all three.

The grower is the source of supply.

The commission wholesaler is the best and most economical means of distribution.

The retailer is the most direct means of reaching the consumer.

A service between these three factors, that is most profitable to all these interests, requires a spirit of efficiency, loyalty and co-operation.

Whether a grower or retailer, when you ship or buy, Kennicott Bros. Co. offers you all the advantages.

We do as we say.

Our policy is based on the principles of the "Golden Rule."

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

Funeral work has been very heavy of late, consequently everything in form of a flower keeps cleaned up right along.

Visitors: G. F. Plowman, Iron Mountain, Mich.; W. Taylor, Oshkosh, Wis.; L. Storkel, Tomahawk, Wis.; L. Harting, Two Rivers, Wis.

E. O.

NEW YORK.—Frank W. Woolworth, founder of the 5 and 10-cent store, died at his home at Glen Cove, L. I., April 8.

OELWEIN, IA.—One house, 34x107 feet, which will be devoted exclusively to carnations, will be added to the range of Kemble's Flowers. The improvement will cost $5,000.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Nashville, Tenn.

FAIRLY GOOD EASTER SUPPLY AVAILABLE.

During the past two weeks, trade has been about normal, with the daily supply about equal to requirements. Bulbous stock is now abundant and many handsome plants are seen in the florists' windows, but they are rapidly passing and will hardly hold in good shape for Easter. There will be plenty of cinerarias, and hydrangeas will be among the prize offerings. Lilies will be better than was at first expected and baby ramblers will be abundant and of good quality. Some callas are seen on the market. There will be a fair but by no means an abundant supply of roses of all kinds, which are now coming in better. Many pansies arranged in attractive baskets and boxes, being quite inexpensive, will hold down considerable trade. A few of the growers have pot marguerites, and nearly all are supplied with primulas and geraniums, which please a lot of the smaller purchasers. Prices will be somewhat advanced over former years. Combinations in pans, birch bark boxes and baskets will help out materially in the Easter offerings.

NOTES.

A feature of a recent banquet given by Rear Admiral Gleaner, a native of this city, was a floral battle ship correct in every detail. It was five feet long and was made of yellow jonquils, with the portholes worked in violets and the deck filled with other fine blooms. It was quite artistic and was made by the Joy Floral Co.

The state horticulturists have secured the passage of their bill in the state legislature and been given an appropriation of $5,000, which will advance the interests of the industry wonderfully.

M. C. D.

St. Louis.

BUSINESS QUIET WITH CROWDED MARKET.

The market during the past week has been more than plentifully supplied with stock of all kinds forced in by excessively warm weather. The quality is good, but with a continuance of the high temperature carnations will suffer. Jonquils are still arriving in limited numbers. Roses are excellent and in good supply. Callas are plentiful but enjoy a good call. Advance Easter orders are coming in freely, but the shortage of Easter lily plants will be keenly felt. Callas do not find much favor as a substitute. The supply of greens is ample but prices are rather high.

NOTES.

The monthly meeting of the florists' club was held April 10 at the store of the Windler Wholesale Floral Co., but with the near approach of Easter the attendance was not large. After routine business had been disposed of President Ammann of the Society of American Florists made an interesting talk on publicity and the work being done by the national organization.

The plant growers report they are entirely sold out of Easter stock in flowering varieties. With the lily shortage, the retailer believes anything in the plant line will move well at a good profit.

Visitor: N. Nielsen, representing Pochlmann Bros. Co., Chicago.

J. J. W.

Put it Over the Top

We help you to make the payments by giving you the best fresh stock at the lowest prices at all times.

A. T. Pyfer & Company
WHOLESALE FLORISTS
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Baskets
Write For Catalog Now.
Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

North Bergen, N. J.

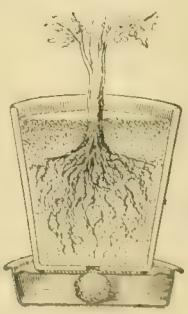
George Schubert says that the embargo on the importation of plants does not worry him, and he believes that the United States will soon be able to grow all needed stock. Himself a plantsman of considerable note, he is entitled to a hearing. He has been quite successful in growing palms from seed. He now has 100,000 kentias in 2¼ and 3-inch pots that have been sold and will be shipped immediately after Easter, and will make room on his benches for young stock from the seed beds. He has a fern that he originated which he has named "Schubertii." Another of his new ferns, unnamed, is somewhat of the habit of Whitmanii. He also grows a considerable stock of other table ferns, and L. giganteums.

William Otte has a good stock of geraniums and other bedding plants coming on as well as a quantity of bulbous stock for Easter.

John Tschupp is a grower of large quantities of bedding plants and has also good Easter stock.

A. F. F.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	
Roses, Beauty	$ 1.50@	$ 7.50
	100	
" Mrs. Chas. Russell	8.00@	40.00
" Hoosier Beauty	6.00@	25.00
" Killarney Brilliant	5.00@	20.00
" Killarney	5.00@	15.00
" White Killarney	**6.00@**	**20.00**
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	6.00@	20.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	6.00@	20.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	6.00@	20.00
" Bayard Thayer	**8.00@**	**35.00**
" Cecile Brunner		**4.00**
" George Elgar		**4.00**
" Baby Doll		**4.00**
" Nesbit		**4.00**
" Our selection	6.00@	8.00
Extra special billed accordingly		
Violets, per 100	.75@	1.00
Carnations	6.00@	8.00
Cattleyas, per doz	6.00@	7.50
Daisies	1.50@	2.00
Lilies	25.00@	35.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	4.00
Calendulas	**3.00@**	**6.00**
Snapdragon, per doz	1.50@	2.00
Mignonette		8.00
Freesia	**4.00@**	**6.00**
Iris, per doz	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns .....per 1,000	$5.00	
Galax ..... "	$1.50@ 2.00	
Leucothoe	1.00@	1.25
Mexican Ivy.per 1000	5.00@ 6.00	
Plumosus Strings.each,	60@ 75	
Smilax.....per doz.,	2.50@3.00	
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

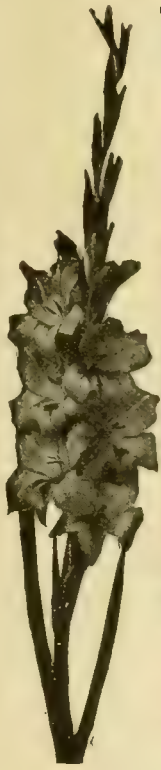
ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

3500 MARYLAND ROSE PLANTS

Out of 2½ inch pots, ready for immediate delivery.

We can also furnish **Double White Killarney, Pink Killarney and Ophelia.**

2000 Keystone Snapdragon Plants, ready for delivery now, $45.00 per 1000.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

STREET MEN HAVE HARVEST WITH ROSES.

Not much doing, appears to be the unanimous verdict as to the week's business. There was no oversupply of flowers, yet they accummulate, roses particularly, and the street men enjoyed a harvest, having a fine day on Saturday with quantities of flowers to handle at their own prices. None of the wholesalers appear to be able to predict next week's market. Carnations, it is said, will go to $10 and $12; first grades last Saturday, brought $8 per hundred, with none left over. The weather has been favorable for holding flowers on the plants or in storage, and there may be more than expected for the Easter delivery. Roses are more promising, although some growers claim to be offcrop. Special American Beauties brought 60 cents through the week, and will certainly go to 75 cents, if not higher, for the holiday. Some very choice stock in the teas is seen, and a fine lot of specials is looked for. Maryland is now at its best, very good stock being offered the past week. Forced lilac is very fine—it could not come better out of doors. Snapdragon, straight, closely flowered spikes, is in demand even in this slow market. Much of the supply, is however, very poor, crooked stemmed sparsely flowered spikes that stand on shelves in the ice boxes and eventually goes for litile or nothing. Why growers will take up their good greenhouse room and handle stock in this way, is past understanding. One-third the quantity, properly grown and cared for, would produce fine flowers, every spike salable at top market price. Callas are in good supply, and there will be more offered for Easter than ever before. Azore and Bermuda lilies will all be in, and while the supply is limited and mostly grown for sale in pots, there will be quite a few in all the stores. Thirty-five cents per flower and bud, appears to be the price. This city has always drawn on the outside for additional supplies of cut giganteums, but this year will ship large quantities to other cities. Alfred M. Campbell's 100,000 bulbs have come up to his best expectations. They have been timed just right. Many large shipping orders have been received, and also a large advance sale in the local market. There seems to be no doubt now that hyacinths and other bulbous stock will hold and work in well with other Easter plants. The past two weeks of cold weather has held it wonderfully well.

April 14.—From the large shipments received this morning in nearly all lines, it would seem as if the growers were going to come very strong later in the week. Carnations and sweet peas were seen in quantity in all of the stocks and of splendid quality. Roses were not so prominent. Russell, it is said, will be in full crop for the holiday. It is hard to get advance prices, but carnations are quoted at from eight to 12 cents, sweet peas $1.50 to $4, callas 25 cents, and Easter Lilies from 25 to 35 cents. The weather is cool, crisp and clear.

NOTES.

The Palm Sunday exhibition of Easter plants at the W. K. Harris establishment was one of the best they ever had. The immense shed which divides

Special Wax Carnations

(White or pink.)

200 to a box, for.....$2.50

Water Proof Crepe Paper

(For making Pot Covers, etc.)

All colors. Per dozen rolls.....$4.50

Paper Flower Pots

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000.....$3.50
2½-inch, per 1000..... 4.50
3 -inch, per 1000..... 6.00
3½ inch, per 1000..... 8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, April 16.	Per 100
Roses, Beauty, Special	75.00
" Fancy	60.00
" Extra	40.00
" 1st	30.00
" Killarney	6.00@ 20.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	6.00@ 10.00
" Ophelia	8.00@ 25.00
" Russell	10.00@ 25.00
" Shawyer	6.00@ 12.00
Lilies	20.00@ 25.00
Cattleyas	75.00@ 85.00
Carnations	5.00@ 8.00
Sweet Peas	2.00@ 4.00
Asparagus Sprengeri, .35@z.50	
Violets	1.00@ 1.50
Mignonette	3.00@ 6.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 6.00
Freesias	2.00@ 5.00
Paper Whites	5.00
Callas	25.00@ 40.00
Romans	4.00@ 6.00
Golden Spur	5.00@ 7.00
Victoria	5.00@ 7.00
Smilax	25.00

BOSTON, April 16.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	2.00@ 8.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, April 16.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Calendulas	4.00@ 5.00
Easter Lilies	15.00@20.00
Sweet Peas	1.00@ 3.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Violets	1.00@ 2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

the houses was lined on both sides of its entire length of over 300 feet with orders, plants ready to be delivered the following day. These were nicely arranged in groups between the doors of the houses which were open to show the plants but barred admission to visitors. The hydrangeas were particularly fine, as were the genistas, rhododendrons, bougainvilleas, rambler and baby roses, yellow callas, and cold storage giganteum lilies in pots which had done better than expected. There were between 7,000 and 8,000 visitors, with several policemen on hand to keep the crowd moving. Nothing was sold, the exhibition being solely for the enjoyment of the visitors and as a public movement to popularize flowering plants.

The Easter plant men are completely sold out and nearly all late comers are turned away empty handed. Prices range from 35 to 100 per cent higher than a year ago. Lilies are 35 cents per bud and flower, hydrangeas 25 cents per flower, spiræas $1 to $2 per plant, hyacinths 20 to 25 cents per single plant, genistas in 5-inch pots 75 cents and up, roses, baby ramblers 75 cents up, Tausendschon and other ramblers from $1.50 up to large specimens at from $10 to $17.50 each. Hinodigiri azaleas sold from $1.50 up to $7.50. There was a big demand for all kinds of ferns and foliage stock for combination plant baskets. All the growers say they have never had such a demand for Easter plants.

There was a great demand for the cut Florida Sable palm for Palm Sunday. It sold, wholesale, at $3 per dozen leaf shoots. It takes a good while to get men to see money in some things, or teach them how to sell them, and this is one of the articles that retailers are gradually waking up to, and finding, that by displaying these cut palms decoratively, they announce the near approach of Easter, and in fact, get an early start on the business of the holiday week.

Martin Gannon, city manager for Alfred M. Campbell, says the retailer that does not wake up to the possibilities of this Easter, and is afraid, or hesitates to buy stock because it appears too high, will see a new light before the week is out for it is going to be the biggest Easter the trade has ever experienced.

One of the wholesale houses expects to handle 1,000,000 sweet peas. They say, from advance orders booked, they can sell that number if they can get them.

K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Flower Markets

PHILADELPHIA, April 16.	Per 100
Roses, Beauty, special	60.00@ 75.00
" " fancy	35.00@ 50.00
" Mrs. Chas. Russell	15.00@ 35.00
" Killarney	4.00@ 12.00
" Hadley	10.00@ 50.00
" Sunburst	6.00@ 15.00
" Wards	6.00@ 12.00
" Ophelia	6.00@ 25.00
" Columbia	10.00@ 35.00
Carnations	8.00@ 12.00
Carnations	4.00@ 6.00
Easter Lilies	25.00@ 35.00
Callas	20.00@ 25.00
Snapdragons	6.00@ 15.00
Calendulas	3.00@ 5.00
Calendulas	2.00@ 4.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.50@ 4.00
Freesias	3.00@ 5.00
Paper Whites	4.00@ 6.00
Tulips	4.00@ 6.00

ST. LOUIS, April 16.	Per 100
Roses, Hadley	3.00@10.00
" Killarney	3.00@ 8.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@12.00
" Russell	4.00@30.00
" Ward	3.00@ 6.00
" Mrs. Sawyer	3.00@ 8.00
" Sunburst	4.00@12.00
Ferns	4.50@ 5.00
Carnations	1.50@10.00

MILWAUKEE, April 16.	Per 100
Roses, Killarney, W. Killarney	6.00@15.00
" Ward	4.00@12.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@18.00
" Columbia	10.00@35.00
" Hoosier Beauty	6.00@20.00
Carnations, asserted	5.00@ 8.00
Cattleyas, per doz.	7.50@ 9.00
Sweet Peas	1.00@ 2.50
Narcissus	6.00@ 8.00
Callas, per doz.	2.50@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, April 16.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00

New York.

CUT FLOWER DEMAND IS SLOW.

There was no material change in the condition of the cut flower market during the past week, everything being slow, until April 12, when more activity developed with a tendency toward higher prices. Special American Beauties went up to $60 per 100, and cattleyas, which have been decreasing in supply, are now held at $1 to $1.25 per flower for the specials. Ordinary stock in cut lilies is selling at 15 cents per flower, but first class blooms, which are rare, bring 25 and 30 cents. The weather continues favorable to violets, and the best go at 75 cents per 100. While $8 per 100 is being asked for the best carnations, the bulk of the stock has been going for $5 and $6. Present conditions are now a secondary consideration to Easter prospects. It is reasonable to expect good prices for Easter stock. Except in pot roses, of which there is a liberal supply, there seems to be a shortage in plants over former years, but the territory that supplies this market is capable of developing surprises and it is unsafe to be strong on predictions. One certainty is that the supply of good pot lilies will be limited and what there are will bring high prices. As high as 60 cents bud and flower is being asked for the best stock we have noticed, but it was better worth that than much other stock is worth 30 cents. Forerunners of the Easter stock are now seen in many retail stores. There are fine specimens of the rambler roses in variety, excellent stock of the blue, white and pink hydrangeas, azaleas, rhododendrons, genistas and tulips and hyacinths in pans. For the cheaper trade, there is a good supply of primulas, heliotropes and hyacinths in small pots, and 6-inch pots of baby rambler and other roses. There will be some heather, but we believe that the supply will be limited. One Flatbush firm of growers is trying what seems to be an innovation, the forcing of peonies. They are coming out all right, but it remains to be seen how they will take with the customers of the retail stores.

April 14.—The market is active, with an upward tendency in lilies, callas, orchids, violets and smilax. American Beauty roses may reach $1 each, wholesale, before Easter. The general outlook for Easter business is good.

EASTER OBSERVANCE LOOMS LARGE.

It is not prudent to give way entirely to optimism, but considering present conditions, the florists of the whole country should have an excellent Easter business. It is safe to say that Easter always has been the most prosperous holiday for the trade. This year there are reasons that should have weight in considering Easter prospects. The burden of anxiety over the war has been lifted from the nation. Suspending for the time being, all doubts and criticisms of the proposed League of Nations, there is a prospect of continued peace. Soldiers—many of them now veterans—are returning by the thousands to their native land. That alone has thrilled the hearts of the millions that are here to greet them. For the many sick and wounded, in hospitals, there is a Christian sentiment of tenderness. What can be more appropriate in a material sense, at this time, than to lavish flowers on the sick and wounded, and what can so brighten the homes where family reunions will be held, as flowers? Relating to this city, the response to these sentiments should be particularly warm. It is the greatest entrepot for the troops; it has been for months, and is now crowded, with visitors from all parts of the country, many of them here to meet returning friends and relatives. Already many social entertainments and weddings have been announced for Easter week. It may not be amiss here to state that among the latter will be, April 22, that of Miss Margaret Carnegie, only daughter of Mr. and Mrs. Andrew Carnegie, to Ensign Roswell Miller, U. S. N. The fact that the weight of years now bears heavily on the great philanthropist and former ironmaster, adds an almost pathetic interest to this event. In the same line of thought that we observe Easter, but in a larger sense, we may consider Memorial day. Let us not forget that: "In Flanders, where the poppies grow," and in France, over 50,000 brave Americans are sleeping their last sleep. On the memorable field of Gettysburg, over 50 years ago, the immortal Lincoln said: * * * "But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here." We cannot decorate those far-away graves, but we can never forget what the men who are sleeping there did. The tributes that will be placed in our cemeteries on this Memorial day should be, not merely those of individuals, but the united tribute of the nation in memory of the loyal dead, both at home and abroad.

NOTE.

Edward C. Vick's horticultural section of the New York Sun, for April 13, had much good reading. We clip the following on the plant quarantine: "The Pasadena, Calif., Horticultural Society has adopted resolutions calling on the local representative in congress to secure a modification of Quarantine No. 37 prohibiting the importation of plants and bulbs into the United States. This is another important protest, but will, no doubt, like all the other protests, prove futile. The horticultural board has decided to prohibit the importation of plants at all hazard. It may be that the board has notions regarding the propagation of plants and bulbs in the United States that it wishes to see worked out. It may be a good thing to encourage the production in America of many plants that are now imported, but there are other ways of doing it, besides issuing a decree prohibiting absoluutely the importation of any plants into the country, except a very few. We are becoming tied down with so many regulations and restrictions that unless it ceases our 'home of the free' will have less freedom than any country on earth." In addition, Minna Irving writes interestingly of plants and flowers, little known in this country, that are found in Mexico, Central America and the Philippines, and suggests that some of them might be transplanted to this country. But, of course, there is little chance for our getting them, as when Quarantine No. 37 takes effect, we will be practically a "hermit nation," relating to plants and flowers. The following is a quotation from the Irving article: "Everybody who has ever fallen under the spell of the Philippines loves the sampagita, or jasmine, the flower dedicated to St. Pagita, the patron saint of lovers. It is not at all like our own southern jasmine, but came originally from India, and it is a perpetual bloomer. It is grown from cuttings from the mature wood, or by layers, but would not live in any of our northern states, as it cannot stand frost. The balcony of a tumbled-down case wreathed with red roses and jasmine twined and intermingled in tropical luxuriance is a beautiful sight."

New York Florists' Club.

The New York Florists' Club met in its rooms in the Grand Opera House building on the night of April 14, President Kessler in the chair. F. R. Pierson, who was one of a committee that a short time ago visited Secretary of Agriculture Houston, relating to a suspension of Plant Quarantine No. 37, was present with a copy of the secretary's unfavorable reply, quite a bulky document. He read several paragraphs,

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

GILBERT P. JOSEPHSON
Everything for the Florist
Artificial Boxwood and Ornamental Plants. Supplies, Sundries.
54 West 28th St., NEW YORK

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Telephone 7960 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

	NEW YORK, April 16.	Per 100
Roses, Beauty, special	60.00@	75.00
" " extra and fancy	40.00@	50.00
" " No. 1 and No. 2	10.00@	12.00
" Hadley	6.00@	60.00
" Hoosier Beauty	2.00@	15.00
" Francis Scott Key	10.00@	60.00
" Columbia	4.00@	20.00
" Prima Donna	4.00@	20.00
" Alice Stanley	4.00@	20.00
" Mrs. Geo. Shawyer	3.00@	12.00
" Double White Killarney	4.00@	25.00
" Killarney	2.00@	15.00
" " Queen	2.00@	15.00
" " Brilliant	2.00@	15.00
" Aaron Ward	3.00@	15.00
" Sunburst	4.00@	15.00
" J. L. Mock	3.00@	20.00
" Ophelia	3.00@	20.00
" Mrs. Chas. Russell	4.00@	40.00
" Ulrich Brunner	25.00@	40.00
Cattleya orchids, special	100.00@	125.00
Rubrums	8.00@	10.00
Lilies, Longiflorum and Formosum	35.00@	40.00
Lily of the Valley	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	6.00@	10.00
Gardenias, per doz.	3.00@	8.00
Violets	.75@	1.25
Callas, per doz.	3.00@	4.00
Sweet Peas	2.50@	3.00
Mignonette, per doz.	.75@	1.00
Golden Spur narcissus, per doz.	.50@	.75
Freesias	1.50@	3.00
Narcissi Giant, per doz.	1.00@	1.25
Tulips, per doz.	.50@	.75
Tulips, Darwin, per doz.	1.00@	1.25
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	3.00@	4.00
Stocks, per doz.		.50
Delphiniums, per doz.	3.00@	4.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

DARDS

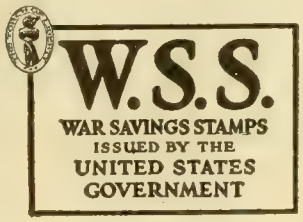
...FLORIST...

Established at the N. E. Corner Madison Avenue and 44th Street, NEW YORK, for 44 Years.

A Choice Easter Stock of Plants and Cut Flowers

QUALITY. SERVICE. FAIR PRICES

Member of Florists' Telegraph Delivery.



Buy War Saving Stamps

which he characterized as an implied threat that "if we were not good we would get more of it." He advocated taking the matter up with the new congress. Wilifred Rolker was of the same mind.

Charles H. Totty, of the publicity committee, spoke on publicity and created some discussion. Frank Traendly said he did not think that the wholesalers would take kindly to the "Milwaukee plan." Chas. Schenck reported for the dinner committee, a small deficit on the late dinner, but as everyone that attended had a good time, no fault was found. C. Nieman, New York, Frank Heid, Tarrytown, N. Y., A. M. Van der Schoot, New York, and Rocco Trebaldie, New York, were elected members.

Dr. C. T. Baylis was introduced and made an earnest appeal in behalf of the new Victory loan. A considerable sum was subscribed and the good work will be continued by a committee. A motion was carried to give the returning soldiers, members of the club, a suitable reception and entertainment. Robert Miller, of Salt Lake City, was introduced and spoke briefly.

A vote of thanks was tendered to G. E. M. Stumpp for decorating the tables for the annual dinner. A. M. Henshaw, recently a Lieutenant-Commander in the United States Navy, who has returned to civil life and the wholesale business, was called to the platform and made an interesting talk. He is a member of the club.

A. L. Miller, J. G. Esler and P. W. Popp were appointed a transportation committee for the Detroit convention of the S. A. F.

C. H. Totty exhibited the new pink rose, Frank W. Dunlop, which scored 90 points. The committee recommended a preliminary certificate. Joseph Rafferzeder, Teaneck, N. J., exhibited a snapdragon, Ruth Brewster, which had previously received a certificate. John Weston, Valley Stream, N. Y., had a collection of orchid flowered sweet peas, highly commended.

A. F. F.

Lancaster County Florists' Association.

Via trolley and autos about 40 of the craft met at the greenhouses of Chas. M. Weaver, Ronks, Pa., and made a thorough inspection of the new early and later flowering sweet peas, a house of mignonette, and the hundreds of thousands of pompon chrysanthemums in process of preparation for the fall crop. The early flowering sweet peas were from the W. Atlee Burpee Co.'s collection, the result of crosses by Geo. W. Kerr and the quality of the flowers were a revelation to all of us. In addition to this, was the pleasure of Mr. Kerr's company in going through the houses, and his pride in and love for his productions, demonstrated an old time truth: "The man who forgets self, and really loves his work, is the man who gets to the top." Mr. Weaver furnished cigars for the crowd, and the houses were fumigated en route.

At 7 p. m. an adjournment was made to the range of Elmer Weaver across the way, where sweet peas are the main crop, carnations a close second, and later on the sweet peas will be followed by a crop of tomatoes. At 7:30 a supper was provided for the party by Elmer Weaver, and served by the ladies' auxiliary; at 8:30 the president rapped for order, and announced the meeting open. After a bit of preliminary business, Geo. W. Kerr read an interesting and instructive paper on the manner in which he produced the sweet peas we had just seen, and opened the eyes of our members to the possibilities of hybridization, in a way never presented as attractively before. Visitors to the meeting were James L. Brown, of Coatsville; Wm. Swayne, Edw. Marshall, Lawrence and Howard Thompson and Frederick Carey, from Kennett Square, and Geo. W. Kerr and S. S. Pennock, of Philadelphia.

The ladies' auxiliary met for a business session at the home of Mrs. Charles M. Weaver, and after serving the lunch, met in conjunction with the club. Mrs. A. M. Herr, president of the auxiliary, thanked the club for the privilege of being able to listen to such an interesting paper, and hoped that we would have many more joint meetings so that they could learn more of their husband's business, and some of the husbands are guessing yet.

A vote was taken as to the place to hold our next picnic, and by a large majority Wild Cat was chosen. This is a river resort above Marietta, and has one of the most picturesque glens found any where, and an observatory that gives one a view up and down the river for miles. It is nationally known by its being the home of the Wild Cat Club, that has membership in all parts of the United States, and at its annual meeting they nearly all attend.

After a vote of thanks being tendered the hosts, and the secretary instructed to send Mr. Kerr a vote of thanks for his paper, the meeting adjourned to meet at the home of B. F. Barr in peony time, the date left to Mr. Barr, and which will be announced later on.

ALBERT M. HERR, Sec'y.

GREENVILLE, S. C.—At the annual meeting of the Mauldin Floral Co., April 3, the following officers were elected for the ensuing year: Allan Bowen, president; Mrs. Myrna A. Bowen, treasurer; John S. Taylor, secretary.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
Member of Florists' Telegraph Delivery.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers.
Out-of-town orders promptly filled.

NEW YORK

Orders Sent to **H. H. BURNS,** 509 Madison Ave.

Will receive prompt and careful attention

LONG ISLAND BROOKLYN
JERSEY CITY NEWARK

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.

FALLON, Florist.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.

House of Flowers

National Florist

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

18 Willoughy St., BROOKLYN, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FLORIST——

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107, 420, 775 } Lenox
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

QUALITY and PROMPTNESS
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

National Florist
CHICAGO
THE NORTH SHORE FLORAL CO. (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Friedman

:::.FLOWERS.:::.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

ABERDEEN, S. D.

Miladys Flower Shop

QUALITY FLOWERS
FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

For St. Louis.

WIRE

Grimm & Gorly

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

We will be willing to fill orders for Easter for any F. T. D. Florist.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST
900 Fourteenth Street

San Francisco

Podesta & Baldocchi
224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.
Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

CONTRACT prices on sweet corn are easier.

THE price of bags at Chicago April 16, is $52.

PETER HENDERSON & Co., New York, offer Burbank's Rainbow corn.

ATLANTA, GA.—James Vick's Sons, of Rochester, N. Y., now have a branch here.

VISITED CHICAGO: A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich., and wife,

BARRY, ILL.—C. A. Nobis and Thomas B. Hughes have opened the Barry Seed Co.

THE Fabre line has fixed freight rates on French bulbs, Marseilles to New York, at $21 per ton.

LONDON houses report, March 20, their radish seed not threshed on account of weather conditions.

GRAND RAPIDS, MICH.—Alfred J. Brown, of the A. J. Brown Seed Co., with his golf bags, will visit California links in May.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade April 16 were as follows: Timothy, $8.00 to $10.50 per 100 pounds.

THE French Bulb Growers' Syndicate will make prices for the coming season, April 28. There will be no definite prices made before that date.

HOWARD M. EARL, writing from Norway last month, says all the European hotels are packed to capacity. He expects to revisit England and France before his return, and has found the trade optimistic.

NEW YORK, April 16.—Lifting of the government's restriction against the use of private cable codes by American firms, effective April 18, was announced today by the Central and South American Cable Company.

ONION SETS in the Chicago district this week are 50 cents to 75 cents for colors, according to quality; whites $1.75. The demand is slow east and west and jobbers have been making liberal shipments on consignment.

TOLEDO, O.—The clover market closed steady April 14, at $29.50, registering a drop of 50 cents during the previous seven days. April was quoted at $25.75 and October at $17.60. Timothy was steady, cash being offered at $5.10, April $5.20, May $5.17½, September $5.65 and October $5.45.

MINNEAPOLIS, MINN.—Business for 1919 is quite satisfactory as compared with the corresponding period last year, according to Northrup, King & Co., with quite an appreciable increase in garden seed sales. Shortages are developing in some items, especially clover and high grade seed grains. Spring is a trifle later than usual, and extremely heavy filling-in business is expected from now on.

Western Seedsmen's Association.

The annual meeting of the Western Seedsmen's Association was held at the Hotel Baltimore, Kansas City, Mo., April 12 and was attended by representatives of practically all of the large seed houses of the middle west. Conditions affecting the seed trade were discussed and there was a strong feeling of optimism concerning future business expressed by nearly all present.

Southern Seedsmen's Association.

President Louis Reuter of the Southern Seedsmen's Association says the first annual convention of the organization will be held at Montgomery, Ala., May 19-20. Many matters of importance will come up for careful discussion and the program includes a number of interesting subjects which will be ably handled by well known authorities. As this will, from a trade standpoint, be one of the most important meetings of the year, an attendance of 100 per cent of the membership is expected, as well as a number of persons who are not affiliated with the association.

Seed Trade Conditions in Europe.

It has been recognized for years that Hamburg, Germany, was the seed marketing center of Europe. It not only handled those seeds which were produced within German borders for export to foreign countries, but gathered in the surplus production of many other European countries for export, according to the Government Seed Reporter, April 5, 1919. This was particularly true with reference to the seed surpluses of France and Russia. The larger part of the French seed which reached the United States, except vegetable seeds grown under contract, came through Hamburg or other seed marketing points of Germany. Hamburg not only served as a distribution point for European seeds, but also served as a point from which seeds produced in America and elsewhere were distributed throughout Europe. Hamburg was not so important in its relation to distribution from the United States to the United Kingdom, or vice versa, but it did handle a large portion of this trade moving in both directions.

The question today is what readjustment will be made in the trade relations between the United States and the European allied countries, and between the United States and the central powers. At present it seems that the wholesale seed concerns of London, Edinburgh, Glasgow, and Belfast are bidding for continental trade, with the advantage, naturally, with London as the important seed marketing center. There seems to be no logical reason for not establishing and maintaining direct trade relations in the distribution of seeds between the United States and France. It seems to be merely a matter of the American seed concerns and the French seed concerns getting together on a business basis and establishing confidential business relations between each other. An important factor which enters into the matter is the question of variety names and grades or standards on which the French people heretofore have purchased American-grown seeds through German commercial agencies. Referring particularly to the matter of seed peas, the French appear not to be familiar with the variety names used by American seedsmen in offering their output to France. They are more familiar with the names which have been attached to American varieties and stocks by German seedsmen in their trade with France. It would be necessary, in this particular commodity, to determine the German synonyms for American-grown varieties and to indicate these so that the French dealers

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

Mention the American Florist when writing

The Best Color Chart
For Florists, Seedsmen and Nurserymen.
PRICE $1.00, POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

would recognize them under the names by which they had formerly purchased them. A special effort should be made by American seed concerns, either individually or through the national seed associations, to establish direct trade relations with French seed concerns. It would be better both for American and French concerns to deal in this way. With the establishment of an American merchant marine, there will undoubtedly be ample shipping facilities between the two countries so that charges for transportation will at least be as low as, and probably considerably lower, by direct routing than by rerouting through some other country. It is simply a matter of establishing the most economic and efficient distribution possible.

In Italy there seem to be very few, if any, American seeds that they are in need of. They seem to be well supplied at the present time with both field and vegetable seeds, and their normal production of practically all of these items probably will normally take care of their home requirements in the future. They are particularly interested in sugar-beet seed, which they are unable to obtain at the present time and which can not be furnished them by the United States, but they hope to be able to establish areas of profitable sugar-beet seed production within their own borders.

The Seed Trade Association of the United Kingdom passed a resolution at a meeting in January agreeing not to trade with Germany for a period of five years. Though this apparently expresses the collective opinion of the association at the session where the resolution was passed, it does not seem to coincide with the majority of individual opinions expressed without bias by representatives of the concerns visited. There is a feeling among the trade that it will be necessary to establish at a very early date trade with Germany on seed supplies. They feel that even though some restrictions may be desirable, it will be necessary to supply Germany with certain seeds, and in some cases, that it will be desirable to obtain seeds from Germany. Just what form this matter will take after peace has been declared, it is impossible to say at present. There seem to be evidences that resolutions of this kind may be modified after the peace treaty is signed.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides

Stop In—Write Or Telephone For 1919 Catalog

4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Lily of the Valley Pips

JUST RECEIVED

Prices on Application.

J. M. THORBURN & CO.

53 Barclay Street, thro to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

Imports at New York.

The following horticultural goods have been received at the port of New York:

April 5, via S. S. Invincible, from London, Eng.:

Vaughan's Seed Store, eight bags turnip seed.

Wadley & Smythe, seven cases nursery stock.

The W. Atlee Burpee Co., 26 bags spinach seed, etc.

Stokes Seed Farms Co., 25 bags beet and turnip seeds.

The H. F. Darrow Co., 28 bags turnip and cabbage seeds.

Sioux City Seed Co., 10 bags radish and turnip seeds.

A. W. Schisler Seed Co., 19 bags seed.

T. S. Todd & Co., 15 bags vegetable seeds.

To others: 105 bags seeds, 48 cases nursery stock.

April 8, via S. S. Andyk, from Rotterdam, Holland:

P. Ouwerkerk, 113 cases trees and plants.

McHutchison & Co., 119 cases and one package plants.

A. Rolker & Sons, five cases and one bale of plants.

Julius Roehrs Co., 241 cases plants.

C. J. Speelman & Son, three cases bulbs.

W. E. Brown, one case bulbs.

To others: Eight cases bulbs, 125 cases roots, 627 cases and 1,900 loose plants.

April 11, via S. S. Rotterdam, from Rotterdam, Holland:

McHutchison & Co., 56 cases plants

Julius Roehrs Co., 78 cases trees and plants

C. W. Speelman & Son, 12 cases bulbs.

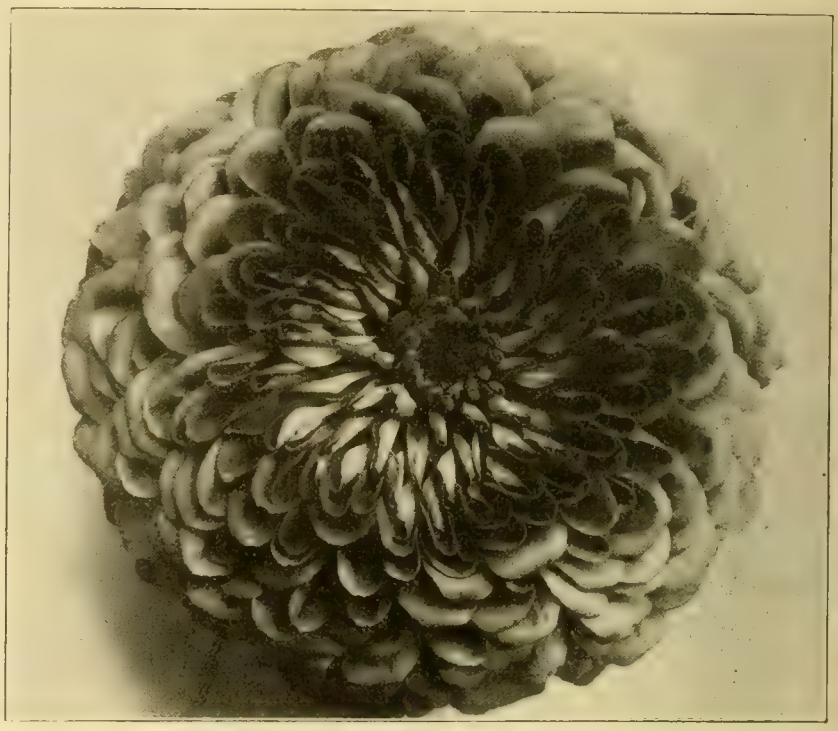
W. Van Dorn, 200 bags vegetable seeds.

To others: 788 cases trees and shrubs, 86 cases bulbs.

SEATTLE, WASH.—The 1919 seed trade is fully equal to that of a year ago, The season is much earlier and better prices prevail, according to the Chas. H. Lilly Co.

PHILADELPHIA PA.—The 1919 trade conditions are very similar to those experienced last year, except that the season is earlier, according to the Henry F. Michell Co.

PITTSBURGH, PA.—The demand this year started early with Chas. Beckert & Co., and the comparison with sales during the same period last year are very favorable, all indications pointing to a good season.



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "MCGILL-SEED" SAN FRANCISCO CALIFORNIA

Mention the American Florist when writing

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$18.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Mrs. Frank Pendleton, Second size	40.00	Vaughan's Florist Mixed, First Size	16.00
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips, 1917 crop	$13.00	1000 Pips, 1917 crop	$25.00
500 Pips, 1918 crop	18.00	1000 Pips, 1918 crop	35.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

Michell's Primula Seed

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEUM

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink	$0.50
Kermesina, deep crimson	.50	Alba, white	.50
Hybrida Mixed			.50

Also all other Seasonable Seeds, Bulbs and Supplies.

Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

For **SEEDS**

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Beans Bring Peace.

"Do you like beans?" asked the meek little man.

"Sure thing—I was born on a farm in Michigan where we raise 'em. Beans make you healthy, wealthy and wise. Educate a family to live on beans and they will live in peace; feed them on steaks and they will growl.

"You speak well of the humble little vegetable. I see you are strong for the bean. It is king of vegetables and I'll eat to its health by ordering another plate."

"Beans," called out the belle of the beanery, "and say, old top, let me add this," she continued:—"They want to keep the homes together—they say too many homes are breaking up. Well, beans can make home 'Home Sweet Home' or the last resort—if you don't get enough beans that is the last resort—but bear this in mind, if the home had more bean eaters and less steak manipulators the home would be more prepared to stand reverses. It's the steak manipulator who lives on the installment plan, gets married on the installment plan, and eventually dies on the installment plan, who really breeds all the trouble in the house. They live beyond their means—hence the value of beans."

Just then the chef yelled out:—

"Take 'm away."

And the belle of the beanery answered the call, tenderly picking up the dish and taking it to the meek little man, who dived into them feverishly.

"Oh, dear, I think I'll have a plate of beans myself," said she as she lost herself in the kitchen.—New York Evening Telegram.

Catalogues Received.

Charles D. Ball, Holmesburg, Philadelphia, Pa., palms and decorative plants; Alt. F. Clark, Netcong, N. J., dahlias; The McCallum Co., Pittsburgh, Pa., florists supplies.

NEW ORLEANS, LA.—The 1919 spring season is not up to that of last year, reports Chris. Reuter, largely due to adverse weather conditions in this section, rains from November until the middle of March, preventing the sowing of the usual acreage of beans, peas and other truck crops. Many of the gardeners believe the season is now too far advanced to plant early vegetables, and are giving more attention to corn and field crops. There is an unprecedented demand for field seeds and grasses. Mail orders are not as numerous as in 1918, but the money average is better. Local counter trade shows a decrease, due to unfavorable weather.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds..............per 1000, $2.00
5000 or more seeds.............. " 1.75
10,000 or more seeds.............. " 1.60
25,000 or more seeds............. per 1000, $1.40
50,000 or more seeds.............. " 1.30

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Gladioli Bulbs

Ready for immediate shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

SPRING STOCK

NOW READY

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	Alyssum, Double	$ 3.25	$30.00
2 in.	Aster Plants, Sep. Colors	3.00	25.00
3 in.	Cannas, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	Centaureas, Dusty Millers	4.00	35.00
2¼ in.	Chrysanthemums, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	Coleus, Red and Yellow	3.25	30.00
2¼ in.	Cupheas, Cigar Plants	3.00	25.00
3¼ in.	Cyclamens, 8 varieties	8.00	75.00
3½, 5. 6 in.	Dracaena Indivisa, ... $15, $35,	50.00	
2¼ in.	Fuchias, 12 varieties	3.50	30.00
4 in.	Fuchias, 12 varieties	15.00	135.00
3½ & 4 in.	Geraniums, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	Ivy Geraniums, 8 varieties	12.50	100.00
2¼ in.	Heliotropes, White, Light & Dark Blue	3.50	30.00
3½ in.	Heliotropes, 3 varieties	15.00	140.00
2¼ in.	Pansies, Asst.	3.25	30.00
2¼ in.	Salvias, Bonfire & Splendens	6.00	60.00
2½ in.	Stocks, Princess Alice, or Beauty of Nice	3.50	30.00
2½ in.	Verbenas, Fine Plants	3.25	30.00
2¼ in.	Vincas, Variegata	4.00	38.00
3½ in.	Vincas, Variegata	12.50	120.00
2¼ in.	Marguerites, White, Yellow, Mrs. Sanders	4.00	35.00
3½ in.	Marguerites, White, Yellow, Mrs. Sanders	10.00	90.00
2¼ in.	Tomato Plants, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood, **French Varieties and Otaksa.**

Radiant, Chautaud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100; $35.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer del very only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

HARDY PERENNIALS

For Prompt Acceptance and Subject to Prior Sale.

We offer the following two-year-old Hardy Perennials, all good heavy field grown clumps:

Not Less than 25 of a kind at 100 rate.

	Per 100		Per 100
Aquilegia, in varieties	$6.00	**Delphinium,** Elatum and Formosum	$6.00
Campanula, in varieties	6.00	**Gaillardia,** Grandiflora	6.00
Coreopsis	6.00	**Hardy Pinks**	5.00
Digitalis (Foxglove)	6.00	**Perennial Phlox**	6.00

BULBS—Strong Divisions

Dahlias, Mixed..... per 100, $4.00 **Dahlias,** Jack Rose.....per 100, $5.00

ALL VICK QUALITY STOCK.

JAMES VICK'S SONS

ROCHESTER, N. Y. **The Flower City**

Seasonable Stock

2½ in. except noted.

	Per 100
Ageratum, Blue Star	$3.50
Abutilon, Daydawn	5.00
Calla, Ethiopica, 3-in.	20.00
Canna, Standard sorts, Red and Yellow, 3-in.	6.00
Canna, King Humbert, 3-in.	7.00
Daisy, Mrs. Sanders	4.00
Daisy, Queen Alexandria	4.00
Fuchsia, assorted varieties	4.00
Grevillea Robusta	5.00
Heliotrope, Purple, in five varieties	3.50
Weeping Lantana	4.00
Petunia, Giant Ruffled and Rosy Morn	3.50
Salvia Splendens, Zurich and Bedman	3.50
Snapdragon, Keystone, Silver Pink, Garnet, etc.	4.00

The Storrs & Harrison Co., Painesville, Ohio

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

MISCELLANEOUS STOCK

	Per 100
Vinca Variegata, 4 in.	$12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in.	3.00
Calendula, Orange King, 3 in.	5.00

ROSENDALE GREENHOUSES, Delanson, N. Y.

Successors to Ernst Harris.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

MATTOON, ILL.—A. D. King suffered a loss of $300 to lettuce ready for market, April 3, through too strong fumigation in combating fungus.

Prices of Indoor Fruits and Vegetables.

Chicago, April 15.—Cucumbers, 2-dozen boxes, $3.00 to $4.00; celery, Florida, crate, $6.00 to $6.50; leaf lettuce, per box 32½ to 35 cents; radishes, per dozen bunches, 50 to 60 cents; tomatoes, 6 baskets, $4.50 to $7.00.

New York, April 14.—Celery (Florida), per case $2.50 to $6.50; cucumbers, $1.00 to $1.50 per dozen; mushrooms, $1.00 to $2.65 per three-pound basket; tomatoes, per pound, 15 to 35 cents; lettuce, per strap, $2.00 to $3.00; radishes, per 100 bunches, $2.00 to $4.00.

Ammonia as Top Dressing.

Comparatively few gardeners and farmers have thoroughly learned the value of top dressing growing crops with quick-acting nitrogenous fertilizers. The reason for this is found in the fact that they do not thoroughly understand the principles involved. In a very few words, the element of nitrogen practically controls plant-growth. Nitrogen is only available to plants in a certain form produced by certain air and soil conditions induced by favorable temperature. This latter factor controls in the spring—in cool weather, this nitrification proceeds very slowly, if at all. Therefore no matter how much organic nitrogen a soil contains, it may yet offer very little to a growing plant until settled warm weather has come. Therefore it is of the utmost importance to furnish early crops with such nitrogen as is immediately available; we may call it chemical nitrogen to distinguish it from organic nitrogen. The two most common forms of chemical nitrogen are nitrate of soda and sulphate ammonia. Of these two, the nitrate soda is the better for many purposes. However, we have come to like ammonia sulphate for many reasons. Some good points for ammonia are: It is more constant or steady, that is, not so easily lost by washing out of the soil; its effect on plants is less active, that is, less stimulating and more lasting, it cakes less, and therefore is easier handled, it is generally in much better mechanical condition, admitting a more even application; there is less danger of damaging foliage.

We have always made a practice of mixing either nitrate soda or ammonia with some other elements to improve their mechanical condition. To this end we use bone meal, with phosphate or raw lime. Ammonia and wood ashes should never be mixed as the ammonia is set free by the effect of the ashes. When the foliage is dry we simply broadcast our mixture right over the growing plants and a windy day is preferable as then the material is rolled off the foliage. The time to apply is as soon as plants appear above ground or as soon as transplanted plants start to grow. Great care must be used with nitrate soda to reduce it to a fine condition—permitting nothing above ¼-inch to go into the field. For market garden use we should apply at least 200 pounds per acre, using less on poor land and more on good soil.

We have recently come across a striking example of inefficient fertilizer. Within two miles of our farm is a city garbage reduction plant producing fertilizer tankage supposed to contain four per cent nitrogen. This material is sold direct at the plant at $15.00 per ton. Local gardeners have bought large amounts, owing to the present scarcity of manure. A sample which we used under glass on cabbage plants along side of check plots with ammonia and nitrate soda at present writing shows less than no results; in other words, we believe had the plants received no tankage they would be better off while the sulphate ammonia check plots have made a strong and sturdy growth—dark green and healthy—the kind the grower likes to see. This tankage may produce results in the course of time, but it is no doubt too slow for a market gardener.

MARKETMAN.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period of April 8-15 indicate the tone of the markets less confident with liberal shipments. On potatoes, the tone was reactionary, losing part of the recent advances. Wisconsin and Michigan shipping points after further slight advances, receded to the closing range of the previous week, $1.80-$1.90 f.o.b. sacked. No. 1 northern sacked whites weakened slightly at Chicago at $1.90 per 100 pounds. Colorado and Idaho No. 1 sacked whites were weak and inactive in producing sections closing at $1.50-$1.60 but strengthened in Texas markets to $2.40-$2.65. Northern producing sections followed a wide and somewhat weaker range of $1.25-$1.70. Maine Green Mountains were dull and weak and declined to $2.35-$2.42 sacked in New York and Boston. Cabbage markets were steady and strong. Old northern stock is scarce and ranged $10 higher at $100-$120 per ton bulk in the few markets quoted. Southern California Winningstadts again ranged $90-$100 per ton at shipping points with demand exceeding supply. Florida stock continued to advance in producing sections reaching $6-$6.25 per barrel crate. Texas flat stock reached $90-$140 per ton in middlewestern markets. Onion prices were generally firm with a range of $3.50-$5 per 100 pounds. New Jersey and Delaware sweet potatoes were firm at $3.50-$4 per hamper and Nancy Halls at $3-$3.25. Sacked Louisiana and Mississippi stock advanced nearly $1 reaching $4.25-$4.50 at New York. Tomato values were well maintained. The best Florida stock closed at $3.50-$4.10 per 6-basket crate f.o.b. shipping points with considerable inferior and damaged stock offered. Florida celery was nearly steady in producing sections at $5.25-$6 per crate. Consuming markets advanced 25 cents, California Golden Heart was steady at Kansas City at $9-$12 per crate.

SIMON LOUIS FRERES & CO.
BRUYERES-LE-CHATEL (Seine et Oise,) France.
(ESTABLISHED 1666)
Wholesale Growers and Exporters of Choice Stocks of
Vegetable, Flower and Forage Seeds
SPECIALTIES
Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.
IMPORTERS OF
Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

De Graaff Bros.
(Inc. with S. A. Van Konynenburg & Co.)
NOORDWYK, HOLLAND
Tulips, Daffodils, Iris, Crocus, Etc.

"Snip" Go the Scissors

"Jingle" Goes the Interest Money Into Your Pocket

I'm a bond-holder. Time was when I saved a few dollars, drew the money and spent it on some needless affair. It's quite different now—I own six Liberty Bonds. I collect the interest with the feeling of a youngster at a Christmas tree. I walk about among my fellow men with a well-founded pride. I'm a substantial citizen—I'm a bond-holder.

I'm going to subscribe to the Victory Liberty Loan—it's the best savings proposition I have ever heard of.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

THE French government has accepted an offer of the state of Minnesota to supply several million young pine trees for war devastated regions of that country.

TORONTO, ONT.—The rose society has asked the park board to set aside one of the city parks in order to educate the public as to varieties to be grown in back-yard gardens.

PLANT EMBARGO.—A nurseryman well posted says that the drastic action taken by the federal horticultural board at the instance of the entomologists has been since backed up by a large number of letters written by nurserymen at the request of one firm in the nursery trade. Opponents of the bill, on the other hand, have not taken concerted action in writing the board. This has been a mistake.

Private Forestry.

The emphasis placed on private forests in recent years has tended to throw into the background the problems of private forests, according to Henry S. Graves of the forest service in a recent address before the New England Forestry Conference. "The very magnitude of the national forest enterprise has created in the minds of many people," he said, "the impression that the problem of forestry in the United States is already on the way to definite solution. In point of fact only certain initial steps have been taken; the most difficult problem, that of protection and right handling of forests privately owned, is still before us, and the importance of this is evident when one considers that 97 per cent of the timber and other wood products of the country is obtained from them, with less than two per cent of the saw mills operating on public forests.

"The experience of the war called sharp attention to the condition of our remaining timber supplies. The bulk of the material for general construction was obtained from a few large centers of original forest, often involving long rail hauls and high cost. Extreme difficulties were encountered in obtaining promptly an adequate supply of specialized products, like some of the high-grade hardwoods. If the emergency had come 15 years from now we would have had very great embarrassment in obtaining even the lumber needed for general construction, except at great sacrifice in time, cost, and crowding of the railroads. Most of the lumber would have come from the Pacific coast. We may not expect a repetition of such a grave emergency as we have just passed through, but we would be unwise indeed if we failed to recognize that the sources of timber supply upon which we have relied are being greatly depleted, with far-reaching economic and industrial consequences.

"About 30 years ago New England was not only self-supporting in her timber resources, but exported large quantities to other parts of the country and abroad. Within the last 15 years New England has become an importing region and looks more and more for timber supplies to the south, to the Lake states, and even to the Pacific coast. It is estimated that fully 30 per cent of all the lumber used in New England now comes from outside the region. This is in addition to the importations of large quantities of pulp wood. New England is one of the important centers for wood-using industries. Heretofore many of these industries have drawn upon local supplies. It is estimated that the annual growth in New England of forest materials that will be suitable for lumber or other higher uses is less than half of what is being cut. These are facts of vital interest to a region that has about $300,000,000 invested in the wood and forest industries and employs in this connection over 90,000 wage earners.

"In seeking a solution for the forestry problem on private lands, it should be recognized that its very character is such as to require public participation, assistance, and direction. There are certain things that the public should do, and in a liberal spirit, to make forestry by private timberland owners possible and effective. At the same time the public should insist by adequate legislation that the destructive processes be stopped, and that methods be adopted which will leave the forests in a productive condition. To secure these ends there is necessary a broad programme that is practicable and equitable, based on consideration of existing economic conditions. Its formation calls for the most careful constructive thought, with no point of view neglected.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc', Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS

Extra Selected Stock

PYRAMIDS	Each
30 inches high	$2.25
36 inches high	2.75
42 inches high	4.00
48 inches high	5.00

BUSH SHAPED	Per 100
12 inches high	$35.00
15 inches high	45.00
18 inches high	60.00
24 inches high	each, 1.00
30 inches high	each, 2.50
36 inches high	each, 6.00

GLOBE SHAPED	Each
15 x 15 inches high	$3.50
18 x 18 inches high	5.00

Packing at cost. Tubs 50 to 75 cents extra.

CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulk Gladioli. For sizes, varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum. 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½-in., $6.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS

Matchless. Out of soil, $4.00 per 100; $35.00 per 1,000.

CHICAGO CARNATION CO.,
Joliet, Illinois

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Out of 2½-inch pots.

	Per 100
White Chadwick	$ C.
Golden Chadwick	$ 6.
Wm. Turner	$ 6.
Charles Razer	$ 6.
Dr. Enguehard	$ 6.
Helen Frick	$ 6.
Helen Buckingham	$ 6.
Diana	$ 6.

WEILAND-RISCH CO.
154 N. Wabash Ave., Chicago, Ill.
L. D. Phone, Central 879.

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

DAHLIAS. Best commercial varieties. Sylvia, Lyndhurst, Minnie, McCullough, Gen. Buller, Jack Rose, Wildfire Century, Rose Pink Century. Strong field-grown roots, $5 per 100. Minnie Burgie, $15 per 100. John Wanamaker, Queen of Hearts, Richmond, Mrs. Wendell Reber, Mrs. Jos. Lucas, Geisha Century, $10 per 100. This is strong stock; extra value. SPRING LAKE DAHLIA FARM, Spring Lake, N. J.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY.
The best cut flower and garden varieties. Get our prices for best quality stock.
LYNDHURST FARM, HAMMONTON, N. J.

Dahlias. A fine lot of dahlia plants in the best cut flower sorts ready by April 1. Send for catalogue for list and prices. R. Vincent Jr. & Sons Co., White Marsh, Md.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracaena Rotheana, 7-inch, each, $1.50. The George Wittbold Co., 745 Buckingham Place, Chicago.

ECHEVERIAS.

Echeverias. Strong plants, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

EVERGREENS.

Millions of Arbor Vitae and tree seedlings. Write us, AMERICAN FORESTRY CO., Pembine, Wis.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

HARDY PERENNIALS.

Hardy Perennials. Two-year old and all good heavy field-grown clumps. For varieties and prices see display advertisement elsewhere in this issue. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

Hydrangeas, rooted cuttings. Ready after Easter. Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100, $35.00 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

LILY OF THE VALLEY.

Lily of the Valley pips. Just received, $30.00 per case of 1,000; $15.00 per case of 500. J. M. Thorburn & Co., 53 Barclay St., New York.

Valley Pips for quick forcing, $25.00 per 1,000. Vaughan's Seed Store, Chicago and New York.

LOBELIAS.

Lobelias. Kathleen Mallard from 2-inch rose pots, ready for 3-inch, $3.00 per 100; $25.00 per 1,000. Cash. SWABY GREENHOUSES, St. Charles, Ill.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $24.00 per case. Ove Gnatt Co., La Porte, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed, $1.50 per 100, $14.00 per 1,000. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

Pansies. Cool greenhouse grown seedlings, $4 per 1,000. Elmer Rawlings, Allegany, N. Y.

PERENNIALS.

PERENNIALS.

Plant Perennials now for summer flowers. "Winterson's famous big four;" 5,000 Larkspur Belladonna Hybrids, 2-year heavy field-grown plants, per 100, $12.00; per 1,000, $100.00. 5,000 Larkspur, Dreer's Gold Medal Hybrids, 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 20,000 Phlox Giant White Improved Lingard. The best florists' phlox in existence; free from rust. 2 to 3 year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 10,000 Shasta Daisy, King Edward Seventh. The best hardy and largest flowering of them all. 2-year heavy field grown plants, per 100, $8.00; per 1,000, $75.00. 5,000 Columbine (Aquilegia), prize strain of long spurred English hybrids. Excellent for cut flowers. 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00.

Ask us about 3½-in pot grown perennials for your spring counter sales.

E. F. WINTERSON CO.

Dealers in Perennial Plants, Cut Flowers and Florists' Supplies.

166 N. Wabash Ave. Chicago, Ill.

POINSETTIAS.

Poinsettias. Best field grown stock plants, $15.00, $20.00 and $25.00 per 100. Cash. A. ECKE, 1226 Hag Ave., Los Angeles, Calif.

ROSES.

2-YEAR OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00
Richmond	10.00	90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 8.00	$ 75.00
White Killarney	8.00	75.00
Sunburst	9.00	85.00
Ophelia	9.00	85.00
Russell	15.00	125.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

Pot plants, strong, healthy plants with good roots.

	100	1000
2½-in. Columbia	$18.00	$160.00
3½-in. Columbia	22.00	200.00
2-in. Sunburst	13.00	120.00
3¼-in. Sunburst	17.00	160.00
2½-in. Hoosier Beauty	13.00	120.00

Bench plants, healthy stock. Killarney Brilliant, Milady and Sunburst. Full of vigor, $11 per 100, $100 per 1,000.

ALBERT F. AMLING COMPANY,
Maywood. Illinois.

YOUNG ROSES IN 2½-INCH PLANTS.

	100	1000
6,000 Ophelia	$ 9.00	$80.00
3,000 W. Killarney	9.00	80.00
2,000 Hoosier Beauty	9.00	80.00
2,000 Russell	16.00	.....

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave., CHICAGO.

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.

E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

ROSES.

A limited quantity Shawyers, 3½-in. pots, $18.00 per 100, $150.00 per 1,000; 2½-in. pots, $15.00 per 100, $120.00 per 1,000. These will be shipped from our rose grower in New Castle, Ind. Address your orders to KENNICOTT BROS. CO., 174 N. Wabash Ave., Chicago, Ill.

CRIMSON RAMBLER ROSES.

Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.

PETER PEARSON,
5734 Gunnison St., Chicago.

Two new roses of which we have a surplus stock: Roselind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

Bench grown roses. Ready for delivery by April 20. American Beauty, $16; Ophelia and Sunburst, $12; Richmond, $10 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Rose Columbia. Own root. May delivery. Write for prices. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown 1918 crop. Per lb.

Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50

Cauliflower seeds, Danish grown. Per oz.

Extra Early Dwarf Erfurt, selected stock	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY,
Racine, Wis.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

SEEDS.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette K. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SPHAGNUM MOSS.

Sphagnum Moss. 5-bbl. bales, $1.50 per bale. 5 cents per bale less cash with order. Orders filled promptly; 20 years at same stand. M. L. CRANMER, Mayetta, N. J.

Sphagnum Moss. Ten 10 bbl. bales, $29.00. Leaf mould, $1.00 per bag. Cash. JOS. N. PAUL, Box 156, Manahawkin, N. J.

TULIPS.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VIOLETS.

Violet plants and rooted runners. Long stem Princess of Wales, $15.00 per 1,000. Cash. April and later delivery. MRS. T. L. BRAMLITT, Houston, Miss.

MISCELLANEOUS.

Greenhouse glass, heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Specimen stock for landscape work. Hardy rhododendrons, azaleas, boxwoods, hollies and a complete line of coniferous evergreens. Cottage Gardens Nurseries, Inc., Eureka, Calif.

Bulls guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

MISCELLANEOUS.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Peerless black elastic glazing cement. Resists wind and weather. Write for prices. Hammond Paint and Slug Shot Works, Beacon, N. Y.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

Everything for the florist. Artificial boxwood and ornamental plants, supplies and sundries. Gilbert P. Josephson, 54 West 28th St., New York.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Greenhouses of every description. Write for plans and estimate. American Greenhouse Mfg. Co., Masonic Temple, Chicago.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.
MICHIGAN CUT FLOWER EXCHANGE.
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Augermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Levy, Joseph J., New York.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Nebraska Red Pots

ARE RECOGNIZED EVERYWHERE FOR QUALITY.

Your orders always receive prompt and careful attention.
Made of high grade material by skilled workmen in a modern plant. Write for prices on your requirements.

Kahler Pottery Co., Omaha, Neb.
Factory at Louisville, Neb. Office: 928 Omaha National Bank Building.

Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

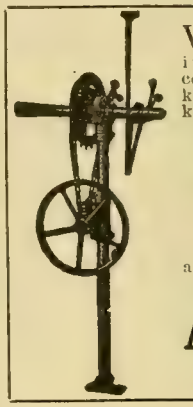
Mention the American Florist when writing

The Regan Printing House
LARGE RUNS OF
CATALOGUES
—OUR SPECIALTY—
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.



WHEN you buy, get the best. Every Florist intends to do that of course, but some may not know where to buy. We know
ADVANCE Ventilating Equipment and Greenhouse Fittings
are superior to all.
Write for catalogue.
Advance Co.
RICHMOND, IND.

FOLEY GREENHOUSES
SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE
WRITE FOR ESTIMATE
THE FOLEY GREENHOUSE MFG. CO.
3100 So. Spaulding Ave.,
CHICAGO

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE **DWELLE-KAISER** CO.
251 Elm St., - BUFFALO, N. Y.

Glass Cloth
A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced.
TURNER BROS., Bladen, Neb.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

The Boiler of **Unequalled Fuel Economy**

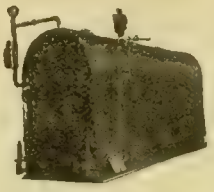
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO., WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH, DEFIANCE, OHIO.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

Mention the American Florist when writing

REED & KELLER,
122 W. 25th St., NEW YORK

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers

Index to Advertisers.

Advance Co 686
Alfred Lozier Rosery .672
Allen J K 667
Alpha Floral Co 671
Amer Bulb Co I
Am Mutual Cyclone & Hail Ins Co 688
Amling E C Co 663
Anderson S A 672
Angermueller G H Co 664
Aphine Mfg Co 687
Astoria Florist 670
Avenue Floral Co ...672
Baer Julius 671
Barnard W W .Co...678
Bassett & Washburn .656
Baumer Aug R 673
Baur Window Glass Co IV
Bayersdorfer H & Co. 665
Begerow's 670
Berger Bros 664
Berning H G 664
Bodger J & Sons Co. 676
Boland J B 673
Bolgiano J & Son 678
Bramley & Son 673
Braslan Seed Growers Co 674
Breitmeyer's J Sons. 670
Briggs Floral Co 672
Broadway Florist ...671
Brown A J Seed Co. .674
Brown Bag Filling Machine Co 678
Bryan Alonzo J 678
Buchbinder Bros 688
Buckbee H W 672
Budlong Co J A 664
Bulis J C Mfg Co 683
Burns H H 669
Burpee W A Co 678
California Florists...671
Central Floral Co...673
Chicago Feed & Fertilizer Co 688
Chicago Flower Growers Assn 663
Clark E B Seed Co. .678
Clarke's Sons D 672
Clay & Son 687
Coan J J 667
Conard & Jones Co. .682
Cooke Geo H 673
Cowee W J 687
Coy H C Seed Co 677
Craig Robt Co 679
Danker Fred A 672
Dards Chas. 668
De Graaff Bros 680
Dietsch A & Co IV
Dominion Floral Co. 670
Dorner F & Sons Co 679
Drakos Co 669
Dreer H A .....III 688
Duluth Floral Co 672
Dunlop John H 670
Dwelle-Kaiser Co. .686
Eble Charles. 669
Edwards Fold Box ..III
Elm City Nursery Co 682
Erne & Co 662
Excell Laboratories. II
Eyres H G 669
Fallon Florist 669
Florist Specialty Co 657
Foerster Co Joseph..659
Foley Greenhouse Mfg Co 686
Ford M C 667
Ford William P 667
Fox J M & Son Inc..671
Frauenfelder C 672
Freeman Mrs J B 671
Frey C H 672
Frey & Frey 672
Friedman 673
Froment H E 667
Futterman Bros 666
Galvin Thos F 671
Gasser J M Co 670
Giblin & Co 687
Gnatt The Ove Co...654
Godineau R & M 677
Goldstein I 667
Gorham Printery Inc. III
Grakelow Chas H ...670
Grand Rpids Flo Co. 672
Grossberg-Tyler-Finnermann Co....662
Grimm & Gorly 673
Gude Bros 669
Habermehls Sons J L 669
Hammond's Paint & Slug Shot Works..III
Hardesty & Co 671
Hart George B 667
Hart Henry 670
Haven Seed Co The. 678
Heacock Jos Co 679
Heinl John G & Son. 672
Henderson A & Co ... I
Henderson Lewis ...670
Henry Co The John .663
Henshaw Floral Co .667
Hentz & Nash 666
Herr Albert M 679
Hess & Swoboda 670
Hession 671
Hews & Co A H III
Hill D Nurs Co 682
Hollywood G'rdens 670
Holm & Olson 670
Holton & Hunkel Co. 665
Hort Advertiser 688
Hort Trade Journal..687
House of Flowers...669
Hurff Edgar F 679
Hurst & Son 678
Ickes-Braun Mill Co. IV
Idlewild Greenhs 673
Jahn Hugo 670
Jones Percy 657
Josephson Gilbert P 666
Joy Floral Co 669
Kahler Pottery Co..686
Kasting W F Co I
Keller Pottery Co Geo III
Keller Sons J B 671
Kelway & Son 677
Kennicott Bros Co. .661
Kervan Co The 667
Kessler Wm 667
Kottmiller A 669
Kroeschell Bros Co. 687
Kruchten John 663
Kuehn C A 665
Kuhl Geo A 679
Lager & Hurrell 679
Landreth Seed Co...678
Lang Flo & Nur Co.672
Lange A 669
Leonard Seed Co....675
Levine & Co 651
Liggit C U 679
Littlefield Florist ...672
Lockland Lum Co...687
London Flow'r Shp .673
Long Island Flo Co.670
Louis Simon Freres & Co 680
Louise Flower Shop.671
McCallum Co 665
McGill R C & Co....676
McHutchison & Co. .678
Mackie William 667
Malandre Bros 672
Mangel 673
Matthews the Flo'st.671
Matthewson J E 669
May & Co L L 673
Meconi Paul 667
Metairie Ridge Nursery 672
Michell Henry F Co 677
Michigan Bulb Farm 678
Michigan Cut Flower Exchange 663
Milady's Flwr Shop 673
Millang Joseph A ...666
Miller Floral Co.....672
Miller & Musser.....663
Moninger J C Co .. .IV
Murray Samuel 673
Nat Florists' Board of Trade IV
Nebel Mfg Co. 652
Neidinger Jos G Co...664
Newell A 672
N Y Cut Flower Ex..667
N Y Floral Co..... 673
Nicotine Mfg Co.....688
Niessen Leo Co. ..664
North Shore Flo Co.672
Orchid Florists 669
Pajan Louis C 671
Palmer W J & Son...671
Pappas D J 671
Park Floral Co 671
Peacock Dahlia Fr..682
Peacock E R Co.....675
Pearson E W 672
Pedrick G R & Son..678
Penn The Florist....673
Peters & Reed Poty..III
Philadelphia Wholesale Floral Ex.....665
Philips Bros 672
Pierce F O Co IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co 674
Pikes Peak Flo Co...672
Pillsbury I L III
Pittsburg Cut Flo Co 664
Podesta & Baldocchi.673
Poehlmann Bros Co.655
Pollworth C C Co ...665
Polykranas Geo J 667
Potter Floral Co....669
Pressing Seed Co W C 674
Pulverized Manure Co The 686
Pyfer A T & Co 662
Raedlein Basket Co..662
Randall A L Co 663
Randall's Flow Shop.673
Randolph & Mc-Clements 672
Rawlings Elmer 682
Ready Reference 683
Reed & Keller 687
Regan Ptg House....686
Reid Edw 664
Reinberg Geo 663
Reinberg Peter 657
Rice Bros 665
Rice Jerome B Seed Co 675
Riedel & Meyer 667
Robinson J C Seed Co.677
Rock Wm L Flwr Co..672
Rodgers J W 669
Rohnert Waldo 679
Ronsley Florist. ... 669
Rosendale Grhs 679
Rosery Floral Co ...673
Routzahn Seed Co ..677
Rusch G & Co 665
Saake O C 669
Salzer Seed Co 673
Sceery Edward 671
Schiller the Florist..671
Schillo A Lum Co ...IV
Schlatter W & Son 671 688
Schmidt Chas L 673
Shaffer Geo C 673
Sharp Partridge & Co. 688
Sheppard H W 673
Sheridan Walter F..667
Siebrecht George C.667
Simon & Son I N 677
Situation & Wants...651
Skidelsky S S & Co.. I
Smith A W & Co 670
Smith & Co E D 679
Smith & Fetters Co..672
Smith Henry 672
Storrs & Harrison...679
Stumpp G. E. M 670
Thorburn J M & Co .676
Tonner O A & L A ..656
Totty Chas H 679
Traendly & Schenck .667
Traveling Wholesale Florist 666
Trepel Jos 671
Turner Bros. 686
United Cut Flo Co..667
Vaughan A L & Co..659
Vaughan's Seed Store .....I 677 682
Vick's Sons Jas 679
Vincent R Jr & Sons Co I
Walker F Co 669
Weber F H 672
Weidemann H G 671
Weiland & Risch ..663
Weir James 669
Westerbeek & Klyn.678
Western Seed & Irrigation Co 675
Wietor Bros 658
Williams Mrs E A...673
Winterson Co E F..659
Wittbold G Co..... 669
Wolfskill Bros & Morris Goldenson.669
Wonder Plant Irrigator Co 663
Woodruff S D & Sons.677
Yokohama Nurs Co.678
Young A L & Co 666
Young John & Co...667
Zech & Mann... 660 663

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2203 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.

11 S. La Salle St., Room 731, CHICAGO, ILL.

NIKOTEEN

For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.

NICOTINE MFG. CO.

ST. LOUIS.

INDIANA GREENHOUSE OWNERS

May now safely insure their greenhouses and their contents against damage by

CYCLONE and HAIL

IN THE REORGANIZED

American Mutual

Cyclone and Hail Insurance Co.

OF MUNCIE, IND.

DILLON MYERS, President

A mutual insurance company controlled entirely by greenhouse owners.

Full particulars may be had by addressing

American Mutual Cyclone and Hail Ins. Co.

MUNCIE, IND.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY

Magic Brand Fertilizers

Pure Steamed Bone Meal

Magic Special Rose and Carnation Fertilizer

Precipitate Bone Phosphate

Magic Blood and Bone

Pure Pulverized Sheep Manure

Natures Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.

Manufacturers and Distributors

UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, APRIL 26, 1919. No. 1612

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, September 23-25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, June, 1919.

Mothers' Day Preparations.

The Date This Year Is May 11.

Just Two Weeks Away.

While "Say it with Flowers" suggests the best way to express almost every emotion of the mind or heart, and suitable for all occasions from one year's end to the other, there is no one time to which it is so appropriate and fitting as Mothers' day, which the founder, Miss Anna Jarvis, of Philadelphia, Pa., designated as a floral holiday, when everyone is to wear a flower in honor of the best mother in the world, their mother. This tribute to the mothers of the nation, on account of its close personal relationship to every one, through the persistent work of Miss Jarvis, who enlisted the press, all in authority in city and state, religious bodies, fraternal and other organizations, resulted in having proclamations issued for its annual observance by governors, mayors of cities, and finally by the congress of the United States. Those who were most benefited in a financial way, were the last to take it up; first half heartedly, or driven to it by the demand which was forced upon them by an insistent public. It was a golden opportunity which should have had their instant and hearty support. To the honor of the trade, there were a number of bright men, particularly in the smaller cities and towns, who encouraged the movement from the first, and who have gone on, year after year, with increasing energy, doing everything in their power both individually and by interesting others in the trade, collectively, to increase the sale of flowers in the observance of the day. In every large community where the trade have organized and financed an advertising campaign to increase the sale of plants and flowers for Mothers' day, results have been more than satisfactory. Phenomenal sales are frequently reported, with a far greater demand than could be supplied, some enthusiastic florists declaring sales to have been larger than at Easter.

If such results are possible in some communities, why not everywhere? All that is necessary is to wake the people up. The idea of Mothers' day, is as yet unknown to one-fourth the people of this country. The florists of every community should get together and finance an intelligent advertising campaign, giving facts about the movement, stating what a beautiful custom it had grown to be on Mothers' day, the second Sunday in May, to honor the best mother in the world, their mother, by presenting her a growing plant or cut flowers, or if she had passed away, to place them on her grave. Well written articles, giving a history of the movement, its gradual adoption by churches, Sunday schools, societies, cities, states and the United States, and some of the many eulogies which have been delivered in Mothers' day celebrations by distinguished men, would be gladly accepted by local papers as good news matter, and find space in their reading columns without charge. It is taking advantage of such a golden opportunity as is offered in the building up of Mothers' day into the best floral holiday of the year, that should enlist the services of every worker in the business.

Miss Jarvis' idea is that every person, man, woman or child, shall wear a flower on Mothers' day in honor of their mother. Although the day was founded over 10 years ago, not one person in 10 observes the custom of wearing a flower, to say nothing of giving or using them as a memorial. There is no more beautiful custom than is expressed in this idea of devoting one day each year, and that the Sabbath, to the adoration of mother, and no better way to celebrate it, or to show one's love and appreciation, than to take or send to her, nature's gifts in plants or cut flowers. If mother is but a cherished memory, a visit should be made to her last resting place and flowers laid upon the grave.

The possibilities of this observance, which so intimately affects everyone, which is so universal in its application, and carries a sentiment that can not fail to appeal to all old enough to understand it, is surely overlooked by most of the trade. The business possibilities here presented are wonderful. Were the custom to become universal, and nothing stands in the way but the apathy of the trade, the demand for plants and flowers would be enormous. Every home would have its floral gifts and every cemetery lot its decoration. Even the custom of wearing flowers on this day, if suddenly to become universal, would alone exhaust the supply long before the demand was satisfied.

If it were possible for a corporation to control the plant and cut flower output of the country, such an opportunity as is here presented, it would call for a propaganda and advertising campaign that each year would run into hundreds of thousands of dollars. The comparatively small efforts to advertise and exploit the day, that have been made by florists collectively in a number of cities and smaller communities, and which has produced surprising results, should be encouraged and enlarged by all branches of the trade everywhere. It is no longer a question, will it pay, but how best to manage so as to get the most out of, and further increase the observance of the day. There are retailers who take the narrow view that they will not strive to build up a demand for flowers for Mothers' day, which is taken advantage of by the grower and wholesaler to so boost prices that the storekeeper has to sell almost at cost, or be accused of profiteering by his customers.

Do Not Feature White Carnations.

All danger of high prices is avoided by keeping white carnations in the background. Mothers' day is to be a day of all plants and flowers, not any one kind, but your mother's favorite flower, which opens up the entire list, for there is not a plant or blossom that is not somebody's favorite. The sweet pea, the orchid, the red, white, or pink rose, etc., are each preferred by some, who would not, of choice, take the carnation. Certain foliage and flowering plants are also preferred to others, and will make much more lasting gifts than cut flowers. So the argument of building up a trade for some one else to reap the benefit, is a fallacy.

For some reason, nearly everyone views with distrust any new idea, and profess at once to see or place obstacles in its path, by belittling its object or declaring it to be impossible. Enthusiasm is the mainspring of any movement. Miss Jarvis conceived the idea of Mothers' day, and at once became enthusiastic, working every avenue that looked likely to help. She did not have the incentive that actuates the florist. Her love for her mother that had just passed away, and her thought that all mothers should be honored, made her anxious that as many as possible should hear of Mothers' day and make the custom universal. If one woman, without any hope of reward, can meet with such success, what is to be expected if the thousands of florists all over this country, should they get together in their various communities, and push this propaganda until the beautiful custom of associating flowers with the day, becomes universal.

Mothers' Day Maxims.

The business of the day will come to the man who plans for and invites it.

Mothers' day presents a golden opportunity to every florist who believes in it, is enthusiastic, and able to impart this inspiration to his customers.

Mothers' day will be a flat failure to the retailer who makes light of it, and who sees nothing in it but a boost for the white carnation.

Mothers' day advertising will more than pay for itself in the new business created, which in turn is cumulative, gaining constantly.

Wherever there has been an unusual demand for plants and flowers on Mothers' day, it is directly traceable to community efforts of the trade in newspaper articles and advertising.

Mothers' day will not come into its own until the wearing of a flower will be the universal custom, and the grave of every mother who has passed away has its decoration.

It is a great mistake to feature white carnations—they should be kept in the background. The question is, what is or was your mother's favorite plant or flower? Not one in 10 will answer, carnations, and the way is then open to any or all of the items in stock.

In this busy world, people need at times to have their attention called to anniversaries, of which Mothers' day is one of the most important. See that your community is made wide-awake to the fact that this special day is always the second Sunday in May, which this year comes on the 11th.

What has been done in Cleveland, O., Milwaukee, Wis., Detroit, Mich., and many other cities, through the get-together spirit of the trade in publicity work for the sale of plants and flowers for Mothers' day and other occasions, which has been crowned with great success, is possible wherever florists will give it the necessary thought, effort and financial support.

Quality.

Now that the stress is over let us return to a consideration of quality. Pure quantity production is bound to be more or less wasteful, more or less unworthy of our skill and possibilities. Our industrial ideal should be quantity production governed by quality and pride in our work and in keeping with a wholesome demand.

Individually our attitude now should be not, primarily, how much can I produce or how many things can I produce? But, how well can I do the things I have undertaken to do? How much more of quality can I put into my output to-day than I did yesterday

The man who does whatever he undertakes to do well has a higher and better reputation than the man whose chief aim is to see how much he can do in a given time without proper regard for the quality of his work or his product.—Valve World.

YOUNGSTOWN, O.—The Walker Floral Co. has been incorporated with a capital stock of $25,000 by John Walker, John and Owen Williams, James R. Hall and A. J. Wardle.

MOTHERS' DAY ADVERTISING OF MINNEAPOLIS FLORISTS. DATE OMITTED.

Will be Observed, Sunday, May 11, This Year.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The next important event, Mothers' day, which this year follows so closely after Easter, should receive earnest attention at this time. Whether Mothers' day is to be more than just an ordinary busy day, depends almost entirely on the amount of publicity given to the event by each florist individually, or a campaign, with the entire trade of the community working together to feature the day through newspaper articles, ad columns, placards and billboards. It is so essentially a floral holiday, that it would seem as if the trade everywhere would be a unit in doing everything possible, both individually and collectively, to further the observance in every possible way, yet not one-third of the retail florists appear to take the slightest interest or show any enthusiasm whatever. Those who do believe in it, and see the business opportunity, find abundant reward and greatly increased business from all publicity efforts. Sunday, May 11, is but a few days away, and the event should be increasingly featured from now on.

It is none too early to be on the lookout for the June weddings. The details of these events are nearly always arranged for at least a month ahead. Many an order goes to the man who is wide awake enough to hunt it up. There are a number of ways of getting forehand knowledge of these events, through sextons of churches, fashionable stationers, a close scanning of society columns, etc. Many a florist has been surprised to learn that his competitor had secured such an event, when he thought all of this customer's trade belonged to himself.

An attractive window or store piece is made with a full flowered rambler rose placed in a roomy, high handled basket, in which also is to be arranged a vase or two of snapdragons and other flowers, the water holders being hidden by the flowers and foliage. A bow of ribbon on the handle makes a showy finish.

A few ladies' summer straw hats, artistically decorated with fresh flowers and ribbons, make a window display that is sure to attract attention. The hats can be borrowed; if the milliner's card is used, so much the better.

Roses are now abundant, and a special of the most plentiful varieties will be found timely and profitable. Arrange in boxes for $2, or in vases, vase and roses to be sold together. It gives an excuse also for a post card and reminder that the store is alive and anxious for business.

The commencement season opens in May and lasts well into June. There is considerable work in connection with these events, as at many of the class day exercises of girls' seminaries or high schools, each member carries a bouquet of the flower the class adopts as its own. Being early on the ground is an advantage here, as frequently the florist may be asked for his opinion, and will certainly not advise something hard to get.

Every florist should wear a flower when on the street. It is a custom that could be made general if the whole trade would take hold and make up their minds to bring it about.

All the spare time should now be given to replenishing the stock of magnolia wreaths and other designs that will soon be in demand for Memorial day, the celebration of which, this year, should be greater than ever before. Such arrangements are good to have in stock in variety and quantity at all times, as if cared for, and kept from getting dusty, they are available for instant decorating and a great help in many last minute orders for funerals.

Now that the weather has settled, summer window boxes are in order, their filling should be an important feature of the spring business. Plants are, of course, much more expensive this year than ever before, but the business can be obtained in most cases just the same. The well-filled boxes in front of the store, which should always be kept up to the greatest perfection, can be depended on to influence much of this work.

MOTHERS' DAY ADVERTISING OF TOLEDO FLORISTS. DATE OMITTED.
Will be Observed, Sunday, May 11, This Year.

Easter Plants in the New York Shops.

"Some day or other (but it will be after our time, thank goodness)" wrote Thackeray in "Vanity Fair," "Hyde Park Gardens will be no better known than the celebrated horticultural outskirts of Babylon." Supposing a similar prophecy was made of us. It would be a dismal contemplation—supposing we allowed ourselves to contemplate—to imagine New York inhabited only by bats and owls, and goats browsing over the waste that once was Bronx Park. But let us dismiss these sad forebodings, though some of our friends who have worried over the scarcity of good plants and the iniquity of Quarantine No. 37, may "hae their doots." Considering that the supply of lilies was small, so small, and the price so high, that a number of stores had none, and that in comparison with former years, the supply of azaleas was insignificant, the retailers all made a respectable display of plants. Pot roses in variety were plentiful, both in large and small sizes, and though there was a good variety of other stock, so far as quantity was concerned, roses were the leading features. Large and well flowered acacias were attractive offerings in a number of stores and served well for purposes of display, but the great middle class does not buy high priced acacias. In this connection, it is well to note that prices on nearly all plants were 40 to 50 per cent higher than last year, in some instances 100 per cent. A good display of blue, pink and white hydrangeas was noteworthy. The bougainvilleas, too, were worthy of honorable mention. Numbers of small plants in pans were offered at moderate prices and there were larger, more showy and expensive ones. Marguerite daisies were prominent in many stores, there being some large, and to those that are fond of daisies, beautiful plants. They came in practically all the sizes from 6-inch up to 14-inch, served admirably in contrast with the red and pink of roses and the blue of hydrangeas for display, and the smaller sizes sold at moderate prices. There was a sprinkling of both white and

yellow callas in pots. The former, on account of the scarcity of Easter lilies, had quite a boom, both in pots and cut stock. The cinerarias, which in late years have to a considerable extent been dropped, had something of a revival and good plants were noticed. There were good specimen rhododendrons, but like the azaleas, the supply was limited. The genistas were noteworthy features in many stores, and there were fine specimens. There was a considerable stock of the varieties of heather, seasonable at Easter, in small pots, and much of it was worked up in combination baskets and hampers. Small azaleas were used for a similar purpose. All the stores carried some stock suitable for people of moderate means. At a leading Fifth avenue store, a considerable display of candytuft, in pans, was noticed. Pans of the mountain pink, primulas, tulips, hyacinths and geraniums were noticeable in stores that cater to people of moderate means. As a rule, such stores carried stock that could be sold at from $1 to $15 per plant. In the Broadway, Fifth and Madison avenue stores, the general range of prices was from $5 to $50, though the quantity of stock sold at the latter price was limited, but many plants and combinations went at $25 to $35. The limited supply of Easter lilies was of good quality and sold for 75 cents and $1, bud and flower; possibly there were sales at $1.25. It has previously been stated that the supply of roses was large, but in some instances the quality was poor. The flowers on some large plants, particularly Dorothy Perkins, had a pale, washed out appearance and seemed to be going. Tausendschon made a much better showing. The combination of an open season and a late Easter was doubtless responsible for the condition of many of the roses. But all things considered, there were no particular grounds for complaint.

Easter in the Chicago Stores.

Practically all of the local florists report business was brisk with the total sales showing a large increase over last year, notwithstanding the great shortage in both cut flowers and plants. Prices were considerably higher than last year, and everyone cleaned up what stock they had to offer in all lines and could have sold much more had it been available. Lilies sold well regardless of the high prices asked—75 cents to $1.00 per flower in pot plants and $5 per dozen for cut stock. Tulips, spiraeas, rambler roses, lily of the valley, hydrangeas, rhododendrons, calceolarias, cinerarias, jonquils, hyacinths, and lilac were the principal offerings in plants, including a few azaleas, and snapdragons, which made a big hit with the buyers. Made up baskets of blooming and foliage plants played an important part in the offerings, and also sold out entirely. Roses moved fast, and so did carnations. Callas found ready buyers. Sweet peas, orchids gardenias, violets and lily of the valley were in heavy demand, but in short supply. Snapdragons, lilac, jonquils, tulips, daffodils, daisies, pansies, lupines, stocks and all other miscellaneous flowers was disposed of early. The weather was ideal for Easter, and buying started in early this year, which made it easy for deliveries, and gave the dealer a chance to replenish his stock which was more plentiful toward the end of the week, owing to the extremely warm weather. Everyone is exceedingly well pleased with the result of the Easter trade and are now devoting their attention to Mothers' day, which falls on Sunday, May 11, this year.

The Alpha Floral Co. had all the business it could conveniently handle for Easter at its South Wabash avenue store. The demand was the best ever experienced. Everything in pot plants and cut flowers was handled in quantity, but the call was so great that Andrew Chronis had to make special trips to the market to secure stock so that all the orders could be filled in full.

Lewis & Rocca were well pleased with their first Easter in business and sold out completely in both cut flowers and plants. They are located at 55 East Jackson boulevard in the Cable building, and it was plainly evident that quality was their first consideration, judging from the magnificent stock that they handled.

Mike Poletsos reports that his Easter business at his East Adams street store exceeded all expectations and was the best ever. He had a good supply of both plants and cut flowers and sold out early.

The George Wittbold Co. had a magnificent display of pot lilies, roses, tulips, hyacinths and other blooming stock in addition to a complete line of cut flowers at its store and conservatories on Buckingham place. Business was very good at this establishment for Easter and the total sales for the past two months were exceptionally pleasing to the proprietors.

A. Lange had his usual fine showing of blooming plants for Easter at his East Madison street establishment and had about as complete if not a better assortment as any other one store in the city. Pot lilies, rambler roses, tulips, hyacinths, lilies, daffodils, rhododendrons, genistias, azaleas, calceolarias, and other plants were included in the offerings. Cut flowers, as usual, were handled in quantity and sold fast, especially lilies, which were a leader here.

Mangel, the Palmer House Florist, had a strong demand for plants of all kinds, of which he had a splendid assortment in the fancier grades. Cut flowers were handled on a large scale here and moved quickly, notwithstanding the high prices.

H. N. Bruns had a record breaking Easter trade with a heavy call for both cut flowers and plants at his West Madison street store. Lily of the valley in pots was featured extensively and the supply of cut stock in this line for wholesale purposes was quite large considering conditions and, as usual, brought high returns.

C. Frauenfelder's store in West Madison street never was so busy at Easter as it was this year and the sales were very gratifying to Miss Edna Frauenfelder, who is now managing the place. Easter lilies were a big item here and cleaned up completely.

Schiller cleaned out completely in plants at both the west and north side establishments owing to the tremendous demand, which was the best ever. Herman Schiller says that over 7,000 plants were sold through the north side store in addition to the large number disposed of through the West Madison street establishment.

Ronsley had a big call for rambler roses at his East Jackson boulevard store, which were a leader with him All the plants he had to offer were disposed of early, so cut flowers were handled quite extensively the last two days.

Chas. A. Samuelson arrived from Idaho in time to give the regular force a hand during the Easter rush, which resulted in a grand clean-up. Plants are always the leader at this place at Easter and the store and conservatory on South Michigan avenue were completely filled with choice stock for this occasion.

George Wienhoeber never had such a big holiday business as he did this Easter at his South Wabash avenue store, where the increased force found it impossible at times to handle the rush. The collection of plants at this establishment was one of the finest in the city.

The Fleischman Floral Co. was strong on plants, especially hydrangeas, rhododendrons, lilies and made-up baskets of blooming and foliage stock.

Mother's Day

Anna Jarvis Founder, Philadelphia

Second Sunday in May

In Honor of "The Best Mother Who Ever Lived"—*Your Mother*

BADGE—WHITE CARNATION

Send a Box of Flowers to "THE MOTHER OF YOUR HEART"

OFFICIAL POSTER OR WINDOW CARD OF MOTHERS' DAY INTERNATIONAL ASS'N, INC.

Cut flowers as usual played a big part in the Easter offerings at this establishment and the clean-up in both lines was most complete.

H. C. Rowe had a grand showing of stock at his new East Madison street store and was more than satisfied with the splendid business that he enjoyed. Plants of every description were handled on a large scale and, like cut flowers, were in brisk demand.

The Bohannon Floral Co., 75 East Monroe street, handled a large supply of high priced plants which sold quickly, notwithstanding their cost. Mr. Bohannon was enthusiastic over his Easter business, which was the best ever.

O. J. Friedman had all the trade his force could handle at his South Michigan avenue store, where one of the best corsage businesses ever done was enjoyed for Easter. High class stock of every description arranged in Victor Bergman's usual artistic style was much in demand by the buyers in this well-known shopping district.

The Central Floral Co.'s store on North State street was one of the busiest places in the loop all during the Easter rush, when it was impossible to handle the trade at times. Plants and cut flowers were featured extensively in all lines and cleaned up nicely at very satisfactory prices.

The Venetian Flower Shop, 15 East Washington street, had a fine showing of stock in all lines. They report extra brisk business with a strong demand for snapdragons in pots.

Easter In Philadelphia.

The Easter trade of this city, both wholesale and retail, was quite up to the expectations of the most sanguine growers, wholesalers and retailers. Good judges had predicted a short supply in all lines, which some buyers attributed to be a ruse to boost the market and scare them into ordering early at high prices. In their opinion, 35 cents per bud and flower for lilies was out of the question; they would never pay it, nor would the grower be able to get any such figure; 25 cents per flower for hydrangea plants was also too high; 20 to 25 cents for 4-inch pot hyacinths, and so on along the line. It was ridiculous. They could wait. Prices would come down. As the days passed, however, prices held, and stocks began to disappear. Out-of-town buyers were paying the price, and the local storemen woke up, paid the prices and made the best of the situation. There was no reduction and the stranger or only occasional buyer met with little success. There was not near enough stock to supply the demand, and it was divided up according to the importance of the buyers. The quality of the various items was very good, most of it timed right, but although such a late Easter, several lots of ramblers and hydrangeas had to be hurried the past few weeks in a way that was not good for them. In the main, however, the stock was in first class shape, and when arranged in the stores, made a beautiful display. Cold storage giganteums surprised everyone. They came along in exceptionally good condition, considering their two years' confinement. Most of the bulbs were 7-9 and produced better plants with more flowers than did the 5-7 Bermudas of last fall's stock. The Azores were, for the most part, fine, but on some of these the buds came blind or imperfect. There appeared to be enough for the demand, the high prices putting a brake on reckless buying. The spiræas that were not received until after the first of the year, made up for lost time. They were well flowered and one of the best sellers. The yellow calla has come to stay. They appear easy to grow, and sold well. The Hinodigiri azalea is another plant that will, in future, have an important place in the Easter list. The trade will get to understand it better. Most of the stock this season had come from the nursery rows, without the pruning necessary to get a full setting of buds. It was also brought along too fast, and was wide open a week before Easter. Hydrangeas were the quantity stock, and for the most part wonderfully well flowered and seen in all shades from white to light and dark pink and various shades of blue. They brought very good money as they looked worth the price. There was a fair supply of ramblers, Tausendschon, Dorothy Perkins, Lady Gay and Excelsa, all of which sold well at high prices. Marguerites and cinerarias were in most of the stocks, and were all sold at about twice last year's figures. The bulbous stock, thanks to the last week or two of cold, dull weather, held up wonderfully and sold at good money. This stock being the most moderate priced in the list, was popular with those who could not afford much. Genistas, bougainvilleas and a few rhododendrons were all in good demand, as were heather and boronias, mostly supplied by the New York growers. There were practically no Belgian azaleas, only the few sparsely flowered plants left over from last year.

The cut-flower supply was disappointing, owing to the cool, cloudy weather of the past week. The situation was much better at that time when there was almost a hot spell. This brought out a lot of all kinds of stock, much of which found its way to the street. The past week has been overcoat and umbrella weather, which at this, or in fact any time, is bad for producing flowers. Of course, a great many cut flowers in all lines were marketed this week, but one-third more would not have supplied the demand. In nearly all cases, both for shipping and local orders, buyers did not get what they ordered by fully 33 and in many cases 50 per cent. Cut Easter lilies were in limited supply, but as everybody expected this, and prices

CO-OPERATIVE ADVERTISING OF MILWAUKEE FLORISTS IN LOCAL PAPERS.

were high, all bought sparingly and the stock lasted until Saturday night. Even the street men paid $35 per hundred, because there was little else they seemed to be able to handle. Alfred M. Campbell's large lot came along fine, three-fourths of the stock being sold at his price. It was in very good condition and flowered much better than was expected of such stock. Roses were in fair supply. Prices of the specials reached well up towards Christmas figures, with special American Beauties at $1 each. Top prices for Hadleys and Russells reached 60 cents, while other specials ranged up to 20 and 25 cents. Twelve to 18-inch roses brought 10 to 15 cents. There were sweet peas by the hundred thousand. One firm is said to have handled nearly 1,000,000. One grower alone sent them 80,000 flowers in two days. There was but little of the long stemmed stock of a few weeks ago, but first selection brought $4 with the bulk of the stock selling for $3 per 100. Carnations were disappointing; a good many to be sure, but very far short of the demand. Anything good brought $10, with $12 for Cor all specials, and $15 for the best pink Wards. Snapdragon was a factor and sold well at from $10 to $15. Calendulas were not plentiful and all sold at good prices. There was quite a lot of callas, which brought $25 to $30. Daisies, yellow and white, were good stock and the best sold easily at from $3 to $4. Forced lilac was $1.50 to $2 per bunch. Virginia outdoor stock, purple, brought $1. Frame lily of the valley paid big this year, selling for $12. Forced stock brought little more. Cattleyas were in great demand. The dull weather held them back, and prices ranged from $1.25 to $1.50, and some of the choicest were said to have brought $2. One firm is said to have handled 5,000, which foots up pretty big for one item. There was but little Spanish iris. It was fine and brought $2 per dozen. There were a few Lady Campbell violets and some of the hardy native.

IN THE STORES.

The retailers, almost without exception, did a wonderful business. In all the central stores there was a splendid display, which suggested anything but a scarcity of stock. All went heavily into baskets, of which there was great variety of form and coloring. At J. J. Habermehl's Sons, there was a fine display of splendidly arranged color effects in baskets, in which real blue flowered hydrangeas played an important part. Artistically tied ribbons made a great finish. Large specimen ramblers of various kinds were also a feature. At their Ritz-Carlton store, the manager had a wonderful lot of baskets splendidly arranged. An openwork hamper, with a gilt tin lining and a high arched handle, was most practical. It was in various colors, and as filled and ribboned, produced pleasing color effects. It is one of the best patterns of the year. Cherry blossom branches as a background in the large flower case were very effective. Business was reported excellent.

Charles Henry Fox had a most finished stock in which large ramblers and hydrangeas were conspicuous. Nearly every plant stood in an ornamental basket, giving them an air of elegance. A feature here was arranged and priced boxes of cut flowers and well made corsages. These were shown in the flower case, resting in the boxes, all ribboned as ready for delivery. These samples must aid greatly in securing orders at this busy time.

At Charles H. Grakelow's, the window was splendidly filled with specimen ramblers and other plants. A fine bank of Azore lilies filled one corner of the store, while the conservatory in the rear was occupied by a great variety of flowering plants. Business was taxing them to the utmost, and people were paying the increased prices with but little protest.

The London Shop had a choice, selected stock of baskets and specimen plants. Fine heather, hydrangeas and specimen ramblers were features. A splendid business at good prices was the report.

Pennock Bros.' novelty boxes, baskets with figures of children at flower covered pale fences, giving a garden effect, were original and much admired. The store and conservatory in the rear was filled with the finest flowering plants, specimen hydrangeas, rambler roses, Azore lilies, heather, yellow callas and other stock, quite up to their usual excellence.

H. H. Battle's beautiful store was filled with a great array of the finest specimen ramblers, acacias, boronias, heather, hydrangeas, and other choice stock. Arranged plant baskets were a feature, together with a high handle basket of openwork corn stalk, showing a colored container suitable for a rambler or other large plant. Decorated with ribbons, these looked quite the equal of an arranged plant basket, and were much less trouble. His Century Flower Shop next door had a varied display of all kinds of Easter stock. The business of these stores is truly immense.

Hearst Funeral Flowers.

At the funeral of the late Mrs. Phoebe Apperson Hearst, held at San Francisco, Calif., April 17, the floral offerings were very numerous and some quite elaborate. The most conspicuous included that of the state legislature, a tall broken column of Russell roses, trimmed with magnolia leaves and set on a base of tulips. Other beautiful pieces were those sent by the Serbian residents of the city—a large, standing Serbian national flag made of American Beauty roses, violets and sweet peas, and hung with black ribbons. The city of San Francisco sent an immense basket of orchids and American Beauty roses, set off with a white ribbon on which the name of the city was inscribed. The editorial staff of the Los Angeles Herald sent a standing piece, a large book opened to the Page of Life done in carnations with a spray of Russell roses resting on the open page as a bookmark. The College of Mining of the University of California, an institution long fostered by Mrs. Hearst, had for its offering a large wreath of tulips, Russell roses and magnolia leaves.

Mr. and Mrs. Edward H. Clark Jr. sent a large wreath of Easter lilies. The floral offering of I. W. Hellman Sr. was a wreath of peonies, orchids, gardenias and tulips. D. M. Linnard sent a wreath on an easel of American Beauty roses, lilacs and magnolia leaves. A large standing cross of ferns, lilacs, magnolia leaves and tulips was sent by Mrs. Edward Martin. Mr. and Mrs. Louis Findlay Monteagle sent a floral offering of a wreath of Scotch heather with tulips, lily of the valley and orchids.

A standing panel of Ophelia roses and lilacs was sent by the Native Daughters of the Golden West. United States Senator James D. Phelan sent a large rose plant as his floral offering. Mayor and Mrs. James Rolph, Jr., sent a standing wreath of lilacs, orchids and ferns. Mrs. Whitelaw Reid and Ogden Mills sent a huge wreath of peonies, orchids and ferns. Mr. and Mrs. Charles Spelman Stanton sent a wreath of ferns and orchids. Mr. and Mrs. Charles S. Stetson Wheeler sent a beautiful wreath of wistaria and white heather.

Morgan Floral Co., Paxton, Ill.

The E. B. Morgan Floral Co., Paxton, Ill., has succeeded Addems, Morgan & Co., of that city, E. B. Morgan having bought the interest of C. J. Addems in the business, which will in future be conducted under the new firm name. Mr. Morgan, who has taken an interest in floriculture since boyhood, has had charge of the retail end of the establishment during the past 13 years, during which time it has grown and prospered beyond expectations, until at present the two ranges comprise nearly 40,000 square feet of glass.

Freesia Daddy Longlegs.

In recent years plant breeders have raised many beautiful varieties of freesia and one named Daddy Longlegs gained an award of merit at the meeting of the Royal Horticultural Society March 11, 1919, when shown by the Rev. Joseph Jacob. The segments are more reflexed than in those of the older type of flower, so that the mouth appears very wide. An additional quality is the large number of flowers on the spike, many of these exhibited having no fewer than seven. The color is light rosy-mauve, with a golden blotch at the base of the lowest segment, and a shade of purple on the lobes on either side of the blotched one. The great charm of the freesia is its delicious perfume, and this, together with the fact that the flowers are available at a time when other flowers are scarce, makes them very popular for market purposes. Moreover, they have a certain elegance and lightness of form which render them suitable for indoor decorations and general florist's purposes. At this time of the year large numbers of freesias are sold in Covent Garden and other flower markets in this country, the Guernsey growers sending immense quantities annually; indeed, so plentiful are the flowers that numbers are secured by the street merchants, who retail them for a few pence per bunch.—London Gardeners' Chronicle.

National Publicity for Flowers.

After Easter, what? Easter needs very little advertising, so much is done for nothing. It might be wondered how much the florists would pay for the front page of The Saturday Evening Post of April 19, were the opportunity offered them. Our promotion bureau is inclined to take this page as a courtesy, for it surely speaks volumes. And some of us may remember that this same journal turned down our application for a page in one of its spring issues, for the reason that the pressure upon its productive capacity was so great it could not increase its bookings without over-running its capacity for production. We considered this to be

rather unfortunate. But who shall say that the cover page we have referred to does not convey the message of our slogan, "Say it with Flowers?"

After Easter will come our main spring effort to put flowers in the public mind. A magazine circulation of many millions will carry our messages. The public will see our color page in seven leading magazines featuring "Flowers Make a Brighter Business Day." Other magazines will feature, in large space, "How Flowers Beautify the Table," and "Just as a Sign that you haven't 'Forgot.'" advertisements which make an appeal and carry a punch such as is sure to attain for us our object—a greater use of flowers. Then, our promotion bureau has prepared a special electrotype for "Memorial day," a time when flowers will be more plentiful than at any time since the fuel embargo went into effect. We shall be back to the time when, production considered, gluts used to prevail.

Publicity such as we are securing is designed to prevent gluts. The tremendous army of "forgetfuls" will get their reminders wherever they look. The slogan "Say it with Flowers," peeps out at them from their favorite magazines, from the florists' windows (that is to say, windows of live florists), from the columns of local papers, and stares at them from the sides of the delivery cars of all progressive florists. We are to see to it that this slogan intrudes still further, but more money is required to accomplish this.

Now, Mr. Nonsubscriber, are you seriously considering what all this means to you? Are you content to stand apart from your brother florists and say "This does not apply to me. I am well known, and business will come to me just the same?" In our mindseye we can see you just this way. But who creates the business for which you lay in wait? Do you create anything yourself? Do you not think it is up to you to do a little creating? Can you do it better than by contributing to our national publicity campaign fund?

If you have followed the little articles which we have written, and which your trade paper has so kindly published for so many months, you surely must have absorbed the idea of the wisdom of creating business. The increase of the demand for flowers is the sole object of this campaign. It is being attained, and it is fair to suppose that, necessarily, your business is being benefited in the attainment. Come, now, put on your glasses and take a man's broad view of the situation. If you will do this, we are sure you will support the campaign to the extent you think proper, and we are waiting to hear from you.

The following subscriptions have been received and are in addition to those previously announced, annually for four years unless otherwise stated:

Robbins & Sons, Loveland, Colo.	$ 5.00
Theo. Wolniewicz, Chicago (1 yr.)	20.00
Schneider & Noe, Congers, N. Y. (1 yr.)	5.00
C. Smith & Son, Woodside, N. Y. (1 yr.)	5.00
John Joyce, Congers, N. Y. (1 yr.)	5.00
W. W. Mathews, Gt. Neck, N. Y. (1 yr.)	5.00
A. J. Stahelin, Redford, Mich.	50.00
Adam Heitz, Louisville, Ky. (1 yr.)	5.00
Weiss & Meyer Co., Maywood, Ill.	25.00
Paul M. Carroll, Houston, Texas	10.00
Miss J. E. Murray, Kansas City	5.00
Robbins Bros., Cambridge, Mass (1 yr.)	10.00
J. A. Peterson & Sons, Cincinnati (1 yr.)	25.00
Geo. T. Ryan, Waterbury, Conn. (1 yr.)	10.00
Damm Bros., Chicago (1 yr.)	25.00
G. Fleischaur, Pueblo, Colo. (1 yr.)	10.00
Chas. B Herr, Strasburg, Pa. (1 yr.)	5.00
L. H. Neubeck, Buffalo N. Y. (1 yr.)	5.00
Skinner Irrigation Co., Troy, O. (1 yr.)	25.00
Hiram J New, Manchester, Ia. (1 yr.)	5.00
	$260.00
Previously reported	$34.602.50
Total	$34.862.50

JOHN YOUNG, Secy.

EASTER TRADE.

Phenomenal Business.

From early reports received which are representative, however, of all sections of the country, all indications point to a phenomenal volume of Easter business, limited in almost every instance by the amount of stock available. Lilies were, with few exceptions, seen in very limited numbers, with quality in many cases below the usual standard, which condition reacted in favor of other plant offerings. While hydrangeas, rambler roses, spiræas, tulips, azaleas, and hyacinths vied with each other for the lead in the plant section, it was indeed a rare case where anything that carried a flower failed to find a ready buyer. In cut flowers, the same conditions were true. Where weather was favorable, corsages appeared to be more popular than ever, while roses, carnations, tulips, sweet peas, violets and orchids led in what invariably resulted in a quick cleanup before the rush was over. The advertising of the Society of American Florists and the Florists' Telegraph Delivery received credit due for a substantial gain in the number of mail and telegraph orders over last year. Prices received were very much better than for Easter, 1918; 35 per cent would probably not be an overestimate as a general average, while in several cities 100 per cent is reported. Flower buyers, however, seemed to realize that in common with other things, flowers were of necessity bound to increase in cost, and in very few cases were there complaints on this score. Many retailers who feared the result of announcing the higher prices made necessary by greater expense of prdóuction, etc., had their confidence restored after the first few sales. All in all, this year's Easter business was an agreeable surprise, far beyond expectations generally and, we might say, in every instance, eminently satisfactory. The following condensed reports indicate conditions in the respective cities:

NEW ORLEANS, LA.—According to the Avenue Floral Co. there was an increase of 80 per cent in this year's Easter business as compared with 1918 with prices in keeping with conditions. Both plants and cut stock cleaned up completely and there were some sales lost through inability to supply the demand. There was no call for ferns or palms but everything in flowering plants found ready buyers. High prices of cut lilies increased the sale of roses, carnations, tulips, sweet peas, etc. The advertising campaign of the Society of American Florists without doubt resulted in a large increase in both mail and telegraph orders. Flowers seemed to be the suitable offering. The absence of lilies was hardly noticeable as buyers took readily to other flowers and plants.

LITTLE ROCK, ARK.—Tipton & Hurst report Easter sales about 10 per cent greater than in 1918, and prices about as usual, with the exception of an advance in lilies. Stock, both in plants and cut flowers, was ample for all needs, the plant demand being led by hydrangeas, while in cut stock, roses, sweet peas, carnations and tulips sold best in the order named. Cash sales showed an increase over last year. This firm had a fine lot of Easter plants from last year's bulbs, but due to miscalculations, they were about four days late. Shipments from outside points were received spotted and bruised, some so badly that they could not be offered for sale and on others money had to be refunded, resulting in a loss.

PEORIA, ILL.—B. Juergens reports total Easter sales in money value somewhat higher than in 1918 with prices much better. The supply of plants was not equal to the demand and the same was true of cut flowers. Hydrangeas, spiræas, tulips and hyacinths led in popularity while calendudas, Martha Washington geraniums and schizanthus were draggy. All cut stock moved well. Buyers finding so few lilies in the market readily accepted tulips, hyacinths, daffodils and narcissi in pans. Hydrangeas and spiræas moved without effort. There were some daisies, schizanthus and roses in pots left when the big rush was over.

TERRE HAUTE, IND.—As reported by N. E. & C. E. Stover, the Easter demand this year was about double that of last year with prices advanced in about the same ratio. In small plants, there were not half enough to meet the demand, and while everything went fast, ramblers seemed to hold the lead. While cut flowers were high in price, there were not enough to go around and more carnations could have been disposed of. Eight extra clerks at this establishment were required to handle the rush. There was little complaint in regard to prices with the exception of lilies. All local florists report a cleanup.

DES MOINES, IA.—The J. S. Wilson Floral Co. reports Easter sales about on a par with those of 1918, with prices varying from 25 to 100 per cent better on plants but no increase in cut flowers, save in the case of lilies. The plant supply was equal to requirements with the exception of Easter lilies, the stock this year totaling 300 plants as compared with 5,000 a year ago. In cut flowers everything in sight cleaned up quickly. Combinations sold unusually well. Baby ramblers and hybrid roses enjoyed the best sale. All in all, business was very satisfactory.

BLOOMINGTON, ILL.—As reported by Washburn & Sons, the Easter business exceeded that of last year by about 25 per cent with prices also more satisfactory. The supply of both plants and cut flowers was sufficient to meet the demand, with the best call for lilies, as usual. Roses led the offerings in cut stock. Increased prices were never more willingly paid.

FARGO, N. D.—According to Smedley & Co., Easter prices were better than a year ago, but a shortage in both plants and cut stock held the increase in volume of sales over that of a year ago to about 10 per cent. In plants the short call was for daisies, with hydrangeas leading in popularity. In cut flowers, bulbous stock took the lead, with roses least in demand.

BRAMPTON, ONT.—The 1919 Easter trade was about equal to last year with prices somewhat higher. Cut flowers were short of requirements, with roses, orchids and carnations leading the demand, according to the Dale estate. There was a great demand for lilies from the United States markets, but the supply was insufficient.

DOVER, O.—Much better business and higher prices as compared with the Easter trade of 1918 is reported by C. Betscher. The supply in all lines was not equal to the demand and everything offered met with quick sale. All indications point to a wonderful Mothers' day business which will continue through the month.

SAN FRANCISCO, CALIF.—Easter business showed an increase of about 25 per cent over last year, with prices about the same. There was an adequate supply of plants and cut flowers, excepting lilies, which were limited. Rambler roses were the best sellers. All stores cleaned up all available stock.

HARRISBURG, PA.—Chas. L. Schmidt records a 50 per cent increase in Easter business compared with that of 1918, with prices advanced 50 per cent and in some cases doubled. Twice as many plants could have been sold and carnations and sweet peas were in limited supply. Sweet peas and violets were the leaders. Everything sold out with the exception of yellow daisies. The quality in general was superb.

ST. PAUL, MINN.—Holm & Olson report the 1919 Easter demand was 50 per cent better than a year ago, with higher prices and the supply of both plants and cut flowers below requirements. It was the biggest cleanup in the history of the firm, everything offered meeting with ready sale.

ALBERT LEA, MINN.—According to the Lake Shore Greenhouses, with prices 25 to 35 per cent above those of last year, 1919 Easter sales showed an increase of about one-fourth. The plant supply was ample, but in cut flowers there was a shortage of carnations. Everything sold well.

WASHINGTON, D. C.—Gude Bros. Co. report Easter business 50 per cent greater than last year with prices much higher with a good supply in all lines of exceptionally fine quality. Everything sold freely in many instances at prices three times higher than in former years.

BRIDGEPORT, CONN.—James Horan & Son had a larger trade than for Easter, 1918, with prices advanced over former years. Due to an overproduction of plants there were some leftovers. Carnations and American Beauties were the cut flower favorites.

BIRMINGHAM, ALA.—T. D. Long, representing Vaughan's Seed Store, Chicago, wires that pot Easter lilies here sold at $1.50 per flower, while cut blooms were $8 to $10 per dozen, with supply short.

FRENCH LICK, IND.—Charles Springer reports an excellent Easter trade in cut flowers.

Cleveland.

GREATEST EASTER DEMAND IN YEARS.

Cut flowers and plants for Easter were entirely inadequate in supply. Weeks before the day, most growers were sold out of pot plants, and wholesalers had booked orders for everything in sight. Then, just before Easter, we had a week of dark, rainy weather, which still farther cut down an already slim supply. Everything in cut flowers was cleaned up by Saturday afternoon, and wholesalers were closed all day Easter Sunday. Prices generally ruled high. Easter lilies, which were in fair supply, sold for 25 to 35 cents per bud or flower. Corsage flowers, as always for this day were in big demand, and the supply of sweet peas, violets and greens was quickly disposed of, leaving many orders only partly filled. Violets were of excellent quality for the lateness of the season. Snapdragon was in fair supply and in good demand, all colors being eagerly picked up by the retail trade. Daffodils and tulips were in good supply, but cleaned up entirely. Among the regular stock was a good showing of other flowers, such as ranunculus, swainsonas, calendulas, mignonette, etc., all of which was in good demand. Some of the roses and carnations showed the effects of having been held and the dark weather, but still everything in this line, and the supply was fair, cleaned up quickly and fell far short of the call. As usual, retailers did a good deal of advertising the week preceding Easter, with the usual good results. Outside of corsage flowers, not much can be said in favor of any other flower in particular, as everything on the market sold and retailers picked up anything they could get, so long as it was a bloom, saying they could use anything, which was true. American Beauties were short in supply and specials brought $12 per dozen, wholesale, which has been a special "Christmas" price for years, but stock was uniformly good. While stock was in short supply, prices were high, and the week's sales ran away ahead of those for any preceding year at this time.

C. F. B.

Pacific Coast Horticultural Society.

The monthly meeting of the Pacific Coast Horticultural Society was held April 5, President John Gill in the chair. One of the important topics of discussion was Plant Quarantine No. 37. In a general way, sentiment seemed favorable to the quarantine, but it was greatly regretted that orchids had been placed on the restricted list. Several growers of long experience stated that they had not known of any actual cases where injurious insect pests had been introduced into the country on orchids. Many of the miscellaneous items shut out by the quarantine, being produced in large quantities in California, relieved of European competition, will find a much more receptive market in the east than they have heretofore and naturally the growers of such items could not consistently feel opposed to the quarantine. However, the preliminary discussion showed that sentiment was not uniformly for or against the quarantine, and feeling that the society would not be doing justice to its membership by taking any action in the matter that did not have the support of every member, the discussion was closed without a vote being taken.

The exhibits for the evening, which were judged by V. Holms, Richard Diener and Richard Lohrman, received the following awards: Cineraria hybrida, exhibited by Eric James, 80 points; Cantua buxifolia and Erica persoluta rosea, by Alex. Rose, 90 points; French hydrangea, by H. Plath, 85 points; flowering cherry and flowering apple, by John Gill, 80 points; Exochorda racemosa (grandiflora), by W. B. Clarke, Cottage Gardens Nurseries, 90 points; Tulips Inglescomb Pink, Coleur Cardinal, Rev. Ewbank, Dream, and La France, and Rouen lilac (Syringa rothmagensis), a hybrid from S. vulgaris x S. persica, shown by the Cottage Gardens Nurseries, 90 points; Odontoglossum hybrid Hyde de Crome and Laelio—cattleya Haroldiana, by J. A. Carbone, 95 points.

PACIFIC.

Lenox Horticultural Society.

The regular meeting of the above society was held in its rooms, Lenox, Mass., April 9, with a large number of members present. The chief topic for discussion was the question of holding a show this year. This subject was thoroughly gone into, and it was found, that owing to the difficulty of securing suitable help, and the unprepared condition on many of the estates as regards greenhouse stock, and closed up greenhouses, it would be absolutely impossible to put up a show such as Lenox is in the habit of doing. Therefore, it was finally decided to drop the show for this year. Arrangements are in progress for having competitive exhibits staged at our regular monthly meetings. One of our prominent members, who passed the winter in the south, gave us a very interesting and instructive talk. Subject: "A Trip to Florida," by Joseph W. Pybus.

HENRY HEEREMANS, Secy.

Pittsburgh.

LIMITED SUPPLY HOLDS SALES DOWN.

The weather, good stock and everything connected with the business, seemed to combine to make this Easter the largest in the history of the trade. All the retailers seemed to have all the business they could handle, and everyone seemed to be pleased, except some who oversold, and were unable to secure stock at the last minute. The wholesale houses cleaned up everything that looked like a flower; in fact, were unable to book any more orders after Wednesday, and the man who did not have his order in early, got left, although everyone was taken care of to the best of the wholesalers' ability. American Beauties and roses of all kinds were of fine quality, and were sold before they arrived in the market. There was a good supply of lilies, but they cleaned up at $35 per 100. Callas were in good supply and helped out in the shortage. Spanish iris and snapdragons were of good quality and brought good figures. The usual shortage in corsage stock occurred, and it seemed a shame to see the retailers cutting down long stemmed roses for corsage work. Some very good jonquils and tulips were in the market, but nothing like former years. Violets arrived in poor shape, which was to be expected. Sweet peas were received in fairly good condition, but were short stemmed. Everything considered, it certainly was a great Easter and "Say It with Flowers" will make the next one greater.

M.

San Francisco.

BIG EASTER TRADE IN SIGHT.

This week finds the trade in this city busily engaged in preparing for the Easter trade. The fact that the new Liberty Loan is to be started this week, does not seem to dampen the optimism of the florists to any appreciable degree, and they are making larger and more elaborate displays than ever before. Owing to the lateness of Easter this year, there is little or no likelihood of any shortage in either cut flowers or pot plants. The one item that will no doubt be on the short side, will be lilies. Up to the present, very few of these have appeared in the market. Whatever does come in, will no doubt bring very high figures. The supply of pot plants promises to be adequate for all requirements, but they will command big prices all around. The supply of roses is now at its height. The finest quality may be had at very reasonable figures. The supply of American Beauties remains about the same. This old favorite has not been planted so heavily here since the advent of Mrs. Chas. Russell. The latter variety is very fine and in great demand. Prices always remain firm for this favorite rose. Hadley is very plentiful, and so is Ophelia. Columbia, which is a great favorite, is in short supply. Mrs. Aaron Ward is coming in more freely, as also is Cecile Brunner. We noted some splendid Kaiserin last week in several of the stores. Carnations are in large supply, with prices shortening up quite a lot, owing to out-of-town shipments for Easter. There seems to be an oversupply of red varieties, however, and a large part of this cut is sold on the street. Sweet peas, although very fine, will not be in large enough supply. No outdoor stock has arrived as yet, everything coming from under glass. Spencers are the only varieties offered. The supply of cattleyas has increased very materially during the week, and has helped to relieve the shortage that has existed for some time past. The quality is very fine and prices remain at a high figure. Phalaenopsis are coming in freely, but bring splendid returns. There is a large supply of tulips coming along daily. No doubt they will bring good prices this week. Daffodils are begin-

ning to show the effect of the long season, and will not last much longer. Callas are very plentiful, but are not much used in this market. Good snapdragon is one of the most popular flowers being handled here. They bring excellent figures and have done so all season. Lilac is coming along freely, and good stock is quickly disposed of. Spanish iris is becoming plentiful. Some very beautiful Japanese iris are also being received. Violets are still in heavy supply. The quality is excellent and prices remain unchanged. Gardenias are still on the short side of the market. Hyacinths are not seen so much now and freesias are fast disappearing from the market. Large quantities of outdoor fruit blossoms can still be had. Peonies have put in an appearance and bring fine returns. As yet no good white varieties have been noted. Camellia japonica in flower has proved a good seller as pot plants. Bougainvilleas and ericas are also very popular and sell readily. Ferns and greens are plentiful.

NOTES.

The fifth annual California state wild flower exhibit will take place at the Fairmont hotel, May 9-10. The United States forestry bureau will have a large exhibit, secured from the national parks. Seasonable flowers are now being gathered in all parts of the state. Luther Burbank is going to enter an exhibit also. Prof. P. B. Kennedy, of the University of California, is one of the leading men working for the success of the show. David Starr Jordan, of Stanford University, is to deliver a lecture on "The Conservation of Wild Flowers."

In anticipation of the normal resumption of the shipping trade this fall, most of the leading chrysanthemum growers are preparing to plant quite a large acreage again for the coming fall business. The Lynch Nursery Co. and Shibuya & Tchida, both of Menlo Park, will have a large acreage of this flower again this coming season. As usual, they will be grown under cloth houses. The quality of the stock produced by these firms is unsurpassed on this coast Many of the latest novelties will be put on the market this fall in large quantities.

At the annual May fete and spring blossom carnival, to be held May 1, in Golden Gate park, Miss Matie McLaren, daughter of Donald McLaren, and granddaughter of Park Superintendent John McLaren, will preside as Queen of the May. For Queen Matie, the role of reigning fairy over a realm of blossoms, is not a new one, for she has been reared among California's choicest flowers. Her chariot is being designed and made by the MacRorie-McLaren Co.

Martin Poss, of San Mateo, has several houses of Begonias Lorraine and Cnicinnati, which will be just right for his Easter trade. He says spring business is far in excess of the corresponding period last year. He is cutting heavily of all the leading varieties of carnations, nearly all of which is used for his own retail trade. His nursery department is busy all the time with landscape work.

Plans for work by the bureau of plant industry of the department of agriculture for activity in the Santa Clara valley this coming year, as well as in other parts of California, are said to depend on the results of a survey being made there by Professor Lee Cleveland Corbett, director of the bureau. He is working in conjunction with L. R. Cody, county horticultural commissioner.

The MacRorie-McLaren Co. is sending out large shipments of azaleas and rhododendrons to the southern part of the state. They report that the plant trade for Easter is in fine shape and they expect to clean out their houses completely. Business at their retail store on Powell street is very brisk right along.

Podesta & Baldocchi are preparing for the busiest Easter trade in their history. Great quantities of rambler roses in all varieties are being received daily. They report that the advance business booked has been heavier than last year. Their large store presents a beautiful appearance these days and everyone is busy.

F. Litchtenberg, one of the leading florists of Los Angeles, has been here during the past week, arranging for his Easter supply of flowers and flowering plants. He says trade in the southern city is excellent. He reports a great scarcity of orchids, and is trying to secure a steady supply from this market.

G. Rossi & Co., of Colma, have a grand lot of Aspidistra lurida variegata, which is in good shape for the Easter trade. They are shipping large lots of

The Late J. C. Craig.

it out-of-town daily to their customers. They will be in with a heavy cut of tulips for the Easter trade.

Ferarri Bros. expect to have a fine crop of Phalænopsis amabilis ready for the Easter trade. They had a heavy cut of roses of all leading varieties, including Columbia, which is going to be one of the leaders in the future.

The J. B. Boland store, on Kearny street, has been showing some well grown pots of the yellow calla this week. This flower is not often seen in this market, and they attracted a great deal of attention.

Henry Goertzhain, of Redwood City, has his store splendidly decorated for Easter. His hydrangeas are fine and include many good specimens. His greenhouses supply nearly all the stock required for this store.

B. M. Joseph is making great preparations to care for his Easter trade. He says business is fine, and he will probably have to take over extra floor room to be able to handle the Easter demand.

H. Levin, on Fillmore street, is preparing to handle a large Easter trade, and is completely stocked up. He says out-of-town shipping trade has been quite brisk with him of late.

F. C. Jaeger & Son are making a beautiful display of Easter stock at their Powell street store. They report themselves as well pleased with the way trade has been holding up.

JAMES T. LYNCH.

OBITUARY.

Harlow N. Higinbotham.

Harlow N. Higinbotham, the well known Chicago merchant, was run down by an army ambulance in New York, April 18, and died of his injuries five hours later. Mr. Higinbotham had gone to New York to welcome the returning Illinois soldiers. He was a liberal patron of horticulture and a member of the board of directors of the Horticultural Society of Chicago for many years. The family home was at Joliet, Ill., where he established the Chicago Carnation Co., which, under the management of the late James Hartshorne, gave a great impetus to carnation culture and distributed many meritorious varieties of that plant.

Mr. Higinbotham was born on a farm near Joliet, October 10, 1838. He served as president of the World's Columbian Exposition at Chicago in 1892-93 and was always in the front rank as a promoter of the city's welfare.

Joseph Charles Craig.

J. C. Craig, pioneer retail florist of Chicago, died at his home at 738 South Oakley boulevard, April 16, following an illness covering about six months. He was born in that city, May 5, 1857, and had lived there all his life. In 1874, he opened a retail store in the loop, and up to the time of his death, was proprietor of the establishment at 120 South Wabash avenue, doing business under his name. He was one of the first to introduce the American Beauty rose in the west, and when he first started in business, had to depend entirely upon the eastern markets for his supply. In addition to his retail store, he operated a small range of glass at Hillside, the output of which was disposed of through his local establishment. He was a member of the Chicago Florists' Club and the Retail Florists' Association, and belonged to Lincoln Council Number 68, National Union.

The funeral was held Saturday, April 19, at 9:30 a. m., at Precious Blood church, thence by autos to Mt. Carmel cemetery, where the remains were placed in a vault awaiting the arrival of his son, Raymond, who is expected home from Europe with the American troops. He was the beloved husband of the late Nellie C. Craig (nee O'Connell) and fond father of Joseph A., Arthur A., Irene C., and the late John Craig, and grandfather of Helen and Geraldine Craig. He was well and favorably known to the trade, which extends its heartfelt sympathy to the grief stricken family.

MERION, PA.—Harry I. Foust will add one new Lord & Burnham house, 24x201 feet, to his establishment.

OMAHA, NEB.—There was no serious damage to greenhouses in the tornado which visited this city April 6.

HAMILTON, ONT.—There is a movement on foot to organize a gardeners' and florists' association in this city.

WICHITA, KAN.—An exhibition of flowers is being planned in connection with the wheat show to be held here this fall.

KITCHENER, ONT.—The range of C. H. Janzen has been sold, the ground to be used for manufacturing purposes, and the houses will be dismantled by April, 1920.

HARTFORD, CONN.—The superior court has announced its intention of appointing a receiver in the co-partnership of Geo. F. Lane and Andrew W. Welch, florists, 120 Asylum avenue.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Mothers' day preparations....689
—Just two weeks away....689
Quality....690
The retail trade (illus.)....691
—Next week in the flower shop....691
—Easter plants in New York stores....691
—Easter in the Chicago stores....692
—Easter in Philadelphia....693
—Hearst funeral flowers....694
—Morgan Floral Co., Paxton, Ill....694
Freesia Daddy Longlegs....694
National publicity for flowers....694
Easter trade....695
Cleveland....696
Pacific Coast Horticultural Society....696
Lenox Horticultural Society....696
Pittsburgh....696
San Francisco....696
Obituary....697
—Joseph Charles Craig (portrait)....697
—Harlow N. Higinbotham....697
American Peony Society....698
Plant Quarantine No. 37....698
Club meetings next week....698
Coming exhibitions....698
Nashville....702
Nassau County Horticultural Society....702
Chicago....704
Cincinnati....706
Milwaukee....708
Toledo....708
St. Louis....709
Detroit....710
Chicago bowling....710
Philadelphia....712
New York....714
Fort Wayne....716
Boston....716
The seed trade....722
—Onion sets....722
—McKenzie Co.'s opening....722
—Free seed appropriation....723
—Export and import licenses....723
—Trade license and blacklist lifted....723
—Imports at New York....724
—Paris seedsmen's window displays....726
—Burpee's home garden plans....726
Market gardeners....728
—Prices of indoor fruits and vegetables....728
—Tomato prices....728
—Hardening plants....728
—Vegetable markets....728
The nursery trade....730
—Norway to aid French reforestation....730
—Berberis and mahonia quarantine....730

EASTER falls on April 4 next year, 16 days earlier than in 1919.

CAPE JASMINES.—Texas growers report this season's crop will be ready about May 15.

LILIES.—A well-known lily specialist says these plants dislike peat and are likewise averse to moving while growing.

ENGLISH growers have recently exhibited a double form of Primula malacoides, and a good type of P. obconica is said to exist in that country.

SECRETARY REDFIELD in a speech at Chicago stated that a boom in business throughout the United States is imminent, and that the unemployment situation will be cleared up within two months.

THE Montana Farming Corporation which has leased lands totaling about 200,000 acres and has the financial backing of the J. P. Morgan interests may become the largest dry farming enterprise in the United States if not in the world.

THE importation of fresh flowers into Great Britain will remain unrestricted, according to cable of April 18.

THE federal aid road act, signed by the President last month, permits the government to pay part of the costs of new roads, built by various states. This bill provides an extra appropriation of $209,000,000 and it is estimated by federal departments that there will be $574,000,000 of government money available for this purpose for the next three years.

American Peony Society.

At the annual meeting of the directors of the American Peony Society, held in New York, March 24, Philip Breitmeyer, of Detroit, Mich., was present as a representative of that city, where the next annual meeting and exhibition of the society will be held. No attempt was made to fix the exact dates of the show, as that will depend on the character of the season. It will probably be about the middle of June which will suit the growers in the latitude of Detroit.

The prize schedule was worked out in its general features and includes this year a special list of awards for exhibits of 10 of the finest of the American varieties—seedlings of Richardson, Rosenfield, Brand, Thurlow, Shaylor, Hollis and Mrs. Pleas, as well as the usual prizes and medals for the various larger classes.

A. P. SAUNDERS, Secy.

Plant Quarantine No. 37.

STERILIZATION OF SOIL FOR PACKING.

Amendment No. 1 to the regulations supplemental to Notice of Quarantine No. 37, provides that the requirement of Regulation 3 as to freedom from sand, soil, or earth of nursery stock and other plants and seeds permitted entry under that regulation, shall not apply to sand, soil, or earth used for packing the articles enumerated in Item No. 1 when such sand, soil or earth has been previosuly sterilized in accordance with methods prescribed by the federal horticultural board under the supervision of a duly authorized inspector of the country of origin.

The requirement as to sterilization may be met by heating the sand, soil, or earth to a temperature of 100 degrees centigrade (212 degrees Fahrenheit) and maintaining that temperature for a period of one hour. Such sterilization is accomplished at one of the field stations of the United States department of agriculture by the use of a large iron receptacle holding about a cubic yard of soil. A fire is built under the receptacle and in a short period the contained earth is heated sufficiently to kill all larvæ, nematodes, etc. It is necessary to keep the soil stirred while heating. Any device which will maintain the heat at the required temperature for one hour will be satisfactory to the board.

The invoice covering importations of bulbs packed in such sterilized sand, soil, or earth must be accompanied by a certificate of a duly authorized inspector of the country of origin to the effect that the required sterilization has been accomplished under his direction. The certificate should indicate the marks and numbers on the cases and should contain such other information as may be necessary to identify the cases which it covers.

C. L. MARLATT,
Chairman of Board.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meetings.]

Albany, N. Y., May 1, 8 p. m.—Albany Florists' Club at 611 Broadway. Robert Davidson, secretary, 139 Second street, Albany.

Milwaukee, Wis., May 1, 8:15 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Reading, Pa., May 1, 8 p. m.—Reading Florists' Association at home of member. Fulmer H. Lauck, secretary, 123 South 5th street, Reading.

Lake Forest, Ill., May 2, 8 p. m.—North Shore Horticultural Society at City hall. J. H. Francis, secretary, Lake Forest.

Tacoma, Wash., May 2, 8 p. m.—Tacoma Florists' Association at 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Lake Geneva, Wis., May 3.—Lake Geneva Gardeners' and Foremen's Association. F. Brady, secretary, Lake Geneva.

San Francisco, Calif., May 3, 8 p. m.—Pacific Coast Horticultural Society at Sachem hall, 240 Golden Gate avenue. Walter Hoinghof, secretary, 14 Powell street, San Francisco.

Hartford, Conn., April 25. 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield.

Dobbs Ferry, N. Y., April 26, 8 p. m.—Dobbs Ferry Horticultural Society at Odd Fellows' hall. Henry Kastberg, secretary, Dobbs Ferry.

Wilmington, Del., April 28, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 West 9th street, Wilmington.

Buffalo, N. Y., April 29, 8:30 p. m.—Buffalo Florists' Club at General Electric building, Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June, Detroit, Mich.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

June 3-4, Bryn Mawr, Pa.—Exhibition of peonies, outdoor cut flowers and hybrid tea roses of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

June 21-22, Boston, Mass.—Exhibition of roses and peonies of the Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural Hall, Boston.

June 24-25, Jenkintown, Pa.—Exhibition of sweet peas, hardy perennials and hybrid perpetual roses of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

June 25-26, Newport, R. I.—Summer show of the Newport Horticultural Society at Convention Hall. Fred P. Webber, secretary, Nelville, R. I.

July 5-6, Boston, Mass.—Exhibition of sweet peas of the Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural Hall, Boston, Mass.

September 4-6, San Francisco, Calif.—Annual show of the Dahlia Society of California at Palace Hotel. F. C. Burns, secretary, San Rafael.

September 16-17, Ardmore, Pa.—Exhibition of dahlias, outdoor cut flowers and vegetables of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

September 23-25, New York—Dahlia exhibition under the auspices of the American Institute of the City of New York and the American Dahlia Society at the Engineering Society building, 25-33 West 39th street. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November, New York.—Annual exhibition of the Chrysanthemum Society of America. Chas. W. Johnson, secretary, 2242 West 109th street, Chicago.

November 5-7, New York—An exhibition of chrysanthemums under the auspices of the Chrysanthemum Society of America and the American Institute of the City of New York at the Engineering Society building, 25-33 West 39th street. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 5-8, Philadelphia, Pa.—Annual exhibition and chrysanthemum show of the Pennsylvania Horticultural Society at the First Regiment Armory. David Rust, secretary, 606 Finance Building Philadelphia.

November 12-13, Indianapolis, Ind.—Flower show of the State Florists' Association of Indiana at Claypool Hotel. O. E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

January, 1920, Chicago.—Annual exhibition of the American Carnation Society. A. F. J. Baur, secretary, 3800 Rockwood avenue, Indianapolis, Ind.

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Wanted to Buy—Greenhouses, to dismantle; please state particulars and price in first letter. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale—Thirty thousand second hand three-inch pots, as good as new, $7.00 per thousand, f. o. b. Evansville. **W. H. Dyer Company,** Evansville, Ind.

For Sale.—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc., also complete greenhouses. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale.—Greenhouses, 6000 sq. ft. glass, 12 acres good land, 7-room dwelling, new barn; store has new fixtures, flourishing business, must sell on account of health; two-thirds cash or trade for farm. Address **H. R. Croak, Willmar, Minn.**

For Sale—Three greenhouses, practically new, in a thriving town of five thousand in central Missouri; very wealthy community; no competition within 35 miles. Good stock of supplies. Can be had at pre-war prices. Moninger construction. Address **Key 375, care American Florist.**

Traveling Salesman Wanted

By a reliable bulb import house, having direct French, Holland and Japan connections. We want a man that can sell goods—a big proposition for a big man. All correspondence held strictly confidential. Address **Key 378, care American Florist.**

Help Wanted

A good grower of a general line of greenhouse stock (potted and cut). We want a hustler and one with a pleasant disposition. Give references from present and previous employers. State age, wages about per hour expected. No perquisite. Rent and board are reasonable in this city.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

Wanted to Exchange

Greenhouse glass, pipes and fittings, to construct three houses 26 x 75. Will exchange young evergreens for this material. Address

THE D. HILL NURSERY CO.
Dundee, Illinois

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

FOR SALE

Four greenhouses, with a six-room dwelling with conveniences; outbuildings, and seven acres of ground. All in good condition.

CHARLES H. MILLER
LANSDALE, PA.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

FOR SALE

Modern greenhouse establishment, about 27,000 square feet A. D. S. glass, 4 houses 27x210 feet, lean-to 10x210 feet; now in carnations in good, healthy condition; enough stock for next season in pots and sand; soil up for next season at ends of houses; 2 houses practically new, 2 houses 9 years old, all in first-class condition; economical heating system; Morehead trap, large steam boiler, will carry twice as much glass as it is now doing; good water supply, motor and pumps; five good serviceable living rooms in boiler shed for help, electric lighted and steam heat; about 2 cars of coal will be left over for next season; wagons, buggy, harness, all kinds of tools, enough new pipe for one more house, all in shed; also quantity of new lumber, sash, boxes, pots, in fact everything to carry on business; one-fourth of selling price can be taken out of place the balance of this season; cosy bungalow, hot water heat; electric lights, bath, large basement with cement floor; water in house; large garage; about 5 acres good high land, with fruit and shade trees; located at Park Ridge, Ill., 13 miles out on Chicago & Northwestern railroad, on good hard road, 45 minutes' drive by auto to heart of Chicago; two-thirds cash, balance terms; possession can be had at once.

EDWARD MEURET, Park Ridge, Ill.

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is $5 per 100 lbs., ex Quay Boston or New York. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

Floral Baskets

"Mothers' Day" Floral Baskets, styles numbered 255, 778, 118 and 777, will please

No. 255

		Each
No. 1.	24-inch	$1.00
No. 2.	28-inch	1.50
No. 3.	32-inch	2.25
No. 4.	40-inch	3.00

No. 778. Each.....$0.50

No. 118 Each.....$0.30

No. 777. Each.....$0.85

Write for illustrated list of Decorated Wreaths

Poehlmann Brothers Company

66-74 East Randolph Street

Chicago, U. S. A.

BUY NOW FOR

MEMORIAL DAY

Your Memorial Day business will be larger than ever before. Be prepared for the big rush of orders by laying in a liberal stock of

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE. Colors: Green, Brown, Purple. Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE

Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS. Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

Write For Our Memorial Day Special Circular.

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

Nashville, Tenn.

NO EASTER SCARCITY NOTICED.

If there was any scarcity of Easter stock in the flower shops of this city, it was not manifested. It would seem that the fear of a short supply was ungrounded. Another factor in the supply was the extremely fine flower-growing weather during the past few weeks. The plant supply was really abnormal, surpassing that of former years, while cut flowers, especially roses and carnations, although scarce during the war, were really not missed to any great extent. The churches in this city were never more handsomely decorated. The irises were at their best, and many city yards were filled with them, tulips and double spiræas, also bloomed outside, which added not a little to the abundance. In plants, the hydrangeas were fine, and there were many of them. They were easily a favorite with all classes of buyers and made elegant combinations with other plants for baskets and birch bark boxes, which sold well at good figures. There were more lilies than were expected several weeks ago, but instead of tall, fine-looking plants, with from six to eight flowers, many did not exceed 18 inches in height and carried not more than three or four blooms. All the florists were supplied with them—more or less. Baby rambler and Dorothy Perkins roses were seen in abundance, and last, but by no means least, Spiraea japonica was at hand in fine quality, and combined with rambler roses and hydrangeas, made a basket combination eagerly sought after, and they brought fancy returns. Among the cut flowers were excellent roses, better than had been expected, the Columbia, Russell and Ophelia being grown to the highest perfection, with prices ranging from $4 to $12 per dozen, and very few at the first price. As a choice between a dozen roses at $12 and a large basket with a fine hydrangea, baby rambler rose and pink spiraea, the choice went to the basket. The supply of hyacinths and tulips was good and these were preferred by many. Prices went soaring. Lilies easily held their own at 50 cents per flower. Carnations, and there were some superb ones, four inches in diameter, brought from $2.50 to $4 per dozen. Hydrangeas ranged from $2.50 to $12 per plant. Pot hyacinths and tulips brought $1.50 to $4. There was a continuous stream of buyers extending throughout four days. While the variety of flowers in the different stores was virtually the same, there were distinctive features in each.

NOTES.

The Joy Floral Co. had a truly beautiful and abundant stock, a wonderful collection. Both carnations and roses were exceptionally fine. They were not only able to supply their local demand, but sent an equally fine supply to the Chattanooga branch. They made but few sales at wholesale, as the retail demand absorbed most of the output. Late Sunday afternoon they had virtually cleaned up, with but seven large baskets left over out of 135. They are entirely satisfied with the season's business, the volume being greater than last year and prices about 75 per cent higher.

The McIntyre Floral Co. had a luxurious stock and made a specialty of pot geraniums, pansies, Lorraine begonias and hyacinths. They also had fine roses, Columbia, Russell and Killarney, some orchids, sweet peas and azaleas. One plant was fully three feet in diameter. They report a fine trade.

The market house, the opportunity of the small grower, was full of plants all day Saturday. Charles Tritchler, Louis Haury, the Greens, and even the McIntyres, were there. Everything sold, even the smaller and cheaper offerings.

Geny Bros. featured the beautiful yellow calla, which was seen only at their establishmment, and it was shown in some beautiful basket combinations. They had a good cut of lilies and excellent roses and carnations. M. C. D.

Nassau County Horticultural Society.

There was a large attendance at the monthly meeting of the Nassau County Horticultural Society held in Pembroke hall, Glen Cove, N. Y., April 9, President Joseph Adler in the chair. A. W. King, Clinton Lawrence, P. W. Popp, Allen Krickman and Arthur Thompson were elected to membership and one application was received. The judges for the monthly exhibits were Messrs. Stroyer, Lusking and Jones and the following awards were announced: Three heads of lettuce, G. W. Wyatt, first; nine spikes of antirrhinum, Thomas Twigg, first.

The schedule for the tulip show to be held May 14 was read and adopted. Wm. Sperling, of the Stumpp & Walter Co., who was present, generously donated $15 to be used as prizes on this occasion. Arthur Cook and Arnold Gatacre, two members who have been in service, spoke briefly of their experience. After the business session there was a social gathering and smoker, at which John W. Everitt, our popular toastmaster, presided in his usual good style.

HARRY GOODBAND, Cor. Secy.

TRENTON, N. J.—The extensive orchid collection of the late Chas G. Roebling may be dispersed by sale, but strong efforts are being made to retain it here intact for the benefit of the city, with James Goodier, the well known grower, in charge.

Floral Service That Excels

RETAIL Florists everywhere have contributed expressions of praise that indicate "Poehlmann Floral Service" excels.

Flower Price List sent upon request

Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Columbia Roses

We are now cutting heavily in this variety and can supply extra fancy stock at attractive prices.

BUY DIRECT FROM THE GROWER.

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 50c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

FANCY CARNATIONS All our own growth, guaranteed fresh cut and packed to arrive in good condition.

CURRENT PRICE LIST

RUSSELL

50c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$12.00 per 100
Medium	$8.00 to 10.00 per 100
Good short	4.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$10.00 to $12.00 per 100
Medium	8.00 per 100
Short	4.00 to 6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$4.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns**, which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000
Asparagus, according to length of stem, per 100, $2.00 to $3.00. **Bronze Galax**, per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.
NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

COMPLETE CLEAN-UP FOR EASTER.

The Easter demand was exceptionally heavy this year and stock in all lines cleaned up completely at an early hour, including the shipments that arrived late Saturday afternoon and evening. The high prices realized, which were reasonable considering the great shortage of stock, owing to the very unfavorable weather the early part of last week and the latter part of the week before, made this one of the best Easters on record, and no complaint is heard from any quarter in regard to poor business. The shipping trade was extra heavy, and it was impossible to fill anywhere near all the orders in full. The local demand never was so brisk, due to a large extent to the ideal weather that prevailed the three days before Easter. Cut lilies cleaned up completely at the advertised quotations of $25 to $35 per 100, including a shipment of 6,000 from Canada, April 19. Pot lilies were scarce at prices ranging from 35 cents to 50 cents per flower, and more could have been sold had they been available. Plants of every description met with ready sale, and like cut flowers, were in short supply. Roses were in heavy demand at the advertised quotations and even higher prices, and no trouble was experienced in disposing of all the carnations that arrived at $6 to $8 per 100 and even more in the fancier grades and varieties. Sweet peas had a heavy call and so did gardenias, violets, lily of the valley and orchids. Callas were sold before they reached the store. Snapdragons were good property and so were tulips, freesias, jonquils, mignonette, stocks, lupines, lilac, daisies, pansies, gladioli, feverfew, calendulas, iris, forget-me-nots and other miscellaneous seasonable flowers. Greens had a heavy call in all lines, and one of two items were exceedingly scarce. It was a question of being able to get stock for the retailer and not a question of price. Taking the unfavorable weather into consideration, the Easter trade this year was one of the best on record, and everyone seems to be more than satisfied with the amount of business that was done. Stock is more plentiful this week, but is in good demand, and while there is plenty to go around, there is no great surplus to speak of.

NOTES.

H. M. Burt, of Jackson, Mich., was here April 17 buying stock for his Easter trade, which was so brisk that a second trip to this market was necessary in order to avoid disappointing his customers. He featured pot lilies extensively and had no trouble in disposing of all he had to offer at $1 per flower.

Johann A. Ebbers will sail May 24 for Shanghai, on the Empress of Russia. He will visit several of the leading cities in the east between now and that date. His many friends here wish him a pleasant voyage and a speedy return.

Victor Emanuel, president and treasurer of the National Flower Decorating Co., Inc., New York, called on the wholesale trade here last week. He reported business very good on his entire trip.

A. T. Pyfer & Co.'s sales for Easter were greater than those of 1918 and the only stock left when the rush was over was a few pots of snapdragons that reached the market late Saturday.

Eddie O'Neill, formerly with the Ernst Wienhoefer Co., has been granted an honorable discharge from the navy, and is expected here from the east this week.

Everything in Cut Flowers, Greens and Supplies

O & L A. A. Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street 'Phone Central 6284

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

HEAVY SUPPLY OF

ROSES AND CARNATIONS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct from the Grower. **Subject to Change Without Notice.**

CURRENT PRICE LIST

	Per 100
MRS. CHAS. RUSSELL	
Specials	$20.00
Select	15.00
Medium	$10.00 to 12.00
Short	6.00
RICHMOND	
Select	$12.00
Medium	6.00
Shorts	4.00
MILADY	
Select	$10.00
Mediums	6.00
Shorts	4.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Wieland	
Select	$10.00 to $12.00
Medium	6.00 to 8.00
Short	4.00

	Per 100
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 4.00 to 6.00
Valley	6.00 to 8.00
Sweet Peas	1.00 to 1.50
Adiantum	1.25
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$5.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000, $1.50	
Leucothoe Sprays	.75 to 1.00

Mention the American Florist when writing

Van

100% Service

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones

INC.

Wholesale Florists

30 East Randolph Street
CHICAGO, ILLINOIS

Mention the American Florist when writing

The Craig family has the sympathy of the entire trade in the loss of their father, whose death occurred April 16. The store in South Wabash avenue was closed during the Easter rush as a tribute to the proprietor, who was one of the pioneer florists of this city.

Poehlmann Bros. Co. had a splendid Easter business and reports that its total sales show a great increase over those of 1918. The shipping demand was exceptionally heavy at this establishment and the same holds true for the city.

J. E. Kidwell, who returned recently from abroad with the American aviation forces, is representing the Fulton Truck Co. of Illinois, with headquarters at 3518-20 Michigan avenue.

The Wabash Flower Market, 106 South Wabash avenue, will move from its store in the basement to a new ground-floor location on East Monroe street about May 1.

WHAT ARE YOUR REQUIREMENTS?

Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties

If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.

FLORIST SPECIALTY CO., Idaville, Ind.

Mention the American Florist when writing

C. L. Washburn says that Bassett & Washburn's total sales for Easter week show an increase of over 25 per cent of those of the same period of last year.

Weiland & Risch cut their first indoor gladioli April 17, when the first Mrs. Frank Pendleton of the season were seen on the market.

Mrs. Peter Reinberg and sister, Mrs. Henry Zender, arrived home April 18 from a most pleasant visit in California.

At E. C. Amling Co.'s store stock of all kinds cleaned up entirely for Easter including cut lilies which were handled extensively here.

The outdoor foliage here indicates the vegetation is eight to 10 days in advance of normal average conditions.

John Schoeffle, 933 Belmont avenue, and wife left April 21 for Powers Lake, where they have a country home.

Fred Longren is back from a short business trip to Battle Creek, Mich.

Big Crop of Carnations

We have all the standard and best new varieties, and can supply the best grade in quantity at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

LARGE SUPPLY OF ROSES

Exceptionally Fine Russell, Richmond, Killarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Extra Special	$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

White—KILLARNEY—Pink	Per 100
Extra Special	$10.00
Select	9.00
Fancy	7.00
Medium	6.00
Short	4.00 to 5.00

KILLARNEY BRILLIANT.	
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	7.00
Short	4.00 to 6.00

RICHMOND.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	$12.00
Select	10.00
Fancy	8.00
Medium	6.00
Good	4.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS.	Per 100
Fancy	$8.00
Good	6.00

MISCELLANEOUS.	Per 100
Valley	$ 6.00 to $ 8.00
Lilies	25.00
Ferns, per 1,000	5.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

Mention the American Florist when writing

Zech & Mann had a wonderful Easter business. April 17 was the biggest day in the history of their firm. Their total sales for the first three days of the last week were larger than those of the best week they ever experienced. The two last days of the week were also record breakers. Allie Zech was on the job at the store all week and in the evenings was at Damm Bros.' greenhouses, superintending the distribution of the pot lilies that he had sold. On April 20, he removed Mrs. Zech from the Chicago Union hospital to her home, where she is rapidly recovering from an operation for appendicitis.

Everyone in the trade should subscribe for their Victory bonds as early as possible, so as to reach the quota in double quick time. All the local florists had such a record Easter trade that no trouble should be experienced in putting the trade's amount over the top.

The Chicago Flower Growers' Association had a vase of yellow chrysanthemums on display one day last week. The Easter demand at the establishment was very good and the result was a complete cleanup in everything.

A. L. Vaughan & Co.'s sales so far for April are ahead of those of the same month of last year. The Easter demand at this establishment was heavy and exceeded all expectations.

The A. L. Randall Co. received a shipment of cut lilies from Canada April 19, which sold as fast as they were unpacked, owing to the splendid condition in which they arrived.

Wietor Bros. cleaned up early for Easter in both roses and carnations and could have sold more if they were available. They had a splendid cut of Killarney for this occasion.

J. A. Budlong Co. enjoyed a big Easter business with a heavy demand for roses which it handled in quantity. Sweet peas were a splendid seller and cleaned up completely early.

Kennicott Bros. Co. disposed of a large quantity of lilac for Easter which came in handy for the local retailers, owing to the great scarcity of other stock.

Bernard Sherman, proprietor of the North Shore Floral Co., reports his Easter business as very satisfactory with a strong demand for all items.

The Briggs Floral Co. had more business than it could handle for Easter and the proprietors are more than satisfied with the results.

Peter Reinberg's Easter sales show a great increase over those of 1918 with a strong demand for roses and carnations.

Erne & Co. were more than busy all through the Easter week and everything offered here cleaned up quickly.

Sister Paschales of the Angel Guardian Orphan Asylum has been on the sick list for some time.

E. F. Winterson, Sr., is vice-president of the Victory Loan committee in the 13th ward.

The Easter display at Garfield Park conservatories is well worth a visit.

Visitors: Herbert Smith, Danville; Mrs. Holt and J. S. Wilson, Jr., Des Moines, Ia.

PERU, ILL.—The Peru Floral Shop has been opened under the management of Miss Emma Broz.

NILES, O.—Fire of an unknown origin, which started in the boiler house at the range of John Dunstan, caused damage estimated at $1,500, partly covered by insurance.

Cincinnati.

EASTER SUPPLY INSUFFICIENT.

Easter business was very good, everything cleaned up readily, and much more stock than was available, could have been used. Prices were at top. The plant growers fared well. The retail stores cleaned up their cut flowers readily and practically all of their plants. The supply of roses was fair, but it fell far short of the demand. The same applies to carnations. Easter lily receipts were equal to barely 50 per cent of the demand for this flower. Both rubrums and callas sold readily. Receipts in tulips, hyacinths and daffodils were rather meager and some showed the effects of holding. Sweet peas were in good supply and proved good property. Orchids ran short of needs. Other offerings were snapdragons, calendulas, forget-me-nots, pansies, wallflowers and mignonette.

NOTES.

Roy Eck and his two brothers, who formerly conducted a florist establishment and which was closed when they entered the United States service, will open a flower store at 1223 Vine street.

C. E. Critchell cleaned up in fine shape for Easter. He is now busy getting in supplies for Mother's day and Memorial day business.

E. C. Gillette had an excellent lot of roses for Easter. They cleaned up quickly.

William Mayhall has completed his duty as a "fire-laddie" with the home guards.

Visitors: G. A. Beckmann, Middletown, O., and Julius Dilloff, New York.

H.

MUNCIE, IND.—Adam Shideler will open a flower store at 106 East Main street.

HEAVY SUPPLY

FANCY ROSES

All the leading varieties at reasonable prices.

Carnations=Lilies=Sweet Peas

Beauties, Orchids, Calendulas, Jonquils, Callas, Daisies, Snapdragons, Tulips, Stocks, Forget-me-nots, Greens, Etc.

Write for special prices on quantity lots in any item that you may need.

A. L. VAUGHAN & CO.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Mention the American Florist when writing.

You should handle stock that will please your most exacting customers. We have it.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Forget-Me-Nots Pansies
Stocks

SNAPDRAGONS
Tulips Darwin Tulips
Sweet Allysum
Candytuft.

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

Milwaukee, Wis.

EASTER TRADE BEST EVER KNOWN.

The Easter of 1919 can go on record as the best to date, for in all lines, including cut flowers and flowering plants, the demand by far exceeded the supply. This can directly be traced to the most unfavorable weather conditions, which prevailed from last Sunday until Thursday night, for it rained and was cool all that time. This was a severe setback, especially for the growers, who would have had a good deal more stock with favorable conditions. The best supplied line was roses, which commanded eight to 15 cents. Exceedingly short was the cut of carnations; still, the price of six to eight cents was not abnormal. More sweet peas could have been moved at $1 to $2.50. Callas shared honors with the Easter favorite, bringing $3 to $3.50 a dozen cut blooms. There was a fair cut of mignonette, snapdragons, Spanish iris, single daffodils, tulips and swainsona. All disappeared in the rush. In pot plants, Easter lilies were very scarce, while the hydrangea became a second favorite. Ramblers, spiræas, cinerarias and the various kinds of bulbous stock in pots, boxes and made up hampers, were all cleaned up early at good figures. The weather on Easter day could not have been more favorable if it had been made to order, bringing a good lot of business, especially corsage bouquets. We have heard of at least two local retailers who sold quite a few Easter lily plants in bud, minus the open flower, and, considering the advanced price of one hundred per cent over last year, it goes to show that some people want what they want, under all circumstances.

NOTE.

April 15, the daily papers announced the death of P. J. Deuster, age 78 years. Mr. Deuster built the first large range of glass on the Blue Mound road, consisting of 21 long spans, to the south houses opposite to the Calvary cemetery, about 20 years ago. After operating the range for some time without financial results, it was taken over by the C. C. Pollworth Co., until it had seen its best days. The funeral was held April 19, from the residence, on Blue Mound road, to Calvary cemetery. E. O.

Toledo.

BIGGEST EASTER ON RECORD.

Had it not been for the steady downpour of the first three days of Easter week, there is no telling what volume of business would have been piled up by local florists. As it was, the last three days were splendid with bright, clear weather, and shoppers crowded all the flower stores of the city from morning till closing time, so that the business transacted this year was the best the trade in this vicinity has ever experienced. This is remarkable when all conditions are considered, with the scarcity of the ever popular lilies, azaleas and other plants that usually have a big sale at this time. Market conditions on the whole were not any too favorable, especially for those retailers who, when it rained in the early part of the week, cancelled some of their previous orders. When the sun came out and they sought to get sufficient stock to fill the unprecedented demand, they often found that it had been gobbled up by a more courageous and far-sighted florist. There were very few lilies and azaleas on display and these were bought up early in the week. However, the public was not slow to switch to other plants, and almost any kind, provided it was healthy and well sized. The big-flowered hydrangeas were the most popular and were used extensively by florists in various basket effects. There was a great demand for hyacinths, with not enough to go around. Tulips were on the market in great quantities and were quite popular, Darwins leading in favor. They retailed for from $1 to $5. Rambler roses were liked and brought $2 to $10; Magna Charta roses sold well at from $2 to $15. Daffodils were more in demand than ever before and sold for higher prices than usual, bringing from $1 to $6. Genistas and cinerarias were not quite so plentiful and sold out. There were very few spiræas on the market. Cut flowers were in great demand the latter part of the week for corsages and greetings and were just about equal to the demand. This was somewhat decreased by the rain on Sunday. Carnations cleaned up completely at from $1.50 to $2 per dozen. Roses were quite plentiful and the quality was fair. The better grades at from $4 to $8, enjoyed a lively sale. Snapdragons were of splendid quality and sold for from $3 to $5. Violets were quite scarce, as were narcissi. Sweet peas were soon snapped up at from 50 cents to $1 per bunch. Jonquils sold for $1 to $1.50. Telegraph orders played a big part in this year's Easter trade and show how publicity and advertising are slowly but surely bringing very profitable results. All in all, this was a most profitable Easter, and those florists who had the courage to charge adequate prices, found that it is just as easy to sell their product at a price that allows a just profit, as it is to sell them at a price that gives them a living and nothing more.

A. C. K.

WARREN, PA.—Robert Schilmar is building a range on Pennsylvania avenue.

DAYTON, O.—R. G. Corwin, receiver for the old Miami Floral Co., states there will be little or nothing left for the general creditors.

BALTIMORE, MD.—Hugo A. Walther, who for many years conducted an establishment on Park Heights avenue, known as a geranium specialist, died at his home here, March 28.

Best Quality Roses

Choice stock of Valley, Darwin Tulips, Stocks, Calendulas, Lupines, Tulips, Iris, Daisies, Lilies, Mignonette, Callas, Jonquils, Forget-me-nots, Sweet Peas, Pansies and all other seasonable stock. Do not forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS Splits.....$3 to $4 per 100
Choice Stock, $5, $6 to $8 per 100

Use Our BLUE RIBBON VALLEY For your Bridal Bouquets None Better to be found on our market.

Don't forget to order Nesbit Roses, they work in nicely.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

St. Louis.

EASTER TRADE SHOWS 25 PER CENT GAIN.

The market was quite active all of last week, with a good supply of flowers of all kinds. The latter part of the week roses shortened up remarkably and the supply for Easter was far from being anyway near ample. Other stock of all kinds was equal to the demand. The cut of sweet peas was enormous. By Saturday noon, however, every one was cleaned up on orders and at good prices. Sunday's cut also was cleaned up before it could be laid on the counters. Callas were a bit short of demand. Easter lilies were in fair supply, but did not sell fast on account of the high prices, but before Sunday morning they also cleaned up. Greens of all kinds were plentiful. The huckleberry used in place of smilax for decorations was fair, but very soft with no keeping qualities. A canvass of the retailers shows this Easter to have been the biggest ever experienced. Pot plants were scarce and most anything with a bloom sold. Cut flowers had a bigger demand than ever before, the leader being sweet peas. The Easter novelties did not sell as well as expected. The buying public was somewhat disappointed in not being able to get pot lilies, but nevertheless in most every case bought something else.

NOTES.

About every other lady on the street on Easter seemed to be wearing a corsage bouquet. The predominating flower was sweet peas. This goes to prove again that publicity is the thing to make the public buy. With a continuation of the proper publicity, the business ought to increase by leaps and bounds. From all reports it seems this Easter showed a general increase of about 25 per cent over last year.

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION
is a
SERVICE
that gives genuine protection
to the
RETAIL FLORIST
in
"Wholesale Only."

Kennicott Bros. Co.
CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

H. J. Weber & Sons, of Nursery, Mo., had a fine lot of rose plants and amaryllis which were entirely sold out. They also disposed of thousands of nice pansy plants.

The Bourdet Floral Co. cleaned up on its fine big roses at fancy prices. The stock of all kinds of flowering plants was cleaned out completely.

Chas. Beyer was long on hydrangeas and they were certainly in demand. If he had had three times as many, he could have sold them easily.

The ladies' florist club will have its meeting May 6, 2 p. m., at the Missouri Botanical Garden. Everybody interested is invited.

J. J. W.

Detroit.

EASTER BUSINESS BETTER THAN EVER.

The story of the Easter business last week can be briefly told. It was the best in all respects ever experienced here. Growers, wholesalers and retailers all agree that the call for flowers and flowering plants of all kinds available was incessant throughout the week, and the prices realized were uniformly higher than ever before. The weather was very unfavorable for the cut flower growers the week previous, and the first three days of Easter week it rained almost constantly, and this condition worked apprehension in the minds of the retailers, who during those days, made fewer sales than anticipated, but the balance of the week it cleared, and Saturday was an ideal shopping day, and the stores were thronged with eager buyers. Plants of all kind were popular and may be said to have had the advantage over the cut flowers, the stock of which was limited. Rambler roses in several varieties, and those of the baby type, were perhaps the leaders in the higher priced plants, closely followed in popularity by hydrangeas. There were many spiræas to be seen in the stores, and they too sold well, better than when they were more plentiful in former years. Bulbous pot plants were fine, and the cold weather was favorable to their maintenance in good condition throughout the week. These were in the largest sizes and in the usual varieties, though Murillo was easily the leader of them and some really elegant stock to be seen maintained the popularity of this class of plants to a high degree. Marguerite plants in many sizes were prominent in most of the stores, and even geraniums were found in many places, and these found ready sale at usually 50 cents each in four-inch pots. Some pans of these containing three or four plants were in stock and regarded as attractive gifts that sold well. A few rhododendrons and azaleas completed the list, all of which sold readily as the depleted stores at the closing hours Saturday night proved. In cut flowers, roses were very scarce and carnations, sweet peas, bulbous stock, and a limited quantity of snapdragons and some lilies were relied upon to fill cut flower orders. Violets of suspicious age were, with sweet peas and a limited supply of Ward and other small rose buds, used to fill the great demand for corsages, which seemed more popular than ever. Unquestionably the high prices that prevailed on many items in the cut flower list, and on all flowering plants, deterred many former buyers from patronizing the flower shops. Notwithstanding this fact, others took their places and braved the inevitable and indulged as freely as ever, and the recipients of the many Easter gifts this year sent out from the flower shops, had a greater appreciation of them than ever before, for nothing seems better understood by the public than the fact that flowers now are sharing with other commodities a necessary advance in price.

J. F. S.

Chicago Bowling.

The florists known as the Centrals in the North Chicago League rolled the following scores last week:

Players	1st Game	2d Game	3d Game
Lorman	203	198	160
Lieberman	210	154	183
Huebner	131	219	193
Wolf	218	177	166
Price	211	215	243
Totals	973	963	945

Put it Over the Top

We help you to make the payments by giving you the best fresh stock at the lowest prices at all times.

A. T. Pyfer & Company
WHOLESALE FLORISTS
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Baskets
Write For Catalog Now.
Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.
Mention the American Florist when writing

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO
Mention the American Florist when writing

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	8.00@	40.00
" Hoosier Beauty	6.00@	25.00
" Killarney Brilliant	5.00@	20.00
" Killarney	5.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	6.00@	20.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	6.00@	20.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	6.00@	20.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection	6.00@	8.00
Carnations	6.00@	8.00
Cattleyas, per doz	6.00@	7.50
Daisies	1.50@	2.00
Lilies		25.00
Valley		8.00
Callas		25.00
Sweet Peas	2.00@	4.00
Calendulas	3.00@	6.00
Snapdragon, per doz	1.50@	2.00
Mignonette		8.00
Freesia	4.00@	6.00
Iris, per doz	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns .....per 1,000	$5.00	
Galax ..... "	$1.50@ 2.00	
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000	5.00@ 6.00	
Plumosus Strings, each,	60@ 75	
Smilax.....per doz.,	2.50@3.00	
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.

CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

3500 MARYLAND ROSE PLANTS

Out of 2½ inch pots, ready for immediate delivery.

We can also furnish **Double White Killarney, Pink Killarney and Ophelia.**

2000 Keystone Snapdragon Plants, ready for delivery now, $45.00 per 1000.

THE LEO NIESSEN CO., **1201 Race St., Philadelphia, Pa.**

Philadelphia.

LITTLE COMPLAINT ON HIGH PRICES.

The Monday morning's installment of cut flowers was very good, considering the tremendous strain on the growers, that took everything that looked at all salable for late Saturday and on Sunday morning. This morning's shipments showed a fair amount of roses, cut a bit tight but salable. Some very fine colored Russells were seen. There were carnations, and quite a lot of sweet peas, some with long stems, snapdragons, calendulas, quite a few good callas and Easter lilies. Prices were about 25 per cent less than for the holiday, the top figure for carnations being 8 cents. The general consensus of opinion in all branches of the trade is that it was a great Easter, very much better than was expected by many. All are glad and expressed great relief that it is over and resulted so satisfactorily. The uncertainty as to whether the people would pay the advanced prices was, as at Christmas, solved by the first few sales made. There were some protests as is natural and ever present at all times, but in the main the retail prices, most of them 100 per cent over those of a year ago, were accepted as a matter of course and cheerfully paid. Reports of various members of the trade, wholesale, retail, and growers, are as follows:

The Leo Niessen Co.—"We moved an immense amount of stock, in some lines. The demand was greater than we could supply. We did our best to please our customers, and have received a number of congratulatory telegrams. The volume of business was greater than ever before."

The S. S. Pennock Co. found it very hard to satisfy its regular trade. There were not flowers enough for anything like the demand, although the firm handled very large quantities of roses, carnations and sweet peas. A good supply of lily of the valley and cattleyas were features.

The Jos. Heacock Co. said: "The warm weather of the week before, followed by the cold rains of last week, upset all our Easter calculations. We were shy of almost everything, but did the best we could for our customers. We could have sold three times as much as we had."

The retail stores had a wonderful Easter. At J. J. Habermehl's Sons, the report was: "The best Easter we have ever had, in every respect; almost doubled our business. Our greenhouses never turned out better stock. We had a great demand for cut flowers and corsages."

A splendid demand, but not near enough stock, even at the increased prices, was the situation with Edward Reid. Mothers' day following so close, and then Memorial day, three important holidays almost within a month, will make this period a record breaker for the year.

"An unusual Easter. We paid more for our stock this year, than we sold it for last Easter, but we sold it all and received our usual percentage of profit. Some complained as they always do, but in the main we had little trouble. It turned out all right."

The Philadelphia Wholesale Florists' Exchange handled 25,000 lily of the valley. Roses and sweet peas figured

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, April 23.	Per 100
Roses, Beauty, Special	50.00@ 60.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	30.00
" Killarney	6.00@ 15.00
" My Maryland	6.00@ 15.00
" Sunburst	6.00@ 12.00
" Ward	4.00@ 6.00
" Ophelia	8.00@ 20.00
" Russell	10.00@ 25.00
" Shawyer	6.00@ 12.00
Lilies	20.00@ 25.00
Cattleyas	75.00@ 85.00
Carnations	4.00@ 8.00
Sweet Peas	1.00@ 3.00
Asparagus Sprengeri, .35@z.50	
Violets	.75@ 1.00
Minonette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 6.00
Freesias	2.00@ 5.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00
Golden Spur	4.00@ 6.00
Victoria	5.00@ 7.00
Smilax	25.00

BOSTON, April 23.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	2.00@ 8.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, April 23.	Per 100
Roses, Killarney	4:00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Carnations	4.00@ 8.00
Callas	12.50@15.00
Calendulas	4.00@ 5.00
Easter Lilies	15.00@20.00
Sweet Peas	1.00@ 3.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Violets	1.00@ 2.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING in the line of **Cut Flowers, Plants and Florists' Supplies.**

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of **Choice Cut Flowers and Greens**

H. Bayersdorfer & Co.

The Wholesale Supply House of America . . .

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Mention the American Florist when writing

largely. Manager Duetscher said it was a crackerjack Easter, much the largest they had ever experienced.

Pennock Bros. closed their doors on Friday and Saturday at 6 p. m. Their large stock of plants and baskets was not sufficient for the demand. Cut flowers were also sold in large quantities. Elegant corsages were a feature.

The London Flower Shop had much the largest business in their experience, both in plants and cut flowers. People seemed to expect to have to pay more, and there was little trouble on this score.

Charles H. Grakelow reported: "A very busy week; could have sold much more stock. People paid the higher prices and wanted more. I handled a large number of F. T. D. orders."

"Big, very big," was the report of Nelson C. Geiger, who handled very few plants for want of room, but pushed cut flowers to the limit. He had a very satisfactory Easter.

John C. Gracey said: "A wonderful demand. We could not get enough in almost every line of plants, and cut flowers were the same way. High prices were no barrier."

The H. H. Battles store and Century Flower Shop never had a better Easter. The demand was phenomenal and people did not appear to mind the increased prices.

A. M. Campbell reports that 90 per cent of his lily crop made the holiday, and all were sold. Larkspurs and Emperor daffodils were also quantity stocks.

Elmer W. Goehring never handled so many high priced plants and had a very satisfactory Easter.

NOTE.

Robert Miller, of the Miller Floral Company, Salt Lake City, spent a few days in this city the past week. He had been making a trip trrough the east, visiting all the large cities, and paid growers in this vicinity the compliment of having much the best stock of Easter pot plants. He spoke very enthusiastically of the future of the business, particularly in the west. F. A. Zenke was another very interesting visitor. Mr. Zenke represents the Excell Laboratories of Chicago, makers of fertilizers, fungicides, and insecticides. He is well up on all the fungi, diseases, and insects that are injurious to plant life. K.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of **WIRE DESIGNS**

Write for Price List

C. A. Kuehn, WHOLESALE **Florist**

All Seasonable Cut Flowers

Mfr. and Dealer in "Florist's" (Brand) Supplies

1312 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Flower Markets

PHILADELPHIA, April 23. Per 100

Roses, Beauty, special	60.00@	75.00
" " fancy	35.00@	50.00
" Mrs. Chas. Russell	12.00@	25.00
" Killarney	4.00@	12.00
" Hadley	10.00@	35.00
" Sunburst	6.00@	15.00
" Wards	6.00@	18.00
" Ophelia	6.00@	20.00
" Columbia	10.00@	25.00
Carnations	6.00@	8.00
Easter Lilies	15.00@	20.00
Callas	15.00@	20.00
Snapdragons	6.00@	12.00
Calendulas	3.00@	4.00
Adiantum	1.00@	1.50
Smilax		.25
Asparagus Strings	.50@	.75
Asparagus bunches		.50
Dagger and Fancy Ferns, per 1,000	3.00@	4.00
Sweet Peas	1.00@	3.00
Freesias	3.00@	5.00
Paper Whites	4.00@	6.00
Tulips	4.00@	6.00

ST. LOUIS, April 23. Per 100

Roses, Hadley	3.00@	10.00
" Killarney	4.00@	10.00
" White Killarney	5.00@	12.50
" Hoosier Beauty	4.00@	20.00
" Russell	4.00@	35.00
" Ward	3.00@	6.00
" Mrs. Shawyer	3.00@	10.00
" Sunburst	4.00@	15.00
Ferns	4.50@	5.00
Carnations	6.00@	12.50

MILWAUKEE, April 23. Per 100

Roses, Killarney, W. Killarney	4.00@	12.00
" Ward	4.00@	8.00
" Mrs. Chas. Russell	8.00@	25.00
" Ophelia	6.00@	15.00
" Columbia	8.00@	25.00
" Hoosier Beauty	6.00@	15.00
Carnations, assorted	6.00@	8.00
Cattleyas, per doz		9.00
Sweet Peas	1.00@	2.00
Callas, per doz	1.50@	2.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange

SPECIAL VALLEY

ROSES, CARATIONS, VIOLETS

Up-to-the-Minute Service. Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

PITTSBURGH, April 23. Per 100

Roses, Beauty, special	60.00@	75.00
" " fancy	40.00@	50.00
" " extra	20.00@	30.00
" " No. 1	8.00@	15.00
" Hadley	8.00@	35.00
" Killarney	6.00@	15.00
" Sunburst	6.00@	15.00
" Mrs. Aaron Ward	6.00@	15.00
" Russell	10.00@	30.00
" Columbia	10.00@	30.00
Cattleyas		50.00
Easter Lilies		25.00
Lilium Giganteum		20.00
Carnations		6.00
Valley		6.00
Ferns, per 1,000		4.00
Sweet Peas	1.00@	2.00
Violets	.75@	1.00

New York.

GOOD SALES AT HIGH PRICES.

The Easter business began with a rush, April 18. In the wholesale cut flower district little business is expected until a day or two before the holiday; throughout the week the retailers are busy arranging their plants and pushing them, and buy as light of cut flowers as possible. Last week, bad weather that prevailed up to April 17, prevented the retailers from doing much business and threw practically all the demand into two days. The dark, cool and rainy weather to some extent lessened the supply of cut stock, and throughout the week prices kept advancing and took a big jump April 18. Special American Beauty roses went to $1 and $1.25 each, wholesale rates. Russell and Hadley to 75 cents and $1; Columbia No. 2's $10, and specials, $50 per 100; Prima Donna, $10 to $50. Such roses as Ophelia, the Killarneys, Stanley and Shawyer ranged from $10 to $30 and $35 per 100 though the demand was strongest for the shorter grades. Carnations went to $12 and $15 per 100; sweet peas, $3 to $5 per 100, according to quality. Violets were scarce, and many of them miserably poor, but the best brought $2 and $2.50 per 100 and callas $4. to $6 per dozen. The cut Easter lilies started well at 35 cents bud and flower for ordinary stock and 50 cents for specials, but by the afternoon of April 19, they were going slow, and ordinary quality was down to 25 cents with lower prices by midnight. Special cattleyas went at $1.25 and $1.50 each, wholesale rates; lily of the valley, $8 to $15 per 100; Lilium candidum held at 50 and 75 cents per stalk, but slow. Darwin tulips were about finished before the Easter business started. The best of the other tulips were 50 and 75 cents per dozen. Yellow narcissi, snapdragons, delphiniums and stocks were all slow, with no advance in prices. Smilax, which had been selling well for some time, utterly fell down April 19, and the market was glutted with it. The supply of all cut flowers was much lighter than for Easter, 1918, but prices were much higher, so it may be assumed that growers and wholesalers held their own. It is yet too soon to make a fair comparison. Early reports from many retail stores in this city and Brooklyn, Newark, N. J., and the Oranges, N. J., indicate that the retailers had excellent business in plants, and were generally sold out. All the wholesale stores were open throughout the night of April 19 and until noon of Easter, but it was merely a matter of holding out for prices. At lower figures, all the stock on the market could have been easily cleaned up by 6 p. m., Saturday. As it was, there was some left over. A considerable supply of cut Easter lilies and L. candidums remained unsold as well as a limited quantity of special grade roses, snapdragons and delphiniums. Violets were finally pushed up to $3 per 100, and some of the No. 2 roses of such varieties as Ophelia and the Killarneys, brought $12 per 100. Later reports from the retailers are unanimous that they had fine business in plants, but were greatly dissatisfied over the high prices of cut flowers. In a great city like this, there are tens of thousands of transients and other people that are not householders. To such people, plants do not appeal, because they cannot keep or take care of them. The greatest aggravation to the retailers was the high price of violets. Numbers of them had taken orders in advance, and now say that they sold at cost. At the best, the quality was poor and they had not the "face" to charge their customers $4 or $5 per 100. The matter of high prices at Christmas and Easter has long been a bone of contention, in this city between wholesalers and retailers. The business of a trade paper, as we understand it, is to be impartial, and state the facts; therefore, we are not proffering advice to any branch of the trade. If the trade, as a whole, is satisfied for the sake of a few days of abnormally high prices to be denounced by the buying public, then let the bands play, the clowns tumble and the elephants go round and round.

April 21.—The market is quiet and prices generally down to normal conditions, though the supply of stock is light. No violets are in, and they may as well be forgotten for this season. It develops that a considerable stock of the highest priced tea roses hung fire on the Easter market. Easter Sunday was an exceptionally fine day, as to weather, and corsage business was good with the retail stores, orchids, lily of the valley and sweet peas moving well. A shipment of lilac came in from Washington, D. C., this morning.

NOTES.

In the wholesale district, there is general satisfaction over Easter business. Traendly & Schenck state that they sold everything that they had in cut flowers at good prices. Philip F. Kessler said it was the best Easter business he ever had. He sold 35,000 cut lilies during the week preceding Easter. Walter F. Sheridan sold out everything, and was well pleased with the business. P. J. Smith said that it was the first Easter of his many years in the wholesale trade, that he did not open on Easter Sunday. He was sold out at midnight of the 19th. George J. Polykranas said it was his best Easter business since he became a wholesaler. J. K. Allen said that his business was good, and compared favorably with former years.

N. Christatos, Sixth avenue and 58th street, had an excellent stock, including azaleas. He had good business in plants, but states that, April 19, at least 100 peoeple refused to buy cut flowers on account of high prices.

The Dards store, Madison avenue and 44th street, had a fine stock of lilies, roses, hydrangeas, rhododendrons, daisies, etc., and handsome combination baskets. The stock sold well.

The National Florists Board of Trade has removed its offices to 48 Wall street, where it will continue as heretofore under the management of Edward McK. Whiting. Telephone Hanover 6758.

Wadley & Smythe, Fifth avenue and 42d street, had a good stock of all seasonable plants. Noteworthy features were their fine fuchsias and geraniums grown to standards.

Hession, Madison avenue and 76th street, had, as usual, a fine stock and sold out well. He expressed dissatisfaction at the high prices on cut flowers.

At both the Broadway stores of Malandre Brothers, there were fine displays of all seasonable stocks, including excellent lilies.

The Drakos Co., Broadway and 116th street, of which J. G. Papedem is the leading spirit, reported good Easter business.

C. E. Zervakos, who has stores on Madison and Columbus avenues, had a fine stock and good business.

D. J. Pappas, Inc., Broadway and 106th street, had a fine Easter stock and their business was good.

It is stated on reliable authority that some of the churches used artificial lilies for Easter decorations.

Henry Hart, 1000 Madison avenue, said he had excellent business in both plants and cut flowers.

Hugo H. Jahn, Nostrand avenue, Brooklyn, was well satisfied with Easter business.

Manager McCarty, of James Weir, Inc., Brooklyn, stated that business was good.

A. F. F.

ASTORIA, N. Y.—William and Harmon Corney have purchased 10 lots here and will improve the property with a modern range.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

GILBERT P. JOSEPHSON
Everything for the Florist
Artificial Boxwood and Ornamental Plants.
Supplies, Sundries.
54 West 28th St., NEW YORK

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.
Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28th ST. NEW YORK
Consignments Solicited

Telephone 7960 Chelsea.
Traveling Wholesale Florist
INC.
130 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, April 23. Per 100

Roses, Beauty, special	60.00@	75.00
" " extra and fancy	40.00@	50.00
" " No. 1 and No. 2	10.00@	12.00
" Hadley	6.00@	50.00
" Hoosier Beauty	2.00@	12.00
" Francis Scott Key	10.00@	60.00
" Columbia	4.00@	20.00
" Prima Donna	4.00@	20.00
" Alice Stanley	4.00@	15.00
" Mrs. Geo. Shawyer	3.00@	12.00
" Double White Killarney	4.00@	15.00
" Killarney	2.00@	12.00
" " Queen	2.00@	12.00
" " Brilliant	2.00@	12.00
" Aaron Ward	3.00@	15.00
" Sunburst	4.00@	12.00
" J. L. Mock	3.00@	15.00
" Ophelia	3.00@	15.00
" Mrs. Chas. Russell	4.00@	35.00
" Ulrich Brunner	25.00@	35.00
Cattleya orchids, special	75.00@	100.00
L. Candidum, per doz	3.50@	4.00
Lilies, Longiflorum and Formosum	10.00@	15.00
Formosum	35.00@	40.00
Lily of the Valley	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	6.00@	8.00
Gardenias, per doz	1.00@	4.00
Callas, per doz	2.00@	2.50
Sweet Peas	1.50@	2.50
Mignonette, per doz	.75@	1.00
Golden Spur narcissus, per doz.	.50@	.75
Tulips, per doz	.50@	.75
Iris, per doz.	1.50@	2.50
Gladiolus, per doz	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.50
Stocks, per doz		.50
Delphiniums, per doz	2.50@	3.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

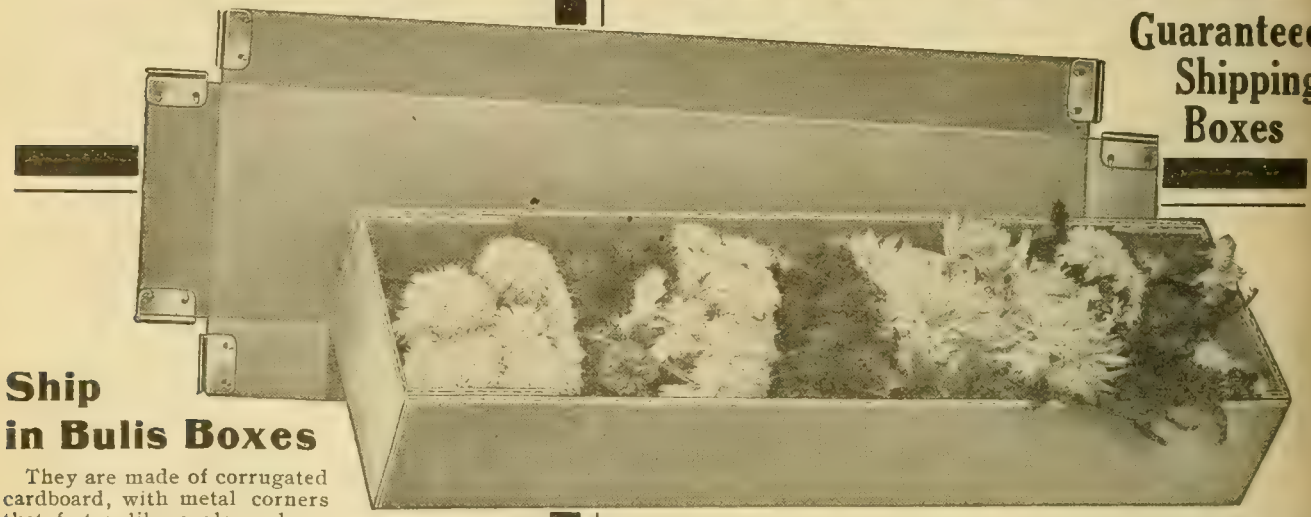
M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

Patented Metal Corner Lid.

BULIS

Guaranteed Shipping Boxes



Ship in Bulis Boxes

They are made of corrugated cardboard, with metal corners that fasten like a glove clasp, and **hold tight.** The boxes come to you knocked down, which saves carrying charges and space. They are easily put together. No glue or tools required. Guaranteed to give satisfaction. Just the thing for shipping high-class flowers by mail or express. Prices lower than ordinary old style boxes. Send your order today.

J. C. BULIS MFG. CO.

1126 South 12th Street

St. Louis, - Mo.

All sizes are carried in stock. Your order shipped same day received.

Box No.	L. W. D.	Weight per 100	Price per 100	Box No.	L. W. D.	Weight per 100	Price per 100
1	14x14x 8	150 lbs.	$20.00	15	36x 8x 6	220 lbs.	$23.00
2	16x16x 6	170 "	19.00	16	36x12x10	315 "	34.50
3	16x16x10	250 "	25.00	17	36x30x 8	550 "	47.50
5	20x20x 8	280 "	27.50	18	40x10x10	310 "	33.00
6	20x20x12	370 "	33.50	19	48x14x 8	420 "	38.00
7	24x24x10	400 "	37.00	20	50x20x10	590 "	52.50
8	30x30x 8	480 "	42.50	21	60x16x12	665 "	59.00
11	23x12x 5	170 "	19.00	22	20x16x10	255 "	30.00
12	24x 6x 4	110 "	14.00	23	26x20x10	440 "	35.00
13	30x 5x 4	125 "	15.00	24	30x24x10	525 "	41.00
14	32x10x 5	205 "	22.00				

Special Sizes made on short notice.

F. O. B. St. Louis. No orders filled for less than 25 of a size.

We allow 5 per cent discount when cash accompanies order. Terms to those satisfactorily rated in Dun's or Bradstreet's, 2-10-30 net.

SHIPPED DAY ORDER IS RECEIVED

Fort Wayne, Ind.

EASTER TRADE MAKES RECORD.

The Easter business this year was a record breaker. Everyone of the local florists was completely sold out of flowering plants on Saturday, and many report that they were completely cleaned up in all the cut flowers that they could obtain. The weather was ideal. Saturday was fair, and business was enormous. Prices were higher this year on almost every variety of stock. Easter lilies sold for 50 cents for each bloom, hyacinths for 50 cents per bulb, and tulips for 20 cents per bulb. Hydrangeas brought $3, $5, and $8 each, and the rambler roses, dwarf variety, sold for $2, $3, and $5 each, while the climbing ramblers and Tausendschon brought from $5 up to $10 and $12 each. In cut flowers, there were plenty of roses of excellent quality, and these brought from $2 up to $6, while Russell and Columbia sold for $6, $7 and $8 per dozen. Russells took the place of American Beauties entirely for this holiday. Carnations were not so plentiful, and brought $2 per dozen. Cut Easter lilies were very scarce, but callas were in good supply. Cattleyas were in excellent demand, and the call for them was far beyond the supply. Although it is impossible, at this early day, to ascertain the exact increase in the Easter business this year over last, the florists of this city are convinced that there was a substantial gain, in spite of the fact that there was a shortage of plants. On this account, it is believed, many more cut flowers were sold than would have been otherwise.

NOTES.

Specimen antirrhinums were featured at the Flick Floral Co.'s store for Easter. This firm had a fine lot of Easter lily plants, which were entirely sold out long before Sunday. Rambler roses and yellow daisy plants were very fine. They report the trade far heavier this Easter than ever.

Corsage work was a leader at the Doswell Floral Co.'s store. This firm featured special Easter corsages, and used thousands of sweet peas for this work. Their large supply of flowering plants was entirely sold out.

The Freese Floral Co. reports a bigger demand this Easter than ever, with plants all sold out on Saturday. They had an excellent supply of cut flowers for the holiday, and a good amount of funeral work.

A. J. Lanternier & Co. report a scarcity in cut lilies, but a fine supply of other cut flowers. The trade here showed a substantial increase over previous years.

The New Haven Floral Co. had a heavy crop of that popular corsage flower, the sweet pea. This firm enjoyed both a fine wholesale and retail trade.

W. J. & M. S. Vesey could not begin to supply the heavy demand for orchids, although they had large quantities of Cattleya Mossiae.

Ed. Wenninghoff reports that marguerites and the larger plants took well, and he also had a record sale of Easter novelties.

The Freese-Knecht Co. cut a fine large crop of roses for Easter. They report the holiday trade the best in years.

H. K.

DULUTH, MINN.—The Northeastern Minnesota Horticultural Society has arranged for a series of lectures on subjects of interest to amateur gardeners.

Boston.

EASTER BUSINESS SHOWS GAIN.

Business in this city during the past week has been good despite the telephone strike and a holiday on Saturday. Easter lilies were scarce and most of the stores were asking 75 cents per flower and sold out quickly. Azaleas were in great demand and the same was true of the French hydrangeas, roses and lilac. The bulbous stock was about over and cleaned up early. White marguerites and bougainvilleas moved slowly. The demand for sweet peas was greater than the supply. Orchids and gardenias moved easily. Roses were plentiful and prices low. Taking everything into consideration, the Easter demand was better than last year.

NOTES.

Houghton & Gorney had a good trade and cleaned out their lily supply before the week was half over. The cut flower trade at this establishment was far ahead of that of last year.

B. A. Snyder & Co. report good Easter business. A late importation of Bermuda lilies, which arrived minus foliage, cleaned up well in funeral work

At Philip L. Carbone's business was much better than last year with kalmias, lilac, roses and azaleas in good demand.

Thomas F. Galvin's stores report much business lost to them due to the telephone strike.

Welch Bros. Co. had a good trade and cleaned out a large stock early.

S K. G.

EVANSVILLE, IND.—A flower shop has been opened in the Hotel McCurdy under the management of Otto J. Kuebler.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

WASHINGTON D. C.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON D.C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.
FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan
FLORIST
2424 Eighth Ave., near 130th St, NEW YORK
Telephone 1994 Morningside.
A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers.
Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.

FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

New Orleans, La.

CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.

House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Chicago.

RONSLEY
17 East Jackson Boulevard
Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

18 Willoughy St., BROOKLYN, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association

Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones { 107 / 420 / 775 } Lenox
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Quality and Promptness
New Orleans, La.
Members F.T.D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries DULUTH, MINN. to Superior, Wis.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

National Florist
CHICAGO
THE NORTH SHORE FLORAL CO. (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Friedman

:::FLOWERS:::

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

ABERDEEN, S. D.

Miladys Flower Shop

QUALITY FLOWERS FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

For St. Louis.

WIRE

Grimm & Gorly

CHICAGO DETROIT

Central Floral Co.

132 N. State St.. CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago April 23, is $52.00.

NEW YORK.—There is a glut of onion sets here and they are hard to move at any price.

J. J. SLUIS, of Sluis Bros., Chicago, sailed for Europe on the S. S. Rotterdam, April 23.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. report a continued heavy demand for sweet pea seed.

GARDEN BEET seed crops in California are not promising, a condition attributed to excessive moisture.

EVERETTE R. PEACOCK, Chicago, reports a record season thus far and the rush still on in full volume.

THE federal horticultural board's ruling on sterilization of soils for packing will be found elsewhere in this issue.

IT is reported difficult to secure passports for European travel, these documents being issued only in urgent cases.

HARRY A. BARNARD, the well known representative of Stuart Low & Co., London, Eng., reports cyclamen seed in short supply.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade April 23 were as follows: Timothy, $8.00 to $10.75 per 100 pounds.

THE War Trade Board announces that vegetable seeds may now be exported to Holland. Applications for export licenses will now be considered if accompanied by the proper import certificate number.

JOHN BODGER & SONS CO., Los Angeles, Calif., have acquired an additional farm in the El Monte district for the growing of asters, zinnias and other annuals. The popular annuals are selling well this year.

WHILE it is generally reported that extra early named tulips and some other sorts have been advanced 10 per cent, nevertheless most Dutch houses are maintaining former "bond" prices to regular customers.

THE department of agriculture says there is a shortage of sugar beets, which may become serious in 1921. The present shortage of sugar beet seed for 1920 will amount to 25,000 to 40,000 bags of sugar, it is predicted.

VISITED CHICAGO: Owen F. Trott, representing Kelway & Son, Langport, Eng.; A. Luck, of S. M. Isbell & Co., Jackson, Mich.; Harry A. Barnard, representing Stuart Low & Co., London, Eng.; Wm. A. Ward, of the Valley Seed Co., Sacramento, Calif.

TOLEDO, O.—The clover market closed steady April 21, at $30.00, registering a drop of 50 cents during the previous seven days. April was quoted at $27.00 and October at $17.75. Timothy was steady, cash being offered at $5.12½, April $5.25, May $5.22½, September $5.65 and October $5.47½.

Onion Sets.

The onion set campaign has made a disappointing finish. All handlers of this stock, growers, warehousemen, jobbers, and even small country dealers, can generally look back upon the season as distinctly unsatisfactory. Everyone concerned must regret that the marketing of this stock is not regulated in some manner to prevent wholesale dumping at critical dates and at prices below cost, thereby bringing loss, not only to the seller, but to communities not otherwise affected, and where stocks, if not interfered with, would have moved fully at a fair profit.

In the Chicago district this week, colors, repicked, well graded and free from sprouts, were worth $1 per bushel, whites $2.25. Growers are hauling sprouted lots to the dumps. Cook county may dump several thousand bushels.

McKenzie Co.'s Opening.

The formal opening of the McKenzie building, the modern 12-story home of the A. E. McKenzie Co., Ltd., Brandon, Man., April 18, was a well attended and enjoyable occasion, arranged at the request of the Brandon Board of Trade. The programme began at 2 p. m., and from that hour until four o'clock, guests inspected the building and its up-to-date equipment. Following this, with the entire first floor comfortably arranged as a forum, a number of interesting addresses were listened to, among them the following: "Our Industries," by J. Howard Rankin, president of the Board of Trade; "Our City," by Mayor A. R. McDiarmid; "Importance of Good Seed," by J. B. Reynolds, president of the Manitoba Agricultural College, and "The Relation of a Seed Institution to Agriculture," by C. W. Speers and the Hon. Crawford Norris, Premier of Manitoba. The programme was interspersed with excellent orchestra selections, and closed with singing "God Save the King."

The building, which is a model of completeness, stands as an example in fireproof construction, being of reinforced concrete, mushroom type, with the floors, the only wood used, laid in concrete; wire glass windows, stairways and elevators enclosed in fireproof shafts. The basement is free of boiler room, fuel or chimney. Sanitation has also received much careful consideration. The office shows admirable arrangement with modern business appliances. On the first floor, an area 60x60 feet is devoted to shipping and receiving exclusively, with large doors on three sides to facilitate movement, incoming and outgoing, also freight elevator and gravity chutes. A 2,000 bushel car can be unloaded here and elevated to the top of the building, from which point gravity is used for distribution to tanks over cleaning machines, the operation, including weighing, requiring only 60 minutes. The second floor is given over to vegetable and flower seeds which are stored on false floors four inches above the floor proper to reduce loss in event of fire and water, while on the floor above all such stocks are packaged and prepared for shipment. Two machines have a capacity of 25,000 packets per day. In addition, there are two bulk packing machines, handling quantities from one to 50 pounds. On the fifth floor, all cleaned product is received from steel garners on the floor above. All grain is packed after being weighed by machines at the rate of four two-bushel bags per minute. On the seventh floor are bag turning and cleaning machines as well as mills for cleaning all classes of grain and grass seed products. From here spiral stairs 43 feet high reach the top of the storage tanks located immediately under the twelfth floor, on which is located the system for distributing into the tanks, an interior dust tank, into which collections are made automatically from every floor in the building, receiving and distributing towers, and the observation balcony, 183 feet from the ground.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen.
PRICE $1.00, POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

Mention the American Florist when writing

Free Seed Appropriation.

The agricultural appropriation bill as passed by the house of representatives provided for the continuance of the congressional seed distribution, with a 50 per cent increase of the funds carried by the appropriation act for the current fiscal year. The bill as reported to the senate by the senate committee on agriculture provided for the continuance of the distribution without increasing the funds over the current year.

As the agricultural appropriation act, along with a number of others, was not completed before the end of the session, this item with all others affecting appropriations for the department of agriculture remains open for determination at the forthcoming special session of congress.

Export and Import Licenses.

The war trade board announces (W. T. B. R. 699) that the many relaxations which have been made in the export and import regulations of the board since the armistice, and the recent changes and reductions in the enemy trading list, have made it possible that applications for export and import licenses may now be considered favorably which in the past it has been necessary to refuse. Applicants, therefore, who have heretofore received refusal notices of export or import licenses, and who are still desirous of making shipments, may reapply, and their applications will be given prompt consideration.

Trade License and Blacklist Lifted.

Paris, April 22.—The supreme economic council today authorized announcement of abolition of the blacklist, licensing and rationing systems as applied to neutrals, crowning the efforts of the American economic delegates since January for the removal of trade restrictions. This will grant freedom of intercourse without which resumption of foreign commerce, so urgently required in the United States and the world, has been almost impossible.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides

Stop In—Write Or Telephone For 1919 Catalog

4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

ONION SETS

Yellow and Red, at...$2.85 per bushel
White, at..... 3.25 per bushel

Prices for large quantities on application.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

Imports at New York.

Horticultural goods were received at the port of New York, during the week ending April 19, as follows:

Via S. S. Saxonia, from Liverpool, Eng.—

Albert Dickinson Co., 100 bags clover seed.

C. C. Morse & Co., one bag cauliflower seed.

John Scheepers & Co., five cases plants and flower seeds, one bundle plants.

Henry A. Dreer, Inc., 34 cases greenhouse plants.

To others: 20 double casks seeds, one box begonia bulbs and live plants, 10 cases trees.

Via S. S. Lancastrian, from London, Eng.—

Vaughan's Seed Store, nine cases mushroom spawn, 10 bags radish seed.

H. F. Darrow Co., one bale and one sack seed.

American Seed Co., two bags seeds.

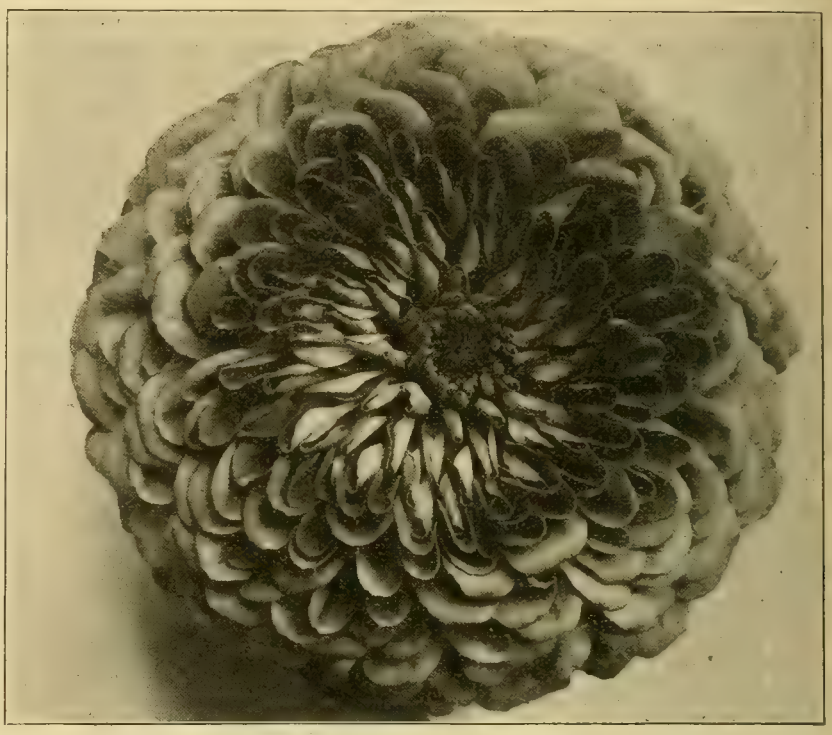
W. R. Coe, 13 cases nursery stock.

To others: One case and 79 bags seeds, one bundle fruit trees, nine cases nursery stock.

SHENANDOAH, IA.—According to the Henry Field Seed Co., business this season is breaking all records and is well distributed over all departments. For four days ending March 20, there were 15,740 orders as compared with 12,494 for the corresponding days in 1918, the volume of sales for the period being $71,843.42 as against $43,109.47 last year. Orders are averaging much larger than a year ago.

LA CROSSE, WIS.—The John A. Salzer Seed Co. reports that the demand at this time is now so heavy that difficulty is experienced in handling it, sales being considerably ahead of last year, with the exception of oats, field peas, field beans and corn. Shortage of labor is a handicap, and the force is taxed to the utmost to keep from getting behind on orders. If the present volume of business continues, it will be the largest in the firm's history.

ST. LOUIS, MO.—The mail order trade is holding up steadily up to the present time, although it opened earlier than in the past two seasons, according to the St. Louis Seed Co. The trade in general is buying staples and not novelties, as in former years. Counter sales have been brisk in all lines of field seeds, and unusually heavy in garden and flower seeds. Potatoes are not having the good demand of former years, doubtless due to the low price at which this crop is now offered. If the present good call continues a banner year, equal to that of 1917, is expected.



BODGER'S NEW GIANT DAHLIA-FLOWERED ZINNIA.

BEFORE PLACING ORDERS

FOR

SWEET PEAS

Spencers, Grandifloras, Etc.

Asters and Flower Seeds

IN GENERAL

WRITE US

Introducers of American Beauty Asters and Dahlia Zinnias

Now is the Time to Place Orders for 1919 Flower Seeds.

Correspondence solicited.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

VAUGHAN'S GLADIOLUS

Every consideration indicates profitable results from planting GLADIOLUS this spring.

	Per 1000		Per 1000
America, First	$22.00	Mrs. Francis King, First	$18.00
America, Second size	17.00	Mrs. Francis King, Second size	16.00
Augusta, First	20.00	Chicago White, Earliest, First	27.50
Augusta, Second size	16.00	Chicago White, Second Size	22.00
Mrs. Frank Pendleton, Second size	40.00	Vaughan's Florist Mixed, First Size	16.00
Europa, First	60.00		
Schwaben, First	40.00		

FIRST SIZE 1⅜ inch and up, including some two inches in diameter and some larger.

SECOND SIZE, all first-class bloomers, 1⅛-1⅜ inch.

VALLEY PIPS

In storage for quick forcing.

500 Pips, 1917 crop	$13.00	1000 Pips, 1917 crop	$25.00
500 Pips, 1918 crop	18.00	1000 Pips, 1918 crop	35.00

A Full Line of Seasonable Vegetable and Flower Seeds.

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEUM

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink	$0.50
Kermesina, deep crimson	.50	Alba, white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Paris Seedsmen's Window Displays.

Aside from the exquisite displays that are arranged daily in the windows of the flower shops of Paris, the visitor will find much that is attractive in the windows of the Parisian seedsmen. A custom, which has been growing for several years, is that of arranging window displays in season, collections of irises, tulips, summer annuals, etc., being shown in imitation beds, the pots plunged in rich turf, the whole being made doubly attractive with a background of shrubs or perennial borders. All the artistry of an attractive horticultural display is used to gladden the eye as well as to educate the public, in the arrangement of these windows.

Burpee's Home Garden Plans.

The W. Atlee Burpee Co., Philadelphia, Pa., is sending out planting plans for home and country garden areas varying from 600 to 10,000 square feet, showing the arrangement of the rows, dates of planting, a list of seeds with directions for sowing and following up the work week by week throughout the season.

WE are in receipt of the second number of "Nicholson's Notes," a little magazine for seed dealers published every now and then by Robert Nicholson, of Dallas, Tex. This issue contains much valuable information, attractively presented, with enough good humor to make all the reading a genuine pleasure.

CLEVELAND, O.—A. C. Kendel's Seed Store reports that on account of being located in the north, it is a little early to forecast what the trade will be. Thus far, there has been an average demand, with no noticeable complaint as to high prices and indications point to good business, as workers will have more time available.

LAWRENCE, KAN.—While the demand has been rather backward up to about two weeks ago, business since then has been very good, although orders from dealers are smaller than usual, is the report of the Barteldes Seed Co. Merchants appear to be carrying very small stocks of field seeds, preferring to order in limited quantities as needed. Mail order business is good, and a splendid garden seed trade is looked for as soon as the weather permits extensive planting.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000,	$2.00
5000 or more seeds	"	1.75
10,000 or more seeds	"	1.60
25,000 or more seeds	per 1000,	$1.40
50,000 or more seeds	"	1.30

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Gladioli Bulbs

Ready for immediate shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

SPRING STOCK

NOW READY

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	Alyssum, Double	$ 3.25	$30.00
2 in.	Aster Plants, Sep. Colors..	3.00	25.00
3 in.	Cannas, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	Centaureas, Dusty Millers	4.00	35.00
2¼ in.	Chrysanthemums, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	Coleus, Red and Yellow.	3.25	30.00
2¼ in.	Cupheas, Cigar Plants....	3.00	25.00
3¼ in.	Cyclamens, 8 varieties....	8.00	75.00
3½, 5, 6 in.	Dracaena Indivisa,... ....$15, $35,	50.00	
2¼ in.	Fuchias, 12 varieties.....	3.50	30.00
4 in.	Fuchias, 12 varieties.....	15.00	135.00
3½ & 4 in.	Geraniums, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	Ivy Geraniums, 8 varieties	12.50	100.00
2¼ in.	Heliotropes, White, Light & Dark Blue	3.50	30.00
3½ in.	Heliotropes, 3 varieties...	15.00	140.00
2¼ in.	Pansies, Asst.	3.25	30.00
2¼ in.	Salvias, Bonfire & Splendens	6.00	60.00
2½ in.	Stocks, Princess Alice, or Beauty of Nice........	3.50	30.00
2½ in.	Verbenas, Fine Plants....	3.25	30.00
2¼ in.	Vincas, Variegata	4 00	38.00
3½ in.	Vincas, Variegata	12.50	120.00
2¼ in.	Marguerites, White, Yellow, Mrs. Sanders......	4.00	35.00
3½ in.	Marguerites, White, Yellow, Mrs. Sanders......	10.00	90.00
2¼ in.	Tomato Plants, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood. **French Varieties and Otaksa.**

Radiant, Chautaud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100; $35.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg., PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

HARDY PERENNIALS

For Prompt Acceptance and Subject to Prior Sale.

We offer the following two-year-old Hardy Perennials, all good heavy field grown clumps:

Not Less than 25 of a kind at 100 rate.

	Per 100		Per 100
Aquilegia, in varieties	$6.00	**Delphinium,** Elatum and Formosum	$6.00
Campanula, in varieties	6.00	**Gaillardia,** Grandiflora	6.00
Coreopsis	6.00	**Hardy Pinks**	5.00
Digitalis (Foxglove)	6.00	**Perennial Phlox**	6.00

BULBS—Strong Divisions

Dahlias, Mixed.....per 100, $4.00 **Dahlias,** Jack Rose.....per 100, $5.00

ALL VICK QUALITY STOCK.

JAMES VICK'S SONS

ROCHESTER, N. Y. **The Flower City**

Seasonable Stock

2½ in. except noted.

	Per 100
Ageratum, Blue Star	$3.50
Abutilon, Daydawn	5.00
Calla, Ethiopica, 3-in.	20.00
Canna, Standard sorts, Red and Yellow, 3-in.	6.00
Canna, King Humbert, 3-in.	7.00
Daisy, Mrs. Sanders	4.00
Daisy, Queen Alexandria	4.00
Fuchsia, assorted varieties	4.00
Grevillea Robusta	5.00
Heliotrope, Purple, in five varieties	3.50
Weeping Lantana	4.00
Petunia, Giant Ruffled and Rosy Morn	3.50
Salvia Splendens, Zurich and Bedman	3.50
Snapdragon, Keystone, Silver Pink, Garnet, etc.	4.00

The Storrs & Harrison Co., Painesville, Ohio

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

MISCELLANEOUS STOCK

	Per 100
Vinca Variegata, 4 in.	12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in.	3.00
Calendula, Orange King, 3 in.	5.00

ROSENDALE GREENHOUSES. Delanson, N.Y.

Successors to Ernst Harris.

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

FAIRMOUNT, IND.—The Snyder Preserve Co. is propagating more than 2,000,000 tomato plants at its establishment here.

CHICAGO. — The Vegetable Growers' Supply Co., 1815 Birchwood avenue, has increased its capital stock from $25,000 to $75,000.

Prices of Indoor Fruits and Vegetables.

Chicago, April 22.—Cucumbers, 2-dozen boxes, $3.00 to $4.00; celery, Florida, crate, $6.50 to $7.25; leaf lettuce, per box 40 cents; radishes, per barrel, $4.00 to $5.50; tomatoes, 6 baskets, $4.50 to $6.00.

New York, April 21.—Celery (Florida), per case $4.00 to $7.50; cucumbers, $1.00 to $1.50 per dozen; mushrooms, $1.00 to $3.00 per three-pound basket; tomatoes, per pound, 20 to 35 cents; lettuce, per strap, $2.00 to $5.00; radishes, per 100 bunches, $1.50 to $3.00.

Tomato Prices.

The price of greenhouse tomatoes varies with the supply and demand. The lowest price received for midwinter crop at the agricultural experiment station of the Maryland State College of Agriculture, College Park, as shown by Bulletin 222 of the station, was 20 cents per pound and the highest 35 cents. The spring crop does not sell for quite such high prices on account of being in competition with the outdoor grown Florida stock. The greenhouse stock, however, will always sell for a higher price than the southern grown stock, because it is of much superior quality.

Hardening Plants.

Under the old system of gardening, the term, "hardening off," simply meant the gradual exposure of plants in frames to the full outdoor air. The general practice was to increase the air supply gradually by raising the sash more and more each day, and then on fine days removing the sash entirely for several hours in the warm part of the day, then the sash were removed entirely, and only replaced during frosty nights.

Under present difficulties, with scarcity of labor and high wages, together with almost total disappearance of manure, a different course must be practiced. More and more the plants needed are produced under greenhouse roofs and the hardening process must be different. We have for many years paid great attention to this part of the work, partly owing to the fact that we are shippers of plants. Our plants must withstand long trips, come out sound, and produce a paying crop or our trade will suffer. The fact that we have repeat orders from the same parties year after year, proves that our methods are right.

To economize labor, our plants are all produced under glass; they are produced with the minimum amount of moisture that will sustain them without injury, and when they approach maturity, water is withheld to such a degree that a firm plant is the result. This method also develops a powerful root system, owing to the constant search for moisture. On hot days, we syringe such plants once or twice to prevent sun scald, being sure they are dry before night. Such plants are superior to those produced under outside conditions, as tests have proved they will stand more frost and re-root more rapidly. MARKETMAN.

Vegetable Markets.

Reports received by the bureau of markets of the United States department of agriculture indicate a higher trend in prices with moderate shipments during the period April 15-22. Following the recession of the previous week, potato markets again became strong with sharp advances, especially in the east. New York Round Whites in bulk closed with a top of $2.50-$2.52 per 100 pounds at shipping points, a gain of 50-60 cents. Consuming markets closed at $2.35-$2.60. Sacked Maine Green Mountains made equally sharp gains, reaching $2.68-$2.78 f. o. b. producing sections and closing $2.65-$2.95 at New York and Boston. No. 1 northern sacked white stock rose 30 cents in the Chicago carlot market, closing at $2.15-$2.25 per 100 pounds. Colorado No. 1 sacked whites gained 10-25 cents closing at $1.70-$1.85 f. o. b. Greeley. The cabbage market was slightly stronger with an advance on first-class stock. Texas Flat Dutch strengthened slightly to a range of $120-$140 per ton in middle-western markets. South Carolina Wakefields ruled $5 per barrel f. o. b. shipping points and was strong in consuming markets at $6.25-$7. Florida stock declined fully $1 in producing sections to a range of $4.75-$5 per barrel crate and weakened in northern markets at $6.50-$7. Onion prices tended upward. Western New York shipping points held at $5 per 100 pounds and advanced $1 in leading consuming markets to a range of $5-$6. Texas No. 2 yellow Bermudas were $2.75-$3.25 per standard crate cash f. o. b. Good Florida tomatoes strengthened slightly in producing sections to $3.50-$4.50 per six-basket crate f. o. b. shipping points. The range in northern consuming markets increased to $4-$5.50.

COVINGTON, KY.—Charles C. Miller, a well-known florist here, died March 23 of pneumonia, age 42 years.

COLUMBUS, O.—The Cottage Rose Garden Floral Co. has leased a store at Main street and Capitol alley, and will be ready for business May 1.

LOCKPORT, N. Y.—Percy Rogers, for many years a resident of this state, and formerly a florist in this city, died March 29 at his home in Albion, N. Y., age 61 years.

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, $3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

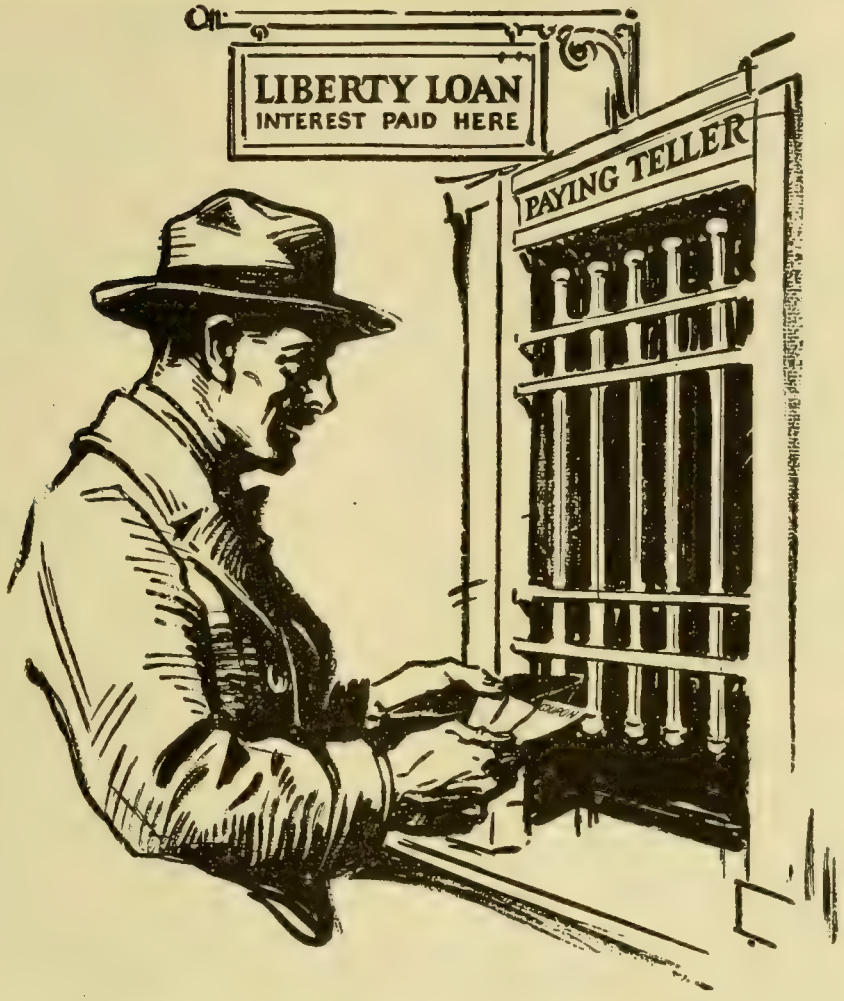
English Catalogue on Application. ENGLISH CORRESPONDENCE.

De Graaff Bros.

(Inc. with S. A. Van Konijnenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.



This "Velvet" Comes in Mighty Handy

Yep, collected my Liberty Bond interest today. Seems like finding money to clip off the old coupon and shove it in the window like a certified check. That "velvet" will sure come in handy. Some way or another, I never felt so set up and idly rich in my life as I do now, with Liberty Bonds drawing interest regularly.

Victory Liberty Loan? I'm going to subscribe all I can. I like this business of being a bond-holder—it's a great feeling.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

MILWAUKEE, WIS.—The city and county authorities are planning a nursery.

THE Virginia peach crop was badly damaged, April 1, by a temperature of 24 degrees.

MISHAWAKA, IND.—William F. Bollager, a landscape gardener, well known in Cleveland, O., where he was engaged for a number of years, is now making his headquarters in this city.

BLOOMINGTON, ILL.—The Bloomington Nurseries Co. has been granted permission to sell $200,000 of seven per cent preferred stock. The officers of the company are: W. E. Rossney, president; Sidney Tuttle, vice-president; A. M. Augustine, secretary. The capital stock is $600,000.

Norway to Aid French Reforestation.

Norway intends to help out the restoration of the devastated part of France, in the front zone by planting a belt of Norwegian forest trees. Much enthusiasm has developed for the plan, and it is intended to begin this spring. It comprises the planting of 250 acres annually, for five years. The idea is to send a forestry party of about 50 Norwegians, fully equipped with trees, tools, tents, and stores, so as not to impose the slightest burden on France. The tentative zone for planting the belt of trees is from Adrennes toward the Belgian frontier, behind Arras, where there formerly was fine forest; but action will be taken in accordance with the desires of the French.—Canadian Lumberman.

Berberis and Mahonia Quarantine.

The fact has been determined by the secretary of agriculture, and notice is hereby given, that the common barberry (Berberis vulgaris) and its horticultural varieties, as well as other species of berberis and mahonia, are capable of harboring the black stem rust of wheat, oats, barley, rye, and many wild and cultivated grasses. Through the co-operation of the department of agriculture with state officials, local organizations, and individuals, susceptible species of barberry and mahonia have been very largely eradicated from the states of Nebraska, Iowa, Illinois, Indiana, Ohio, North Dakota, South Dakota, Minnesota, Montana, Wisconsin, Michigan, Wyoming, and Colorado.

Now, therefore, I, David F. Houston, Secretary of Agriculture, under the authority conferred by Section 8 of the Plant Quarantine Act of August 20, 1912 (37 Stat., 315), as amended by the Act of Congress approved March 4, 1917 (39 Stat., 1134, 1165), do hereby quarantine, effective May 1, 1919, the states of Alabama, Arizona, Arkansas, California, Connecticut, Delaware, Florida, Georgia, Idaho, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Mississippi, Missouri, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, and the District of Columbia, and by this Notice of Quarantine No. 38 do order that no plants of the following species, Berberis aethensis, B. altaica, B. amurensis, B. aristata, B. asiatica, B. atropurpurea, B. brachybotrys, B. brevipaniculata, B. buxifolia, B. canadensis, B. caroliniana (carolina), B. coriaria, B. cretica, B. declinatum, B. fendleri, B. fischeri, B. fremontii, B. heteropoda, B. ilicifolia, B. integerrima, B. laciflora, B. lycium, B. macrophylla, B. neapalensis, B. neubertii, B. siberica, B. sieboldii, B. sinensis, B. trifoliolata, B. umbellata, B. vulgaris, including its subspecies and horticultural varieties, Mahonia aquifolium, M. diversifolia, M. glauca, and M. repens, shall be moved or allowed to move interstate to points outside of the quarantined area.

This quarantine shall not apply to the movement by the United States department of agriculture of the products named for experimental or scientific purposes.

D. F. HOUSTON,
Secretary of Agriculture.

BALTIMORE, MD.—Mrs. Caroline Hess, widow of the late Conrad Hess, a well-known florist of this city, who passed away within the past year, died at her home March 30, age 69 years.

CHARITON, IA. — The Rosa Greenhouses have been purchased by the Kemble Floral Co. which already has branches in seven cities in this state. Additions will be made to the range here.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. — WEST GROVE PENNA.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc', Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS
Extra Selected Stock

PYRAMIDS	Each
30 inches high	$2.25
36 inches high	2.75
42 inches high	4.00
48 inches high	5.00

BUSH SHAPED	Per 100
12 inches high	$35.00
15 inches high	45.00
18 inches high	60.00
24 inches high	each, 1.00
30 inches high	each, 2.50
36 inches high	each, 6.00

GLOBE SHAPED	Each
15 x 15 inches high	$3.50
18 x 18 inches high	5.00

Packing at cost. Tubs 50 to 75 cents extra.
CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

ACHYRANTHES.

ACHYRANTHES EMERSONI. Fine 2-inch, $3.00 per 100; 3-inch, $6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASPARAGUS SPRENGERI. Extra strong, heavy, 3-in., $6.00 per 100. The Wagner Park Nursery Co., Sidney, O.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulk Gladioli. For sizes, varieties and prices see advertisement on front cover page of this issue. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum, 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½-in., $6.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

CANNA, WYOMING. Established, 3-inch pots, 10 to 15 inches high, $7.00 per 100. The Wagner Park Nursery Co. Sidney, O.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street. Chicago, Ill.
L. D. Phone, Randolph 2081.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,

Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

CARNATIONS

Matchless. Out of soil. $4.00 per 100; $35.00 per 1,000.

CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Out of 2½-inch pots.

	Per 100
White Chadwick	$ 6.
Golden Chadwick	$ 6.
Wm. Turner	$ 6.
Charles Razer	$ 6.
Dr. Enguehard	$ 6.
Helen Frick	$ 6.
Helen Buckingham	$ 6.
Diana	$ 6.

WEILAND-RISCH CO.
154 N. Wabash Ave., Chicago, Ill.
L. D. Phone, Central 879.

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,

Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

DAHLIAS. Best commercial varieties. Sylvia, Lyndhurst, Minnie, McCullough, Gen. Buller, Jack Rose, Wildfire Century, Rose Pink Century. Strong field-grown roots, $5 per 100. Minnie Burgle, $15 per 100. John Wanamaker, Queen of Hearts, Richmond, Mrs. Wendell Reber, Mrs. Jos. Lucas, Geisha Century, $10 per 100. This is strong stock; extra value. SPRING LAKE DAHLIA FARM, Spring Lake, N. J.

NOT THE QUANTITY BUT THE QUALITY.

The best cut flower and garden varieties. Get our prices for best quality stock.

LYNDHURST FARM, HAMMONTON, N. J.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

ECHEVERIAS.

Echeverias. Strong plants, $3.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

EVERGREENS.

Millions of Arbor Vitae and tree seedlings. Write us, AMERICAN FORESTRY CO., Pembine, Wis.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

HARDY PERENNIALS.

Hardy Perennials. Two-year old and all good heavy field-grown clumps. For varieties and prices see display advertisement elsewhere in this issue. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

HYDRANGEAS.

Hydrangeas, rooted cuttings. Ready after Easter. Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100, $35.00 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gratt Co., La Porte, Ind.

MOONVINES.

Moonvines, 3-in., 6 cents; 2½-in., 4 cents. Fine; grown from seed. ODOR GREENHOUSES, Iola, Kan.

ONION SETS.

Onion Sets. Yellow and Red, $2.85; White, $3.25 per bushel. J. M. Thorburn & Co., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANSIES.

200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed, $1.50 per 100, $14.00 per 1,000. Ready now. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

PERENNIALS.

PERENNIALS.

Plant Perennials now for summer flowers. "Winterson's famous big four:" 5,000 Larkspur Belladonna Hybrids, 2-year heavy field-grown plants, per 100, $12.00; per 1,000, $100.00. 5,000 Larkspur, Dreer's Gold Medal Hybrids, 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 20,000 Phlox Giant White Improved Lingard. The best florists' phlox in existence; free from rust. 2 to 3 year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 10,000 Shasta Daisy, King Edward Seventh. The best hardy and largest flowering of them all. 2-year heavy field grown plants, per 100, $8.00; per 1,000, $75.00. 5,000 Columbine (Aquilegia), prize strain of long spurred English hybrids. Excellent for cut flowers. 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00.

Ask us about 3½-in pot grown perennials for your spring counter sales.

E. F. WINTERSON CO.
Dealers in Perennial Plants, Cut Flowers and Florists' Supplies.
166 N. Wabash Ave. Chicago, Ill.

POINSETTIAS.

Poinsettias. Best field grown stock plants. $15.00, $20.00 and $25.00 per 100. Cash. A. ECKE, 1226 Hag Ave., Los Angeles, Calif.

ROSES.

2-YEAR OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00
Richmond	10.00	90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 8.00	$ 75.00
White Killarney	8.00	75.00
Sunburst	9.00	85.00
Ophelia	9.00	85.00
Russell	15.00	125.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

ROSES.

Pot plants, strong, healthy plants with good roots.

	100	1000
2½-in. Columbia	$18.00	$160.00
3½-in. Columbia	22.00	200.00
2½-in. Sunburst	12.00	110.00
3½-in Sunburst	17.00	160.00
2½-in. Hoosier Beauty	12.00	110.00

Bench plants, healthy stock. Killarney Brilliant, Milady and Sunburst. Full of vigor. $11 per 100, $100 per 1,000.

ALBERT F. AMLING COMPANY,
Maywood, Illinois.

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.

E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

CRIMSON RAMBLER ROSES.

Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.

PETER PEARSON,
5734 Gunnison St., Chicago.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

Two new roses of which we have a surplus stock: Roselind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

Bench grown roses. Ready for delivery by April 20. American Beauty, $16; Ophelia and Sunburst, $12; Richmond, $10 per 100. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Rose Columbia. Own root. May delivery. Write for prices. Vaughan's Seed Store, Chicago and New York.

SEEDS.

Cabbage seeds. Genuine imported, very best Danish grown. 1918 crop.	Per lb.
Copenhagen Market, selected stock	$11.50
Dutch Winter or Hollander, selected stock	10.50
Danish Ballhead, selected stock	10.00
Danish Roundhead, selected stock	9.50
Cauliflower seeds, Danish grown.	Per oz.
Extra Early Dwarf Erfurt, selected stock.	$2.00
New Earliest Snowball, selected stock	2.50
Dry Weather, selected stock	2.50
Danish Perfection, selected stock	2.75

STANDARD SEED COMPANY,
Racine, Wis.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

SEEDS.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SPHAGNUM MOSS.

Sphagnum Moss. 5-bbl. bales. $1.50 per bale. 5 cents per bale less cash with order. Orders filled promptly; 20 years at same stand. M. L. CRANMER, Mayetta, N. J.

VEGETABLE PLANTS.

Cabbage, Charleston, Wakefield, out-door grown, $3.00 per 1,000. Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.
Peppers. Ruby King, Neapolitan and Long Hot. Seedlings, strong, ready to transplant, $3.00 per 1,000. Neapolitan are fine; 3 to 4-in. high.
ODOR GREENHOUSES,
Iola. Kansas.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCA VARIEGATA. Extra heavy and bushy; of good length; vines, $12.50 per 100. The Wagner Park Nursery Co., Sidney, O.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

MISCELLANEOUS.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything for the florist. Artificial boxwood and ornamental plants, supplies and sundries. Gilbert P. Josephson, 54 West 28th St., New York.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.
MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Augermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.

DREER'S

Florists' Specialties

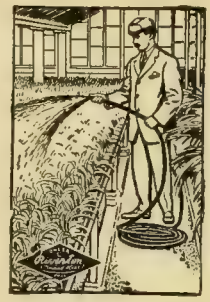
New Brand New Style

"RIVERTON HOSE"

Furnished in lengths up to 500 feet without seam or joint.

The HOSE for the FLORIST -
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
⅝-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.



Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

BOOKS FOR FLORISTS.

The following books should be in every florist's and gardener's library. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price $2.00.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 60 cents.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, $4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, $1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, $6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, $1.50

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, $1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, $1.10.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, $1.10.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, $1.21.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants, illustrated. 325 pages. Price, $1.50.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, $2.00.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, $1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages. 60 illustrations. Price, $1.50.

The American Flower Garden.—By Neltje Blanchan. Well bound, 368 pages and 92 illustrations. Price, $5.35.

Lawns and How to Make Them.—By Leonard Barron. A very useful and practical work. Illustrated. Price, $1.10.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 50 cents.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, $1.25.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, $6.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, $2.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, $10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, $1.60.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, $1.50.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, $1.60.

The Book of Water Gardening.—By Peter Bisset. 200 pages. 130 illustrations. Price, $2.50.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, $2.00.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, $1.75.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, $1.20.

How to Grow Roses.—By Robert Pyle, 121 pages. Illustrated. Price, $1.00.

The Goldfish.—By Hugo Mulertt. 160 pages. Handsomely illustrated. Price, $2.

Mushroom Growing.—By B. M. Duggar. 200 pages, fully illustrated. Price, $1.50.

Landscape Gardening.—By Sam'l Maynard, 338 pages, 165 illustrations. Price, $1.50.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

The Boiler of Unequalled Fuel Economy

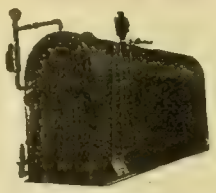
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first cons deration.

(Signed) WM. W. EDGAR CO., WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH, DEFIANCE, OHIO.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

Mention the American Florist when writing

REED & KELLER,
122 W. 25th St., NEW YORK

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10.000, $2.25; 50.000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers

Index to Advertsers.

Advance Co III
AlfredLozierRosery.720
Allen J K.....715
Alpha Floral Co.....719
American Bulb Co.. I
Am Mutual Cyclone & Hail Ins Co.....736
Amling E C Co.....711
Anderson S A 720
Angermueller G H Co.....712
Aphine Mfg Co. 735
Astoria Florist 718
Avenue Floral Co...720
Baer Julius.....719
Barnard W W Co.. 726
Bassett&Washburn.704
Baumer Aug 721
Baur Window Glass Co.....IV
Bayersdorfer H&Co.713
Begerow's.....718
Berger Bros.....712
Berning H G.....712
Bodger J & Sons Co.724
Boland J B 721
Bolgiano J & Son...726
Bramley & Son.....721
Braslan Seed Growers Co.....722
Breitmeyer's J Sons.718
Briggs Floral Co....720
Broadway Florist. ..719
Brown A J Seed Co..722
Brown Bag Filling Machine Co 726
Bryan Alonzo J.....726
Buchbinder Bros....736
Buckbee H W.....720
Budlong Co J A.....709
Bulis J C Mfg Co... 716
Burpee W A Co.....726
California Florists...719
Central Floral Co. ..721
Chicago Feed & Fertilizer Co.....736
Chicago Flower Growers Assn.....711
Clark E B Seed Co..726
Clarke's Sons D.... 720
Clay & Son.....735
Coan J J..... .. 715
Conard & Jones Co..730
Cooke Geo H.....721
Cowee W J.....735
Coy H C Seed Co....725
Craig Robt Co.....727
Danker Fred A.....720
Dards Chas.....717
De Graaff Bros.....728
Dietsch A & Co.....IV
Dominion Floral Co.718
Dorner F & Sons Co.727
Drakos Co.....717
Dreer H A.....734 736
Duluth Floral Co...720
Dunlop John H 718
Dwelle-Kaiser Co...III
Eble Charles.....717
Edwards Fold'g Box III
Elm City Nurs Co.. 730
Erne & Co 710
Excell Laboratories. II
Eyres H G.....717
Fallon Florist.....717
Florist Specialty Co 705
Foerster Co Joseph .707
Foley Greenhouse Mfg Co.....III
Ford M C. 715
Ford William P.....715
Fox J M & Son Inc..719
Frauenfelder C.....720
Freeman Mrs J B ...719
Frey C H.....720
Frey & Frey 720
Friedman 721
Froment H E.....715
Futterman Bros.....714
Galvin Thos F.....719
Gasser J M Co.....718
Gnatt Ove Co The...735
Giblin & Co.....702
Godineau R & M....725
Goldstein I.....715
Gorham Printery Inc.III
Grakelow Chas H ..718
GrandRapids FloCo.720
Grossberg-Tyler-Finnermann Co...710
Grimm & Gorly.....721
Gude Bros 717
Habermehl'sSons JJ.717
Hardesty & Co.....719
Hart George B.....715
Hart Henry.....718
Haven Seed Co The.726
Heacock Jos Co.....727
Heinl John G & Son.720
Henderson A & Co.. I
Henderson Lewis....718
Henry Co The John.711
Henshaw Floral Co.715
Hentz & Nash.....714
Herr Albert M..... 727
Hess & Swoboda....718
Hession 719
Hews & Co A H.....III
Hill D Nursery Co...730
Hollywood Gardens 718
Holm & Olson.....718
Holton & HunkelCo 713
Hort Advertiser.....736
Hort Trade Journal .735
House of Flowers....717
Hurff Edgar M.....727
Hurst & Son 726
Ickes-Braun Mill Co.IV
Idlewild Greenhs....721
Jahn Hugo 718
Jones Percy 705
Josephson Gilbert P.714
Joy F oral Co 717
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
Keller Sons J B.....719
Kelway & Son.....725
Kennicott Bros Co..709
Kervan Co The 715
Kessler Wm 715
Kottmiller A.....717
Kroeschell Bros Co.735
Kruchten John 711
Kuehn C A.....713
Kuhl Geo A 727
Landreth Seed Co..726
Lang Flo & NursCo.720
Lange A.....717
Leonard Seed Co....723
Levine & Co 699
Liggit C U.....727
Littlefield Florist. ..720
Lockland Lum Co..735
London Flower Shp.721
Long Island Flo Co.718
Louis Simon Freres & Co 728
Louise Flower Shop.719
McCallum Co 713
McGill R C & Co....724
McHutchison & Co 726
Mackie William.....715
Malandre Bros.....720
Mangel.....721
Matthews the Flo'st.719
Matthewson J E.....717
May & Co L L.....721
Meconi Paul.....715
MetaireRidge Nurs..720
Michell Henry F Co.725
Michigan Bulb Farm726
Michigan Cut Flower Exchange..... 711
Milady'sFlowerShop721
Millang Joseph A... 714
Miller Floral Co 720
Miller & Musser....711
Molassine Co The...700
Moninger J C Co....IV
Murray Samuel.....721
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 712
Newell A.....720
N Y Cut Flowor Ex 715
N Y Floral Co 721
Nicotine Mfg Co.... 736
Niessen Leo Co 712
North Shore Flo Co 720
Orchid Florists.....720
Pajan Louis C.....717
Palmer W J & Son..719
Pappas D J.....719
Park Floral Co.....719
Peacock Dahlia F'm.730
Peacock E R Co 723
Pearson E W.....720
Pedrick G R & Son..726
Penn the Florist 721
Peters & Reed Potty.III
Philadelphia Wholesale Floral Ex.....713
Philips Bros.....720
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....722
Pikes Peak Flo Co..720
Pillsbury I L.....III
PittsburghCutFloCo 712
Podesta & Baldocchi721
Poehlmann Bros Co 701 703
Pollworth C C Co...713
Polykranas Geo J ...715
Potter Floral Co 717
Pressing Seed Co W C.....722
Pulverized Manure Co The.....III
Pyfer A T & Co.....710
Raedlein Basket Co 710
Randall A L Co.....711
Randall's Flow Shop 721
Randolph & McClements.....720
Rawlings Elmer .. 730
Ready Reference....731
Reed & Keller 735
Regan Ptg House....III
Reid Edw 712
Reinberg Geo.....711
Reinberg Peter, ...705
Rice Bros..... 713
Rice Jerome B Seed Co.....723
Reidel & Meyer.....715
Robinson J C SeedCo 725
Rock Wm L Flwr Co.720
Rodgers J W 717
Rohnert Waldo 727
Ronsley Florist.....717
Rosendale Grhs.....727
Rosery Floral Co ...721
Routzahn Seed Co ..725
Rusch G & Co 713
Saake O C.....717
Salzer Seed Co 721
Sceery Edw 719
Schiller the Florist..719
Schillo A Lum Co...IV
Schlatter W & Son.. .....719 736
Schmidt Chas L.....721
Shaffer Geo Co.....721
Sharp Partridge & Co.....736
Sheppard H W.....721
Sheridan Walter F..715
Siebrecht George C..715
Simon & Son I N....725
Situations & Wants.699
Skidelsky S S & Co.. I
Smith A W & Co....718
Smith & Co E D 727
Smith & Fetters Co 720
Smith Henry.....720
Storrs & Harrison...727
Stumpp G E M.....718
Thorburn J M & Co 724
Tonner O A & L A..704
Totty Chas H.....727
Traendly & Schenck-715
Traveling Wholesale Florist.....714
Trepel Bros.....719
Turner Bros.....III
United Cut Flo Co..715
Vaughan A L Co .. 707
Vaughan's Seed Store .....I 725 730
Vick's Sons Jas.....727
Victory Loan.....729
Vincent R Jr & Sons Co..... I
Walker F Co.....717
Weber F H.. 720
Weidemann H G....719
Weiland & Risch...711
Weir James 717
Westerbeek & Klyn.726
Western Seed & Irrigation Co.....723
Wietor Bros.....706
Williams Mrs E A...721
Winterson Co E F...707
Wittbold G Co.....717
Wolfskill Bros & Morris Goldenson.717
Wonder Plant Irrigator Co.....710
Woodruff SD & Sons.725
Yokohama Nurs Co.726
Young A L & Co....714
Young John & Co ...715
Young Plant Co.....728
Zech & Mann...708 711

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

422 Main Street, Springfield, Mass.

Mention the American Florist when writing

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.

11 S. La Salle St., Room 731, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.

NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

INDIANA GREENHOUSE OWNERS
May now safely insure their greenhouses and their contents against damage by

CYCLONE and HAIL

IN THE REORGANIZED
American Mutual
Cyclone and Hail Insurance Co.
OF MUNCIE, IND.
DILLON MYERS, President
A mutual insurance company controlled entirely by greenhouse owners.
Full particulars may be had by addressing
American Mutual Cyclone and Hail Ins. Co.
MUNCIE, IND.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers

Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone

Pure Pulverized Sheep Manure
Natures Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MAY 3, 1919.** **No. 1613**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, September 23-25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

Mothers' Day Preparations.

See Last Week's Issue for Mothers' Day Suggestions, Maxims, Advertising, Etc.

Enthusiasm for the Day.

THE DATE IS MAY 11.

To push Mothers' day to its limit, with the idea of making it one of the best flower holidays of the year, one must believe in and see its possibilities. The successful tradesman has his mind at all times on his business; he is always working out new ideas, one success leads to another, each new thought being carried out with more enthusiasm. What greater opening for business can be conceived of than this grand idea, which if carried to the full, means that every one of the 110,000,000 inhabitants of this country becomes a flower buyer or recipient on the second Sunday in May. It is enough to enthuse the most lethargic or pessimistic retailer in the land.

It is very hard to get some people out of the beaten path, but enthusiasm for Mother's day if it is possible to get them to believe in it, will do it. They are not asked to try experiments; the holiday is an assured fact. Florists in many localities, where they are alive to their opportunities, have by their advertising and displays, so featured the idea, that it has become the custom to such a degree, they are hardly able to supply the demand.

A better period for the observance could not have been selected, as flowers are always plentiful in May. It is not a certain date which ever changing in turn falls on each day of the week, but is always on the same day, the second Sunday in May dedicated as a national adoration day for the mothers of the land.

Be a Mothers' day man, study up its great future, and boost it in every possible way. Talk to the would-be objector, the man who never sees any good in a new idea, meet his arguments with favorable facts, bring him around, and he will soon be pulling instead of knocking.

Individuals, for their own benefit, should make the most of the holiday, and will also feel the impetus that comes from the combined efforts of the whole trade. Feature the day for at least a week before by appropriate window displays, in which Mothers' day cards are to be conspicuous. Do not show white carnations, but use a number of vases, each containing popular flowers with a card, "Which is your mother's favorite flower?" Decorated foliage and flowering plants, marked, "Gifts for Mothers' day," will be found popular and salable.

A portrait of Whistler's mother can be purchased at any art store. This, placed in the window and decorated, will attract attention and suggest a similar treatment for the portrait of mother at home.

Interest the papers in the home town. They will be glad to print articles descriptive of the significance of the day. People have to be told again and again of many things that deeply concern them before they finally take action. Advertising campaigns in introducing new things, which cost immense sums, have at times almost failed, but been saved from disaster by another hard push which turned the tide. Not one in 10 knows of Mother's day, but when the ratio is increased to one in five, the rest will be easy.

Now, boys, all together. Let every branch of the business pull with all our might for Mothers' day, and make it the greatest floral event of the year.

Mother's Favorite Flower.

With the present scarcity of carnations, and the high prices they reached at Easter, there is every reason to suppose that for white carnations on Mother's day, the sky will be the limit. If they are featured, as some, in fact many stores appear to think necessary, there will not be one-tenth enough to supply the demand, with the inevitable result of prices that will "kill the goose that lays the golden egg." In all the propaganda and advertising that is used to establish and make popular

the second Sunday in May of each year, as a day for the adoration of the mothers of the country, and establishing the custom of sending them flowers, it should be emphasized that the flowers to send are "your mother's favorite flower." Everything possible should be done to discourage the use of the white carnation; it is the bugbear, around which hangs all the high price objections to the day. Eliminate this flower in connection with the observance and adopt the slogan "your mother's favortie flower," and the whole list with its great variety, is offered in almost unlimited supply.

To make a distinction in the color of flowers for mothers living, and those who have passed away, is also objectionable. The preference is to be at all times that of "mother," or placing on her grave, those known to be her favorites.

The custom of wearing flowers on that day will, of itself, if it can be established, cause a tremendous demand. These are worn in honor of Mothers' day, in adoration of one's own mother, and the selection should be that of "your mother's favorite flower." This particular feature of the day should be emphasized in every retail shop by a display of made-up boutonnieres of various flowers, and a card calling attention to the proper observance of the day in the selection of "your mother's favorite flower" to be worn that day in her honor.

The possibilities of the extent to which the volume of business of this floral holiday can be raised, has not yet dawned on many in the trade. In a few communities the craft have rallied together to urge, and by their united action, establish the custom of sending and wearing flowers on Mother's day. The results of these first efforts have been surprisingly large, the demand created being beyond their fondest expectations.

"The Lord helps them that help themselves," is being demonstrated everywhere, when initiative and well directed energy is put behind any real business proposition. Mother's day, on account of the beautiful sentiment that inspires its observance, and which is to be expressed or carried out in flowers, has given the business an impetus, wherever there is knowledge of the custom, without any assistance from the trade. As it is as yet known to comparatively few, the response in an increased demand, immediately follows well directed and illustrated newspaper advertising, and reading column notices giving in detail the object and sentiment connected with the observance of the day.

The trade could not as a body invest money in a better way or one likely to bring greater returns than in advertising and establishing the custom of sending or presenting on Mother's day, "your mother's favorite flower."

MADISON, WIS.—The Rentschler Floral Co. has increased its capital stock from $60,000 to $75,000.

WARREN, O.—H. W. Starr, traveling representative of the Monarch Floral Co., is in a serious condition as the result of an automobile accident.

MONONGAHELA, PA.—The Keystone Greenhouse Co. has been incorporated with a capital stock of $100,000 by James Crail, Edgar J. Lyda and Robert H. Robertson, and will grow vegetables and fruit.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

A retail florist, who has made quite a success of his business, declares the good results are due to the training he received from his father, from whom he learned, early in life, the importance of close attention to details, particularly in the conservation of all material used in the business. Plants were never allowed to get dry. If in bad condition when returned from decorations, they were given the best care possible, to revive the flowers which might then be cut off and used in work. He was always careful to use up the stock of yesterday, if any, before touching that of today. Whenever possible, he kept his customers' attention directed to the flowers he was most anxious to sell, or in which there was the most profit. If certain styles of baskets or vases did not seem to take, they were put in the best condition, a sample or two filled with plants and flowers and a ribbon decoration, and featured in this way, he generally got them going. He had found a quick turnover, with a limited and constantly changing stock, much better than a great lot of goods that gave too much variety and were likely to become shopworn before they could be moved.

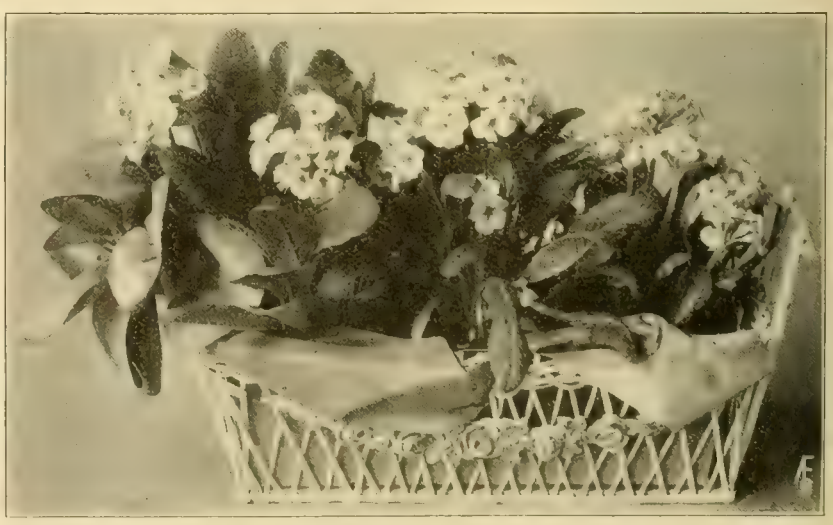
All kinds of shrubbery will now soon be available which can be used in sprays and design work to good advantage. The spiræas, with their graceful sprays, and the deutzias, should be important items of stock while they last.

The calla came into its own this season. They attained a prominence never reached before, and as far as possible, they should be kept in the first division. They are especially adapted for large sprays and baskets, either by themselves, or in connection with other flowers. A very effective combination seen recently was a pillow made with callas, pink snapdragons and a center of white Spanish iris.

It is now predicted that carnations will be scarce until after Memorial day. There will be a great scramble for the white ones for Mothers' day. The wise florist will cut them out altogether, and make use of and emphasize the slogan, "Your Mother's Favorite Flower." Each individual mother has her preference, and would very likely, if given her choice, prefer a foliage or flowering plant to the more perishable cut flower. Make up a few foliage and fern baskets with vases in them for cut flowers, which when filled with available blossoms, and labeled "Mothers' day baskets" or "For Mothers' day," will be found salable. It is up to each florist to push the Mothers' day propaganda to the limit. All the other holidays of the year have features that are taken advantage of by various lines of business, but the second Sunday in May is purely a floral holiday, which can and should be made of great advantage to the entire trade. Let all get back of and push the slogan, "Your Mother's Favorite Flower."

It is now time to plant the window and porch boxes and the lawn vases. Stock is scarce and much higher this year, as is labor, soil, manure, etc., and prices showing a good profit should be obtained. The feeling that people will not pay increased prices is a great hindrance to business. Values are only relatively high, because money is plentiful and has only 50 per cent of former buying power. Do not be afraid to ask a reasonable profit on all orders, no matter how high they total. If your customer wants or needs the work they will pay your price, as they cannot do better elsewhere. Early last fall, when prices of cut flowers took such a radical rise, many at first were averse to ask a reasonable profit for fear of losing their trade, thinking the increase was but temporary. Later, however, they found it necessary, if they were to continue in business, to ask higher prices, and to their surprise, with but little protest, they were able to sell at the advanced figures. It was the same at Christmas, and at the Easter business just closed, 75 cents and even as high as $1.25 each per flower was obtained for Easter lilies on the plants, this latter figure being the price with some of the florists in the national capital. The way to get a good profit is to have things you have faith in, that you know are all right, and according to the market, worth every cent you ask for them. You can then state your price with confidence, not in an apologetic way, as if you knew it was very dear, but you could not help it. Such an attitude is a great detriment to the business of any store.

Preparations for Memorial day should fill in all or any of the spare time.



BASKET OF POLYANTH

There is much that can be done in making up magnolia and oak leaf wreaths and other special badge designs that take so much time later on, when even the minutes are so valuable.

Everyone in the trade should concern himself with the publicity campaign. In the various cities and large communities, where the trade have gotten together for local advertising for special days, results have been, in a number of instances, surprisingly good, showing direct benefits greatly in excess of the investment. The national campaign, if backed up in this way by all the trade, would show even greater results. Let everyone contribute nationally and back up the movement locally by using the electros, literature and window signs that cost so little and promise so much. Do not forget the F. T. D. There is a gold mine in it for every one who ties up to and exploits the work of this organization.

Spring Specials.

Spring, with its holidays, Easter, Mothers' day and the Memorial of May 30, which events give a wonderful impetus to the business for the time being, extends for a period of three months, in which the days and weeks between must needs be lived through, when rents fall due, salaries have to be paid, and a hundred and one other expenses have to be met. Of course, there is the inevitable mortuary demand, which is really the backbone of the business, and furnishes half the work, and for many nearly all.

To keep things moving, and to at all times stimulate the demand, there must needs be extra attractions, not that something new is to be shown each week, as that would be almost impossible, but all the old familiar and popular flowers, which as they arrive in their season, appear new, can be made very attractive and presented in some novel way that is sure to be noticed, commented on and talked about.

A special of Killarney roses in small vase or tumbler baskets of a blue tone, each with a little knot of blue ribbon, will, with a number grouped together in the window, and some suspended in shower effect above, be sure to stimulate sales. A price card should be conspicuous.

Pot geraniums, three good sized, 4-inch, planted together in an 8-inch azalea pot, will, after a week's growth in the greenhouse, be well filled with flowers, and a number together will make a very attractive showing for a window display. The price, conspicuously displayed, will do the rest.

Another good plant special, due about this time, is the shrubby calceolaria, which with its cloud of yellow blossoms, makes a wonderfully showy specimen, entirely different from anything else to be seen at this time.

The coming of the stork, which busy bird seems to be always on the job, is an event of great importance that florists should turn to good account. The window or store should never be without something made up of small flowers in some of the many receptacles provided by the wholesale houses. In many small cribs or cradles, a low vase or two of Sweetheart roses, pansies, marguerites or sweet peas can be placed without damage to the flowers. The showing of these little conceits will often call to mind an event that had been overlooked, and a sale is made. It should be much more the custom to send these flowers of congratulation than is now considered necessary, and it is up to the florist to bring this about by his frequent displays that keep it in mind.

TUMBLER BASKET OF SPRING FLOWERS.
Daffodils and Daisies.

Garden vases will especially appeal to all who have room for them. In many small grass plots a pedestal vase of flowering plants and vines is just what is required. A few of these, well filled, will make ornaments for the outside front of the store. If there is room to carry a line of these garden and lawn ornaments, quite a trade can be worked up annually at this time.

Another decorative feature that is popular at this season is the hanging basket. These receptacles for plants and vines can be offered in great variety from the small galvanized or green wire moss lined basket, the wooden patterns with their rustic facing and handles, to the more elaborate light iron ornamental designs. When started in the greenhouse, these soon make a fine showing that, when displayed in the front of the store, is sure to attract attention. Balancing two baskets one at each end of a cord that runs over two pulleys, makes them very easy to water and care for, as when one is pushed up, the other comes down to be plunged in water, over which it can be raised to drain. This will appeal to many who object to the old step ladder method necessary for such work.

National Publicity for Flowers.

There are many ardent supporters of our campaign who have followed up the work closely enough to assure themselves that our efforts to increase business are yielding a bumper measure of success. The following letter, from a well known firm, vouches for a direct benefit resulting from the publicity campaign:

Lincoln, Ill., April 19, 1919.

"John Young,
"New York.

"Dear Sir:

"Enclosed please find our check for $50 in payment of our subscription for 1919 to the florists' publicity fund. We are finding evidence of substantial returns from this advertising from a source we had little thought of, until we began to notice such evidence in the increase of orders from it. This source is the better class of magazine readers in a number of little towns. We can only attribute the increase in the number of accounts from these smaller towns to the attractively planned advertisements placed in the various magazines of wide circulation.

"It is our belief that while there will not be the great scarcity of flowers during the next year which has prevailed since the summer of 1918, nevertheless, demand will be so largely augmented by the highly intelligent adver-

tising campaign now being prosecuted by our national society, that prices will be at least in a considerable measure sustained. "GULLETT & SONS."

If it were needed, this letter might be taken as a direct endorsement of the policy of our committees to confine our advertising to the national magazines of general circulation. Our subscribers are to be found in practically every section of the country, therefore our advertising mediums must cover equitably every bit of territory of the United States, in which case they also, necessarily, cover Canada. To every million subscribers to these magazines, it is safe to add at least four million readers, for it is universally admitted that the average of readers for each copy put out is five persons. Small wonder, then, that our publicity is far reaching.

If non-subscribers would give a little thought to these facts, and, as well, make it their business to inspect our advertisements in magazines which surely come to their hands in some way, considerable impetus would be given to the campaign. The "broadside" recently sent out by our promotion bureau, and which is now in the hands of the trade in every section of this country, gives full information as to where our advertisements are to be seen and also describes the various aids for making local connection with them. It is to the interest of every florist to make this connection, either through the newspaper electrotypes provided, or by projection in moving picture theatres of the lantern slides furnished for this purpose. Anyone who has not received a broadside should make immediate application to the secretary for one.

JOHN YOUNG, Secy.

Is Average Florist Good Business Man?

This is the question that I have often heard discussed—and cussed. Well, it is really hard to say, but there is no doubt that the majority who are good business men, have made a success of their venture in the florist business, despite poor conditions and lack of proper organization; and then there are some who will have to be classed as successful, because they made money "without the foolish expenditure of money for advertising," or the help of the national organization or any of the large trade organizations. Such a man is in a class that is known the world over as "selfish," feeling that there is some one else spending his time and money, and he will get results just the same. By comparison, we class him just as an American does the uneducated and, perhaps, unfortunate of some of the trouble burdened countries for whom America went into the war, with the hope of some day taking him by the hand and say, "My friend, my work has not been in vain, for now you see the light."

How few of the craft know of or care for the great work done in their behalf in protecting them from bad legislation, or from fraud, through lack of knowledge of losses they would have sustained without that knowledge? There are those who do untiring work for the benefit of all in the trade and ask for their reward—results. So when you are asked for your just share of expense as a contribution toward the national publicity campaign, you are enjoying a distinct privilege.

The slogan, "Say it with Flowers," is given you to use without question. Are you so ungrateful or short sighted as not to see what it all means to you? The moneys contributed are used mostly in national magazine advertising contracts. In order to secure space in the leading publications, copy must be given two or three months in advance of publication, which means if we are to spend money for the starting of a vigorous campaign when the late summer and fall crops are in, we must have assurance that we can meet our obligations, that's all.

That's the story. Now it is up to the trade, all concerned in every branch of our industry. Let us hear from you.

GEORGE ASMUS.
Chairman Publicity Finance Com.

Houston Flower Show.

The flower show held April 12 at Houston, Tex., under the joint auspices of the Houston Horticultural Society and the Houston Post, attracted large crowds to what was one of the best exhibitions ever staged in that city. The displays were advantageously arranged on long tables in the corridors of the Post building. Roses were, it would seem, the predominant feature, but there were many other flowers that found favor. The exhibits arranged by the local florists presented a profusion of choice stock in cut flowers, pot plants and baskets. The R. C. Kerr Co. took the highest honors for roses produced at its local range, the effectiveness being enhanced by their splendid arrangement in extra large vases under the direction of E. W. Eichling. The firm's rose specialist, A. F. Koehle, was responsible for the fine quality of the blooms, stems varying in length from 24 to 48 inches, the outstanding varieties being Red Radiance, Pink Radiance, Hoosier Beauty, Mrs. Charles Russell, White Killarney, Sunburst, Ophelia, Mrs. George Shawyer, Killarney Brilliant, Richmond and Cecile Brunner. The Kerr exhibit, which was the largest in the show, also included geraniums, pelargoniums, sweet peas and a variety of other flowers. Paul M. Carroll staged the best hydrangeas in the exhibition, the home grown plants in six varieties having wonderful heads of bloom. He also featured yellow and white callas, Spanish and Japanese irises in baskets, and some fine ferns and palms. His display was much admired. R. G. Hewitt, of the Brazos Greenhouses, had a novel exhibit, showing what could be done in amaryllis culture. His baskets of snapdragons in many varieties and colors were equally fine. Dracænas and Spanish irises also showed splendid form. R. F. Lawson, of the Oaks Floral Co., had a basket of pansies three feet in length, containing a great variety with some of the flowers three inches in diameter. He also had fine specimen bougainvilleas white callas, petunias and Whitmani ferns. This display, while not large, was not lacking in quality. Clarence L. Brock, superintendent of the city greenhouses, exhibited several vases of choice outdoor roses, noteworthy being J. B. Clark and President Taft. One of the closest decisions made by the judges, S. J. Mitchell, C. L. Brock and Charles Hogan, was in the choice of the best rose in the show. While a fine specimen of J. L. Mock carried off the honors by unanimous verdict, a magnificent Paul Neyron was a close second. There were in all 14 classes, all of which had numerous entries. After the close of the show, the flowers were donated to hospitals. The management of the exhibition was in the capable hands of P. M. Carroll, R. G. Hewitt, John Bell, E. W. Eichling, A. F. Koehle and Henry Carter.

H. C. T.

SHEFFIELD, ALA.—The Tri-Cities Floral Co. will be opened here by G. W. Reddus and Charles Switzer. A range will be erected in the near future.

HYDRANGEA FOR EASTER.
Two 1-year Plants in 11-inch Tub.

HYDRANGEAS FOR EASTER AT FLORACROFT GARDENS, MOORESTOWN, N. J.
Elevated Plant in 8-inch Pot.

Easter Hydrangeas.

The Floracroft Gardens, Moorestown, N. J., make a specialty of hydrangeas for Easter and do them well; such an even lot, every plant well flowered, nearly all of them with a bud on every shoot, is seldom seen. They are a mixture of the French varieties, and without chemical assistance, show quite a range of colors from light pink to shades of dark blue.

The stock is all worked up on the place. Young plants rooted in February and March are planted out in the field in May. Those to be made up into large plants for 8-inch pots or tubs are planted two together. The young stock left over, or not required for the field, are placed in 4-inch pots and plunged in a frame outside where they grow all summer, and when winter sets in, are covered with sash, but receive no other protection. In January, they are brought in and furnish all the cuttings for the season's planting.

The Easter stock is grown on the same piece of ground year after year. The soil is very sandy, but gets bone meal and other fertilizers and is sown with rye in the fall, which is turned under in the spring. A pipe watering system insures the necessary moisture. The plants are cut back but once, which is always done the last day in July. The shoots are not pinched, but cut back to good eyes or buds, so that the next growth shall be strong and vigorous. They make their greatest growth in September. Early in October, they are lifted and potted in good stiff soil. All the earth in which they are grown is so light and sandy that it falls from them when lifted, leaving the roots entirely bare; this does not check them, and they soon take hold of the new soil.

They are placed as soon as potted in high board frames, the pots resting on the ground set close together. None of the foliage is removed, and the plants pack in pretty closely together. As hard frosts set in, the frames are covered with sash. In severe weather they freeze hard and gradually drop their foliage. They are brought inside the first week in January, given a temperature of 40° which is gradually raised to 60°, but never any higher, as Mr. Ross, the superintendent, feels that extra heat retards rather than accelerates growth. Why shoots become blind, or fail to produce buds, he thought was due to unripened or weak wood. He is always particular in cutting back for the last or flowering shoots, to prune so that the strongest buds or eyes were left the first to start, which insured a strong sturdy growth that was pretty sure to set buds.

An experienced grower can tell when the growth is finished in the fall, about what proportion of buds were set to the plant.

Last summer, he made cuttings from a lot of the shoots cut from the plants, which rooted nicely. These were potted in 2½-inch pots and later in fours. They were grown on inside in a cool house and brought on along with the frame stock when moved inside. Nothing could be more beautiful than these single stem four-inch pot plants, which stand about 12 inches high with good foliage, each crowned with one large head of bloom of a beautiful shade of pink. There are only 500, but 5,000 could have been sold. None of this stock in any size is staked, as the stems appear to be firm and strong enough to hold the flowers in position.

The accompanying illustrations show how wonderfully well flowered these plants are. They are but one year old, the larger plants, as stated above, being placed two together when planted in the field. Eight-inch pots carry 15 to 18 heads, while the 11-inch tubs have 28 to 35.

Easter lilies are also a specialty here the year round. Three thousand Azores and about the same number of Bermudas and cold storage giganteums are all in good shape. The illustration shows a pot of each variety, giving an idea of their vitality and flower producing capacity.

GREELEY, CO.—With a good supply both in plants and cut flowers and prices advanced 25 per cent over the Easter period of 1918, the Gardner Floral Co. says there was an increase of 50 per cent in its sales. In plants, the best call was for bulbous stock and in cut flowers everything sold well.

INDIANAPOLIS, IND. — Bertermann Bros. Co. was well supplied with Easter stock in all lines and sales showed a good increase over last year both in volume and number. In plants, lilies maintained the lead in popularity followed by hydrangeas and spiræas. Bulbous stock was least sought. Lilies brought 50 to 60 cents per bud and flower and fortunately there were enough to supply the city demand. Many Bermudas were among the offerings. Reports in general from other cities in the state show a splendid business and excellent results from the advertising being done by the Society of American Florists and the Florists' Telegraph Delivery.

EASTER TRADE.

Wonderful Business in all Sections.

Reports which have reached us during the past week from practically every section of the United States, and also from several cities in Canada, leave no doubt as to the wonderful business enjoyed by the trade during the 1919 Easter period, and which appears to be a good criterion in planning for the Mothers' day demand. As stated in last week's issue, page 695, the increases reported ranged from 20 to 100 per cent, with 35 per cent as perhaps a fair average. The shortage in lilies, while in a measure disappointing, in reality seemed to have little effect, as the stores as a rule closed with clean shelves and counters when the the rush was over. As will be seen from the following condensed reports, business was, with very few exceptions, most gratifying, and better than in previous years:

SEATTLE, WASH.—Paul E. Lange reports Easter prices much better than in previous years, especially lilies, which advanced about 100 per cent, but with a short supply of these and all other plants and the same condition existing in cut flowers, the volume of business fell 20 per cent below that of 1918. Lilies cleaned up first with large baskets and boxes least salable. A heavy call for cut stock left little choice for favoritism. The weather, which was inclement during the week, had a bad effect on business, there being heavy rains on Friday and Saturday and showers on Sunday. It was the best Easter for growers in many years. Prices were good and everything was cleaned up a week in advance. The temporary flower stores and stands that usually spring up each year at this time were missing and with this competition eliminated, the trade had the field to themselves.

SPOKANE, WASH.—The best Easter in the history of the firm is reported by Hoyt Bros. There was more business with less of the long hours and tired feeling. The absence of Easter lilies was responsible to considerable extent for this as many more plants of other kinds can be sold and wrapped in the same period of time. The total sales in money value were about 30 per cent greater than in 1918 with prices stronger and an ample supply in all lines. With no lilies to offer, hydrangeas, roses, cinerarias, genistas and tulips ran a close race for the lead in favor, with genistas left far in the rear. In cut stock the best call went to roses and carnations although yellow narcissi and tulips sold well.

WORCESTER, MASS.—Easter business was about the same as in 1918. While prices were better than at that time, a shortage of low priced lily plants held the volume of sales down, according to H. F. A. Lange. Aside from small pot lilies, the plant supply was equal to requirements, and violets were the short item in cut flowers. Rose plants were the most popular, with spiræas least in demand. All cut stock sold well. The telephone strike interfered somewhat with suburban orders, and bad weather early in the week also had its effect. The last two days the rush was so heavy that it was almost impossible to handle the trade.

PORTLAND, ORE.—Clark Bros. report 1919 Easter business recorded a gain of 20 per cent over last year's sales with a general advance in prices. In plants, Easter lilies were in limited supply and a shortage of cut flowers also existed, especially carnations. French hydrangeas and rambler roses were the best sellers.

COLORADO SPRINGS, COLO. — With prices 25 to 50 per cent in advance of those of a year ago, Easter business at the establishment of the Pikes Peak Floral Co. showed a gain of about one-third. The plant supply, with the exception of Easter lilies, was plentiful, but 50 per cent more cut stock was needed to fill all orders, with no special demand for any particular flower. Large plants were the least desired. Roses in baskets went well as did 6-inch fuchsias and heliotropes, also pans of hyacinths, tulips and spiræas. Lilies sold at 50 cents per bloom.

BRISTOL, TENN.—The Fairmount Gardens increased their Easter business 45 per cent over that of last yeear with prices more satisfactory than ever before. Easter lilies were very scarce and one-third more cut flowers could have been disposed of had they been on hand. Carnations and roses sold well and there was a strong demand for corsages which depleted the supply of lily of the valley, violets, sweet peas, etc Hundreds of soldiers from this city have returned from overseas and everyone that had money bought flowers.

EAST AURORA, N. Y.—A greater demand than last year by 35 per cent and prices from 25 to 50 per cent higher are features of the 1919 Easter trade reported by Fred W. Wise. The supply of small plants was short of requirements, but there was ample cut stock with the exception of sweet peas. While the general call was for medium priced plants, buyers took the more expensive ones rather than go without. Roses and carnations did not have a heavy sale, corsage flowers being the leaders.

LOUISVILLE, KY.—At the close of business Saturday, the Easter demand had practically resulted in a complete cleanup of cut flowers in every retail shop in this city, according to the F. Walker Co. The plant supply was equal to requirements, but more cut stock could have been moved had it been available. Hydrangeas, begonias and cinerarias were popular and there was a good call for corsages. Very few lilies were grown for this market and few lily plants were offered.

LOS ANGELES, CALIF.—Wolfskill Bros. & Morris Goldenson had about the same volume of business as in 1918, with plant prices advanced, but cut flowers selling lower and the latter were plentiful. There did not seem to be the usual demand for variety. The lily shortage caused disappointments, but about 75 per cent of the buyers accepted substitutes. In cut flowers roses were the favorite with sweet peas least in demand. Hydrangeas were not much in favor.

HAVERHILL, MASS.—Although prices were better than in 1918, the volume of Easter trade this year fell below anticipations, due to the telephone strike. The plant supply was limited but there was a good offering in cut flowers according to W. F. Abrams. With the shortage of Easter lilies and prices high, added to other conditions, there were bound to be disappointments. The Memorial day trade promises to be a record breaker if nothing happens.

FORT SMITH, ARK.—George Rye, "Some Florist," had his fine range well filled with excellent Easter stock and enjoyed good business, telegraph orders being quite a factor. He is an enthusiastic member of the Florists' Telegraph Delivery Association.

PHOENIX, ARIZ.—The Arizona Seed & Floral Co. reports Easter business about on a par with that of 1918, with prices somewhat better but stock limited, both plants and cut flowers. Roses were in great demand. There were no Easter lilies.

KANSAS CITY, MO.—With prices higher than for the Easter period last year, and an adequate supply of stock in general, business showed an increase of about 45 per cent, as reported by Samuel Murray. In plants, Easter lilies were least in demand, the favorites being roses, hydrangeas, yellow callas and heather. With the exception of lilies, all cut flowers went well. It was demonstrated that good business could be done without lilies in pots.

EVANSVILLE, IND.—As reported by the Wm Blackman Floral Co., 1919 Easter business showed a gain of about 40 per cent with prices better than a year ago. The supply of plants was about equal to requirements, but there was a shortage in cut flowers. All flowering plants sold well and roses, lilies, and corsages were the cut flower leaders. Considering the length of time the lily bulbs were in storage, there were some very good blooms.

AUBURN, N. Y.—With prices showing an increase over last year, Easter sales, compared with those of 1918, marked a gain of about 100 per cent, even with a short supply of stock, both cut and in pots. As to demand, everything moved unusually well. There was a heavy call for callas, Easter lilies, sweet peas, violets, roses and carnations. Pot roses, hyacinths, daffodils, and in fact everything that showed a blossom, found a ready buyer.

SYRACUSE, N. Y.—Although prices were better this year, the amount of Easter business held to about the same volume as in 1918, according to G. Bartholme. In neither plants nor cut flowers was the supply sufficient to meet the demand. In the former, hyacinths, tulips, daffodils and pot roses had the best sale. Sweet peas, violets and roses held the lead in cut stock.

FALL RIVER, MASS.—With the supply of plants and cut stock both very short, a 50 per cent advance in prices over last year resulted in a 25 per cent increase in Easter business at the establishment of C. Warburton. Lilies were favorites in the plant demand. Bulbous stock was very short being too late to hold in good condition. Sweet peas and carnations went fast.

MUSKEGON, MICH.—Twenty-five per cent better Easter business at prices higher than a year ago is the report of L. Wasserman. The supply in plants and cut flowers was short. Lilies, tulips and daffodils sold best, the first named in good supply. In cut flowers the heavy call was for lilies, bulbous stock, roses, carnations and snapdragons.

SEDALIA, MO.—The State Fair Floral Co. had a much better Easter trade this year than in 1918, although plants did not move as well as usual. Geraniums and hydrangeas led the demand. The cut flower supply was sufficient for all needs, roses being first in favor, followed closely by carnations. The call for corsages was greater than ever before.

NEW ORLEANS, LA.—Abele Bros. report 1919 Easter trade about 75 per cent greater than last year. Prices were slightly higher than usual as a rule with considerable advance in lilies. The plant supply was ample, but in cut flowers, carnations were in short supply. Lily plants led in popularity but everything of good quality sold readily.

JACKSON, MISS.—Better prices and a 50 per cent increase in the Easter business over last year, notwithstanding a shortage in the supply, is reported by the McKay Floral Co. Everything available in plants sold easily and in cut flowers the favorites were carnations, roses, dahlias, asters, spiræas and lilies.

Columbus, O.

MARKET CLEANS UP WELL.

Trade has been holding up well enough since Easter to absorb nearly all the flowers that reach the market. Roses appear to be in great favor just now, and the public shows a willingness to pay the higher prices for the choice cuttings rather than to accept less perfect blooms at smaller cost. The display of Russells is especially fine. Silver Pink snapdragons are very popular. There is no real scarcity in anything, but florists are able to clean up fairly well from day to day. The supply of bedding stock will be far below that of last year, but as prices will run about 50 per cent higher, the demand is expected to be cut down to the point where there will be enough to go around. The quality is exceptionally good. Pot plants are limited in variety, and make rather a meagre show in flower stores considering the time of year.

NOTES.

Frosts did extensive damage in this region April 24-25, to outdoor flowers and to vegetables. Market gardeners report almost complete destruction of some of their early crops, although the injury was not uniform. The bureau of markets and gardening of the state agricultural department estimates that the damage to fruit in Ohio will reach $1,500,000.

A small whirlwind struck the greenhouses of the Munk Floral Company, April 24, blowing down some stacks and breaking a quantity of glass. The loss was placed at between $400 and $500. No damage was reported from any other local growers

H. M. Munk, president of the Munk Floral Company, has returned from a trip of two months spent in Florida and Cuba, and reports having had a very delightful vacation. J.

West Hoboken, N. J.

The John Birnie property, long associated with the name of the late John Birnie, is now offered for sale. Members of the Society of American Florists will recall that Mr. Birnie died suddenly while attending the Baltimore convention of 1911. The range has since been conducted by a son, also John Birnie. The property is well located in a residential section, and if sold, it is his intention to acquire another site further out of the city, remove the glass and rebuild.

Fred Engeln is probably the oldest working florist in this part of the state, being now near 80, but he keeps busy making cuttings and doing other light work and seems to enjoy it. A son has the active management of the range.

Henry Bauman, who makes a specialty of table ferns, has added geraniums to his output.

The West Hoboken growers have become so hemmed in with residences and lines of business peculiar to a rapidly growing city, that it is unlikely that more greenhouses will ever be erected here. Herman C. Steinhoff has already taken time by the forelock and established a range and nursery at West Norwood, N. J. A. F. F.

Dallas, Texas.

In the northern part of the state Easter brought the most phenomenal business ever known. The interchange of mail and telegraph orders practically amounted to a business in itself. As lily plants were scarce, these as a rule were not sold unless included with some other plant or ferns. The plan took well and sales were easily made. The cut flower supply was good with the exception of a shortage of carnations. Business was much better than anticipated.

NOTE.

The Lang Floral & Nursery Co., Inc., were well prepared with a good assortment of plants and arranged a large number of baskets of all shapes and descriptions. Business at this establishment during the Easter period totaled several thousand dollars. Hydrangeas, Easter lilies, spiræas and even snapdragons and marigolds enjoyed a good demand. O. L.

Wichita, Kan.

APRIL MAKES GOOD SHOWING.

The month just past will show up well in comparison with that of previous years. There has been good business in shrubbery and landscape work, and prospects are fair for at least the average spring business in the bedding plant line. Easter sales probably totaled in volume those of last year, which, considering the shortage of lilies and several other special Easter items, is at least all that could be expected. Prices were, and still are, higher than in previous years, roses, especially, remaining stiff. Carnations are in good supply and prices are back near the old level. Plans for a public observance of Mothers' day are already under consideration, and the occasion bids fair to surpass all previous records for general and elaborate celebration of this event.

NOTES.

C. M. Newens, until recently with W. H. Culp & Co., has taken charge of the Salisbury Greenhouses at Eldorado, Kan. A. H. Myhre, of Sioux City, Ia., has taken the position as foreman at the greenhouses of W. H. Culp & Co.

Harrie Mueller, erstwhile soldier, is back on the job in the landscape department with his father, Chas. P. Mueller.

Chas. P. Mueller is driving a new Hudson car, a beauty, and one of the niftiest styles on the streets. C.

Decatur, Ill.

Philip Daut, of Daut Bros., was given a welcome home party here recently when he was honorably discharged from the army and it is needless to add that everyone present had a most enjoyable time. Among those who attended and some of whom were former employes of Daut Bros. were: P. J. Daut and wife; R. O. Augur and wife; Ed. Quintenz and wife; Mrs. Kate Jenison; Mrs. Mary Johnson, and the Misses Isabel McGinty, Daisy Mahan, Helene Hill and Nancy Veech; Frank J. Daut, Roy Dawson, Bill, Ed. and Cal Pisell of this city; Jess Michl, of Taylorville and F. H. Michl of Vandalia. Ed. Jacob, of the A. L. Randall Co., Chicago, was here for the occasion.

Providence, R. I.

STRONG EASTER BUSINESS.

The Easter stock this year was excellent with a fine demand, everything in plants having practically a cleanup. Very few were carried over. Roses were exceptionally good and wholesaled from six to 20 cents each. Carnations ranged from eight to 12 cents. Violets, marguerites, orchids, sweet peas, lilies and lily of the valley also brought good returns. The stock of plants was complete but tulips, hyacinths, daffodils, bougainvilleas, genistas and azaleas, were scarce items. Rose bushes, palms, ferns, primulas, spiraeas, rhododendrons and other small plants had a good call. Prices were very satisfactory and higher than in former years. H. A. T.

OBITUARY.

James M. Buist.

James M. Buist, for nearly 40 years a florist in New York, successively at 807 Broadway, 429 Broadway, 631 Broadway and at Thirteenth street and Broadway, retiring from business several years ago, died at his home in Milford, Pa., April 18, age 95 years. The deceased was born in Scotland and came to America when 25 years old, his first employment here being with Andrew Reid, a then well known florist on Fourteenth street, New York, and upon the death of his employer, he bought the business.

Oliver B. Coombs.

Oliver B. Coombs, formerly in the nursery business in Queens, N. Y., died there, April 25. He was born in Longmeadow, Mass., 82 years ago. He located in Queens in 1871. In later years, he had engaged in real estate transactions and was well known on Long Island. He is survived by six sons and one daughter. One son, Oliver B. Coombs, Jr., is a florist of Jamaica, N. Y. A. F. F.

BRANDYWINE SUMMIT, PA.—The old section of the E. A. Harvey & Sons' range will be rebuilt in the near future.

ELMHURST, ILL.—The Forest Park Floral Co. has purchased the Hoskins Floral Co. and will continue the business.

CLEVELAND, O.—The Lord & Burnham Co. has reopened its office in the Swetland building with H. P. Merrick in charge.

SPRINGFIELD, ILL.—Three new houses to cost $12,000 will be erected by Hembreiker & Cole at State street and South Grand avenue.

LOGAN, UTAH.—Horticulturist M. E. Merrill, of the Utah Agricultural College experiment station is asking for bids on an additional greenhouse, 20x75 feet.

TORONTO, ONT.—E. H. Sanderson's Little Grey Flower Shoppe, rearranged and redecorated, is now one of the most attractive stores in the downtown section.

WHITE PLAINS, N. Y.—John Dunn, formerly superintendent on the Edward Scott estate at Lansdowne, Pa., has taken charge of the estate of Mrs. Wm. A. Reed here.

RIPLEY, MICH.—The range of the Lakeside Floral Co. is being removed from Chassel to this city, increasing the size of the local establishment to 35,000 square feet.

SAC CITY, IA.—James Albert Reeder, who has just returned from overseas service in France, has received an honorable discharge and has resumed his former position with the Montgomery Gardens here.

PROVIDENCE, R. I.—The feature of the April meeting of the Rhode Island Horticultural Society was the illustrated lecture of Joseph J. Pillsbury, of the state board of agriculture on "Insect Pests and Plant Diseases."

DETROIT, MICH.—At the Belle Isle conservatories, Superintendent Robert Flowerday had a splendid display of plants which were much admired by many visitors on Easter Sunday. While lilies were conspicuous by their absence this year, hyacinths, azaleas, tulips, daffodils and other spring flowers came in for a full measure of admiration.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 56 PAGES WITH COVER

CONTENTS.

Mothers' day preparations....737
—Enthusiasm for the day....737
—Mother's favorite flower....737
The retail trade (illus.)....738
—Next week in the flower shop....738
—Spring specials....738
National publcity for flowers....739
Is average florist good business man?....740
Houston flower show....740
Easter hydrangeas....741
The Easter trade....742
Columbus....743
Providence....743
Wichita....743
West Hoboken....743
Dallas....743
Decatur....743
Obituary....743
—James M. Buist....743
—Oliver B. Coombs....743
National Association of Gardeners....744
Geranium troubles....744
Club meetings next week....744
Rooted cuttings not plants....744
San Francisco....746
Cleveland....746
Washington....748
Fort Wayne....748
Petersburg, Va....748
Warren, O....748
Albany....750
Poughkeepsie, N. Y....750
Fredericton, N. B....750
Louisville....750
Chicago....752
Detroit....758
Milwaukee....758
Buffalo....758
Pittsburgh....758
St. Louis....758
Rochester....758
Boston....758
Philadelphia....762
New York....764
Salt Lake City....764
The seed trade....774
—Southern Seedsmen's Association....774
—French bulbs....774
—Western Canners' Association....774
—New York seed trade....774
—Government rulings and regulations....774
—Imports at New York....775
—Free list for Switzerland....775
—Alcohol in seed germination....776
—British export embargoes removed....776
Marget gardeners....780
—Vegetable markets....790
—Sweet potato production cost....780
The nursery trade....782
—Tree registration....782
—Magnolias for northern lawns....782

THE eleventh annual meeting and exhibition of the American Sweet Pea Society will be held at the American Museum of Natural History, New York, June 21-22.

POTASH.—A Washington dispatch quotes Senator F. M. Simmons, retiring chairman of the finance committee, as saying the United States will not permit Germany to unload great quantities of potash and other specialties in this country. The potash industry here developed rapidly after the war started and $50,000,000 was invested in plants, including about $15,000,000 in Nebraska.

Professor Bouquet.

"You may not be interested in the pollination of tomatoes, but you may like to know that A. G. B. Bouquet is professor of vegetable gardening at the Oregon Agricultural College."—B. L. T. in Chicago Tribune.

Rooted Cuttings not Plants.

WARNING TO BROTHER FLORISTS.

Louisville, Ky., April 26, 1919.

In answer to an advertisement, we sent a check for $200 for 1,000 "good 3-inch pot Columbia roses." What we received were merely rooted cuttings with a ball of soil on the roots. They had not made a particle of growth over the cutting stage, as each so-called plant had only two leaves and showed little, if any, root action. They could not even be called first-class 2¼-inch pot stock. We consider ourselves as having been deliberately swindled.

THE F. WALKER CO.

National Association of Gardeners.

NEW YORK OFFICE OPENED.

The executive board of the National Association of Gardeners for some time past has had under consideration the advisability of establishing headquarters in New York, and having considered the present time opportune, it has opened an office at 286 Fifth avenue, that city. The secretary's hours will be from 10 a. m. until 3 p. m., excepting by special appointment. This step has been actuated to a large extent by the increasing interest that is being manifested towards the service bureau of the association by country estate owners, which makes it desirable to be more conveniently located for these clients of the association.

The members of the National Association of Gardeners in Boston and vicinity will hold a spring conference, May 16, at 6 o'clock in Horticultural hall in that city. An interesting programme is being arranged and all interested in the profession of gardening are most cordially invited to attend. Those who have been present at previous Boston conferences, know how interesting and entertaining these meetings are.

It is proposed to hold the annual convention in Cleveland, August 26-28. This date is suggested as horticulture in the vicinity of Cleveland is to be seen at its best, and weather conditions are usually favorable at this season of the year. The executive board will take final action on the convention date the latter part of May, and President Weeks will then appoint the convention committees.

Geranium Troubles.

ED. AMERICAN FLORIST:

Will you kindly tell me what disease is affecting my geranium plants and what measures can be taken for its control? My house is 6x52 feet and there are 17 hot frame sash six feet deep and one bench three and one-half feet high. Geraniums and heliotrope are the only plants in the house. Heat is supplied by six hot water pipes fastened by chain to the concrete wall, and above the heating pipes is one shelf of 8-inch boards also filled with geraniums. The temperature never goes above 60 or lower than 40 degrees. The geraniums were propagated about the middle of September, 1918, and carried through the winter in 4½-inch pots. All were in good condition until about March 1, when it was noticed that the green leaved plants on the shelf over the pipes began to show red on the oldest leaf stem and then worked further into the leaf. Later the red turns to yellow and the leaf at last dries up. I at first attributed the trouble to hot sunlight from a window but now nearly all plants appear diseased, some well advanced and others just starting. The plants have not been overwatered and the soil is not bad. J. B.
New York.

The above statement hardly furnishes enough detailed information to enable one to come to any definite conclusion as to the cause of the trouble. For instance, it is not stated what fertilizers were used or whether the plants have had fungicides or insecticides sprayed upon them or liberated in the air of the house. If it were possible to be in the house for a few minutes, observe its construction and the details as to method of treatment, we might arrive at the cause of the trouble, but as it is, we can only surmise.

The plants sent for examination are badly dwarfed, prematurely branched and full of withering red and yellowing leaves. The stems are packed with starch. We have been unable to find any parasites on the foliage or on the roots which would account for the disease and are inclined to believe the trouble is due to the soil or else mismanagement of heat and water. It is also possible that excess of bone meal, acid phosphate or gas liberated in the air may be to blame. If these fertilizers have not been used, and the same is true of insecticides and fungicides, the trouble may be that the plants are too close to the pipes and have had too much bottom heat. On one or two of the specimens are certain indications that this may possibly be the explanation. If so, the remedy would be to put the bench farther from the piping. If the disease is caused by excessive use of fertilizers, knock the earth from the roots and repot in other soil. If this is the cause of the trouble, there is still time to make good plants of them.

E. F. S.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in time, date and place of meeting.

Cleveland, O., May 5, 8 p. m.—Cleveland Florists' Club at Hollenden Hotel. Al B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Montreal, Que., May 5, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Dayton, O., May 6, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. W. Frisch, secretary, 3205 East 5th street, Dayton.

Holyoke, Mass., May 6, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at member's place of business. James Whiting, secretary, French hall, Amherst, Mass.

Los Angeles, Calif., May 6, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., May 6, 8 p. m.—Minneapolis Florists' Club, usually at 218 North 5th street. Wm. J. Vasatka, secretary, 3440 Chicago avenue, Minneapolis.

Philadelphia, Pa., May 6, 8 p. m.—Florists' Club of Philadelphia, Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., May 6, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music Hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh, Pa.

Washington, D. C., May 6, 8 p. m.—Florists' Club of Washington at 1214 F street, N. W. E. P. Rodman, secretary, Washington.

Detroit, Mich., May 7, 8 p. m.—Detroit Florists' Club at Hotel Statler. H. C. Forster, secretary, 1634 Woodward avenue, Detroit.

Davenport, Ia., May 8, 8 p. m.—Tri-City Florists' Club at home of member. Wm. Knees, secretary, Moline, Ill.

St. Louis, Mo., May 8, 2 p. m.—St. Louis Florists Club. No regular meeting place. J. J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., May 9, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield, Conn.

Rochester, N. Y., May 9, 8 p. m.—Rochester Florists' Association at 95 East Main street. A. H. Secker, secretary, 257 Linden street, Rochester.

Dobbs Ferry, N. Y., May 10, 8 p. m.—Dobbs Ferry Horticultural Society. Henry Kastberg, secretary, Dobbs Ferry.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of chrysanthemums, carnations and pot plants wants position; single man, now in Chicago. Address
Key 380, care American Florist.

Wanted to Buy—Greenhouses, to dismantle; please state particulars and price in first letter. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale—Thirty thousand second hand three-inch pots, as good as new, $7.00 per thousand, f. o. b. Evansville. **W. H. Dyer Company,** Evansville, Ind.

For Sale.—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc., also complete greenhouses. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale.—Greenhouses, 6000 sq. ft. glass, 12 acres good land, 7-room dwelling, new barn; store has new fixtures, flourishing business, must sell on account of health; two-thirds cash or trade for farm. Address
H. R. Croak, Willmar, Minn.

For Sale—Three greenhouses, practically new, in a thriving town of five thousand in central Missouri; very wealthy community; no competition within 35 miles. Good stock of supplies. Can be had at pre-war prices. Moninger construction. Address
Key 375, care American Florist.

HELP WANTED

Man for pot plants. Steady position.
Randolph & McClemen's, 5936 Penn Ave., PITTSBURGH, PA.

HELP WANTED

Experienced storeman for Chicago loop establishment. Must be A1 man and furnish unquestionable reference. Also good saleslady and designer. Address
Key 381, care American Florist.

Help Wanted

A good grower of a general line of greenhouse stock (potted and cut). We want a hustler and one with a pleasant disposition. Give references from present and previous employers. State age, wages about per hour expected. No perquisite. Rent and board are reasonable in this city.
MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.
ADOLPH SCHILLING,
Ft. Wayne, Ind.

FOR SALE

Four greenhouses, with a six-room dwelling with conveniences; outbuildings, and seven acres of ground. All in good condition.
CHARLES H. MILLER
LANSDALE, PA.

Traveling Salesman Wanted

By a reliable bulb import house, having direct French, Holland and Japan connections. We want a man that can sell goods—a big proposition for a big man. All correspondence held strictly confidential. Address
Key 378, care American Florist.

Wanted to Exchange

Greenhouse glass, pipes and fittings, to construct three houses 26 x 75. Will exchange young evergreens for this material. Address
THE D. HILL NURSERY CO.
Dundee, Illinois

Experienced Grower

Good all-around man. Must understand roses and furnish the best of references. Apply at the
BENTHEY GREENHOUSES
NEW CASTLE, INDIANA

NURSERY FOREMAN

wanted for nursery in middle west. Must be strictly sober, able to handle help, and have experience in evergreens and ornamentals. Give full particulars in first letter as to past record, salary wanted, etc. Only first-class man wanted. Address
L. P., CARE AMERICAN FLORIST.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.
Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.
LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

Many Idle Greenhouses

Are starting up again.
Stock to fill these houses
is needed now.

Those having surpluses
should offer them in Our
Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

San Francisco.

GOOD EASTER SUPPLY MOVES FREELY.

Easter trade surpassed all expectations and averaged about 25 per cent ahead of last year. We were fortunate in having a large supply of pot plants and cut flowers of nearly all varieties. As was expected, the supply of Easter lilies was very limited. There was no cut stock offered at all. None of the stores received more than one hundred plants of pot lilies apiece. Prices ranged from $2 to $5 per plant. As a rule, the stock was short stemmed. Rambler roses were the best sellers of all Easter plants. Stock that sold from $5 to $7.50 each moved best. There were very few azaleas other than Hinodigiri offered. This is a popular variety here, and it cleaned out completely, owing to its reasonable price. Rhododendrons sold well except in large sizes. Ferns were also in good demand. In cut flowers, the stores were fortunate in having a large crop to draw from. Prices were raised only a trifle and an enormous quantity found a ready market. Russell and American Beauties were the best sellers, closely followed by Ophelia and its sports. White roses were rather scarce. There was plenty of red and dark pink varieties, all of which met with good call. White carnations were in splendid supply and sold out completely, owing to the scarcity of white roses and lilies. There was a large cut of callas. This stock was chiefly used for church decorations. Cattleyas were in large supply and sold out at splendid figures. Gardenias were on the short side. Sweet peas were to be had in limited quantities and sold well. Lilac was also largely used. Irises were popular with all buyers. Violets were in large supply with no increase in prices. Very few hyacinths were offered. Tulips were to be had in any quantity and cleaned up well. Peonies were another popular flower. There was a large supply of all decorative greens and great quantities were sold.

NOTES.

Fred Bertrand, of the MacRorie-McLaren Co., says his firm sold out completely on pot plants, and were compelled to go into the open market to buy enough to fill orders. They did the largest business in the history of the concern. They featured ericas in variety and they sold very well. Superintendent Andrew McDonald of the firm's greenhouses, certainly turned out some grand stock this year. Their shipping trade in plants was so heavy that the greenhouses were cleaned out.

Benjamin M. Joseph is receiving the congratulations of his many friends because of his marriage during the week to Miss Gladys D. Rule. He is the proprietor of "Joseph's" on Grant avenue. The bride is a very estimable young lady, whose attractiveness and charm of manner, have won her a host of friends. The happy couple are spending their honeymoon at Del Monte.

Manager P. Vincent Matraia, of the Art Floral Co., says this year's Easter trade was ahead of expectations, and he is greatly pleased over the volume of business transacted. A novelty in his Easter display was specimen lemon trees in full bloom. M. A. Ephraim and William Coste were added to the sales force during the Easter rush.

Pelicano, Rossi & Co. were fortunate in securing a large store adjoining theirs to take care of the immense stock of pot plants. Frank Pelicano says trade was ahead of last year. Plants at popular prices moved quickly, while large specimens did not find so much favor.

Adante Bacegalupi returned from France with the 363rd infantry and was accorded a great reception by his former fellow workers of the Podesta & Baldocchi store. Upon his discharge from the army, he will take up his duties again with his former employers.

Edwin Hoffinghoff, formerly manager of the MacRorie-McLaren store, greeted friends during the week. His ship returned from the Orient and he expects his discharge from the navy in a short time.

Louis Capuro, who for several years past has been in charge of the store of M. H. Ebel, in Sacramento, has resigned and has taken a place with the MacRorie-McLaren Co., on Powell street.

JAMES T. LYNCH.

Cleveland.

MOTHERS' DAY BUSINESS LOOMS LARGE.

Neither wholesalers nor retailers have much time for resting up after the Easter rush as Mothers' day, May 11, comes so soon and many orders have already been booked. From present indications, business for that day will be exceptionally good. Stock during the past week was in good supply, due to a little sunshine, although there were several dark days. Roses were plentiful, and the same was true of bulbous stock, including Easter lilies. White carnations were in good supply and cleaned up daily. Sweet peas were also seen in large numbers. Some very good calendulas, snapdragons, ranunculus, pansies and mignonette arrive daily. Lily of the valley and violets are short items. Outdoor stock, which is now coming in, helps the supply considerably. Greens of all kinds are plentiful.

NOTES.

This city and vicinity were visited by a severe windstorm, April 23, which in many places amounted to a cyclone. At Avon-on-the-Lake, a suburb, the Grullemans Co. had the roof of its bulb house blown off as well as the west wall. The damage to the house is about $2,000, and with the freezing weather which followed the storm, the loss to bulbs will probably reach $1,000 more.

The arrival and parade, April 26, of the 332nd Division, which had seen service in Italy, was the occasion for an excellent demand for flowers of all kinds. A floral arch and the presentation of a flower to each soldier, as well as the dropping of flowers from areoplanes upon the marching men, was a beautiful sight.

Visitor: Julius Dilloff, New York.

C. F. B.

BROOKLYN, N. Y.—The Brooklyn botanic garden in its children's number of Leaflets, under date of April 16, announces that the sixth annual exhibit for boys and girls of that city will be held September 20-21. Prizes in the form of silver cups and silver and bronze medals are offered for displays of flowers and vegetables. Information may be had upon application to Ellen Eddy Shaw, curator of elementary instruction.

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink $0.50
Kermesina, deep crimson	.50	Alba, white .50
		Hybrida Mixed .50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BAY TREES

MAY DELIVERY

STANDARDS **PYRAMIDS**
BUSH SHAPE **SHORT STEMS**

Now Due from Belgium

McHUTCHISON & CO., THE IMPORT HOUSE 95 Chambers St., NEW YORK

French Hydrangeas

Best Varieties, Mixed, 3-inch, $12.00 per 100; $100.00 per 1000.

Souv. de Mme. Chautard and **Bouquet Rose,** 3-inch, $10.00 per 100; $80.00 per 1000.

BENCH BOSTONS
$20.00 per 100.

CARL HAGENBURGER
West Mentor, Ohio.

Mention the American Florist when writing

MISCELLANEOUS STOCK	Per 100
Vinca Variegata, 4 in	12.00
Snapdragons, 2¼ in., 3 colors	4.00
Cinerarias, 3 in., mixed	5.00
Ageratum, 2¼ in., blue	2.50
Ageratum, 3 in., blue	4.00
Calendula, Orange King, 2¼ in.	3.00
Calendula, Orange King, 3 in.	5.00

ROSENDALE GREENHOUSES, De'anson, N Y.
Successors to Ernst Harris.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is $5 per 100 lbs., ex Quay Boston or New York. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

SPECIAL LIST OF PERENNIALS

We offer the following in 3½-inch pots, f. o. b. Highland Park, Ill., packing extra, subject to being unsold upon receipt of order:

Pot-Grown Plants Are the Best for Counter Trade.

All at $12.00 per hundred.

Shasta Daisy, King Edward VII.
Coreopsis, Lanceolata Grandiflora.
Pyrethrum, Hybridum Grandiflora.
Gaillardia Grandiflora.
Delphinium, Dreer's Gold Medal Hybrids.
Delphinium, Belladonna Hybrids.
Columbine, English Long spurred hybrids.
Dianthus, Garden Pinks, Superior Strain.
Hollyhocks, Double assorted colors.
Chrysanthemum, hardy Pink.
Chrysanthemum, hardy Yellow.
Chrysanthemum, hardy White.
Chrysanthemum, hardy Bronze.

We offer the following in heavy field-grown plants, f. o. b. Highland Park, Ill., packing extra, subject to being unsold upon receipt of order:

	Per 100
Phlox, Improved Lingard	$10.00
Phlox, Bridesmaid	8.00
Phlox, E. Campbell	10.00
Iris, Pallida Delmatica	15.00
Iris, Mad. Chereau	8.00
Physostegia	8.00
Shasta Daisy, King Edward VII	8.00
Columbine, English Long spurred hybrids	10.00
Delphinium, Dreer's Gold Medal Hybrids.	10.00
Delphinium, Belladonna Hybrids	10.00

	Per 100
Coreopsis, Lanceolata Grandiflora	$ 5.00
Gaillardia, Grandiflora	8.00
Pyrethrum, Hybridum Grandiflora	8.00
Digitalis, (fox glove) Heavy Plants	15.00
Digitalis, (fox glove) Extra Heavy Plants.	20.00
Dianthus, Barbatus, double assorted	8.00
Achillea, The Pearl	8.00
Dianthus, Garden Pinks, Superior Strain	8.00
Boltonia Asteroides	8.00
Peony, Festiva Maxima	15.00
Peony, Single Japanese Sorts Named	25.00

THE E. F. WINTERSON CO., Wholesale Florists, 166 N. Wabash Ave., Phone: Central 6004 **Chicago**

Washington, D. C.

HEAVY SUPPLY DEMORALIZES PRICES.

The market cannot begin to absorb the amount of stock of all kinds being shipped in from the nearby greenhouses and there are no fixed wholesale prices. The weather up to Thursday night was very warm, bringing in all of the hold-over stock that flowered too late for Easter, consequently prices dropped. Retail business has been very good with heavy booking of wedding decorations, extensive funeral orders, and considerable social activity following the conclusion of the Lenten season. Tulips are gone except for Darwins, which sell at $4 to $6 per 100. The wholesalers are getting in quantities of Narcissus poeticus from the south, but this is not a very desirable flower just now and $5 per 1,000 is a high price. Gladioli find limited sale. Sweet peas are poor in quality and undesirable. Roses are cheap and for the most part of very good quality. American Beauty roses bring $6 and upward, per dozen. Cut Easter lilies find no market.

NOTE.

Notices are being sent out by the secretary of the florists' club for a meeting to be held May 7, at 8 o'clock in the clubrooms above the store of Edward S. Schmid, 712 Twelfth Street, Northwest. B. F. L.

Fort Wayne, Ind.

SOCIAL ACTIVITIES HOLD UP DEMAND.

There was not the usual lull that follows a holiday last week, as the Easter social festivities created a splendid demand for cut flowers and plants for decorations, and corsages. This called for immense quantities of flowers, roses particularly, and sweet peas, which were next in popularity. Out-of-town commencements also called for large quantities of cut flowers, and violets particularly were in demand. Funeral work was steady, and flowers were in fine demand for the hospitals. A few lilies are coming in since the holiday, and these are going well, especially for funeral clusters. Carnations are more plentiful at this writing than roses.

NOTES.

It was notable that there were an unusually large number of Florists' Telegraph Delivery orders in the Easter business this year, not only sent into this city, but also from here to other cities in the United States. A. J. Lanternier & Co., and W. J. & M. S. Vesey are recent members of this organization.

Miss Margaret Vesey, who, for the past year has successfully conducted a hostess house at Camp Taylor, Louisville, Ky., will leave within two weeks for New York, from where she will go overseas, to do Y. M. C. A. work in France.

The Victory loan campaign is in full blast here this week, and the florists are doing their share in this patriotic work. H. K.

Petersburg, Va.

The Easter trade in this city was about 20 per cent better than a year ago, although both plants and cut flowers were not in quantity to meet the demand. The wholesale price situation was very unsatisfactory due to the fact that after quotations had been received, before the orders could be placed prices were advanced from 50 to 100 per cent. The retailer has to stick to the prices he makes in taking orders and if the wholesaler wants to stay in business he should adopt the same policy. The charging of outrageous prices for our product and driving customers away, and then putting a "Say it with Flowers" sticker on everything you send out is the wrong way of doing business. W. S. Y.

Warren, Pa.

The flower shops in this city presented a very attractive appearance for the Easter trade and all enjoyed excellent business. Pansies were used in many corsages, brought in by the warm spring weather, and for the first time in many years so early in the season. Easter lilies were extremely scarce, the total supply amounting to about 75 plants, and prices went to about 60 cents per flower as compared with 35 cents in former years. All flowers sold at advanced prices.

NOTES.

The Schiller Greenhouse had thousands of flowers which were sold direct from its establishment.

The Crescent Floral Gardens had over 20,000 pansy plants in bloom for the Easter demand.

The Kidder Flower Shop made a very fine display and enjoyed excellent business. H. C. T.

SCHNECTADY, N. Y.—A number of local gladiolus growers are planning an organization here.

DAVENPORT, IA.—N. M. Houston has opened an attractive retail establishment known as The Flower Shoppe at 206 West Third street.

JACKSONVILLE, FLA.—W. W. Key is now sole owner of the Tomlinson-Key Floral Co., having purchased the interest of H. H. Tomlinson. The old firm name will be continued.

Floral Baskets

"Mothers' Day" Floral Baskets, styles numbered 255, 778, 118 and 777, will please

No. 255

		Each
No. 1.	24-inch	$1.00
No. 2.	28-inch	1.50
No. 3.	32-inch	2.25
No. 4.	40-inch	3.00

No. 778. Each.....$0.50

No. 118. Each.....$0.30

No. 777. Each.....$0.85

Write for illustrated list of Decorated Wreaths

Poehlmann Brothers Company

66-74 East Randolph Street

Chicago, U. S. A.

BUY NOW FOR

MEMORIAL DAY

Your Memorial Day business will be larger than ever before. Be prepared for the big rush of orders by laying in a liberal stock of

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

Write For Our Memorial Day Special Circular.

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

Albany, N. Y.

EASTER SALES SHOW GOOD GAIN.

On the results of Easter trade for 1919, the local florists express themselves as exceptionally well pleased. Business was, on the whole, better than a year ago—some say 20 per cent. Prices were good and the trade reports that the public made little cŏmplaint about the amount paid for plants and flowers, provided the stock sold was right. Many buyers ordered early in the week and the step facilitated business considerably. In cut flowers, sweet peas, violets and orchids sold best in the order named. Some dealers said that they found roses and lilies too high priced to sell readily. The demand for corsages was heavy and many sweet peas, violets and orchids were disposed of in that form. In plants, hydrangeas, ramblers and spiræas sold in largest amounts. Azaleas were scarce and brought good figures. Telegraph orders were received in considerable numbers. One dealer, E. P. Tracey of The Rosery, said that he was asked to make deliveries in almost every city of importance in the country from coast to coast. Summed up in words of H. G. Eyres, a local retailer, "It was a wonderful Easter."

NOTES.

Frank R. Lanagan, city engineer, as chairman of the municipal Victory garden committee, has asked, through the newspapers, all persons who have idle ground in this city to notify him if they will permit the use of it for the growing of vegetables and flowers during the season. The vacant lots will thus be utilized by school children and others in their vicinity for kitchen and flower gardens. Many adults and children last year took advantage of the privilege of making plantings in vacant lots in the city. In some cases the results were creditable. Mr. Lanagan also announces that literature on what to plant may be obtained free at his office.

Albanians in large numbers accepted the invitation of Fred A. Danker, the Maiden Lane florist, to visit his greenhouses at 744 Central avenue, on Palm Sunday. No flowers were sold and no orders were taken. The large number of plants and blooms made an excellent impression on the crowds of well dressed men and women who thronged the greenhouses during the afternoon. The visit of the public to the Danker greenhouss on Palm Sunday has become a local custom.

Seventy-one Schwoder maples, a variety of the Norway maple, have been received by Philip Bender, superintendent of parks, and set out in the Plaza near the river front. The Schwoders replace the Oriental planes which were killed by the severe winter of 1917-18. The few planes that survived, struggled along fitfully last summer, and died before the end of the year. R. D.

Poughkeepsie, N. Y.

Easter business came back with a rush and although great preparations had been made the trade was pushed to the limit. Corsage work seems to be ever on the increase as shown by several hundred deliveries from one establishment before church time which kept the force on the jump. There were quite a number of lilies, both cut and in pots, but general publicity as to their scarcity held back any unusual demand and other plants such as hydrangeas, etc., were easily substituted. Nothing unusual in the line of stock was offered but a good supply of irises, hydrangeas, spiræas and roses were disposed of.

NOTE.

The Saltford Flower Shop started an innovation last fall by the closing of its store daily at 5:30 p. m., including Saturday and not opening on Sunday. Surprising as it may seem, instead of there being any decrease in business, sales have shown an improvement. The experience has been that early closing is practicable. W. A. S.

Fredericton, N. B.

While prices advanced from 25 to 50 per cent as compared with Easter, 1918, the volume of business was about the same in this city. This was due partly to the shortage in the supply of stock, both plants and cut flowers. Twice as many of the former could have been disposed of. The absence of bulbous stock was noticeable. Anything with a bloom found a buyer and there was a heavy call for roses and carnations. There were some fine Easter lilies and these were used in church decorations. There were also good callas. A number of impatiens, salmon color, sold at $2 each. Perennial balsams, 18 inches in diameter, were in fine condition.

NOTES.

J. Bebbington & Sons had to put up a "Sold Out" sign at 4 p. m. Saturday, something never before necessary in the 40 years' business career of this firm.

While the spring trade has been dull, with cool, sunless weather during the past 10 days, present indications point to a good Mothers' day demand J. B.

Louisville, Ky.

C. B. Thompson & Co., Inc., have arranged a very attractive window display featuring the Victory loan. The arrangement shows a hospital and grounds in miniature with figures of men at different points.

Anders Rasmussen, at his New Albany range is adding one house 35x300 feet. H. G. W.

Floral Service That Excels

BECAUSE it eliminates all the undesirable features of modern merchandising gained through thirty-four years of success in the wholesale flower business.

Flower Price List sent upon request

Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Mothers' Day Price List

BUY DIRECT FROM THE GROWER.

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 75c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

FANCY CARNATIONS All our own growth, guaranteed fresh cut and packed to arrive in good condition.

PRICE LIST—In effect May 5th.

RUSSELL

75c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$12.00 per 100
Medium	$8.00 to 10.00 per 100
Good short	6.00 to 7.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 per 100
Medium	$8.00 to 10.00 per 100
Short	6.00 to 7.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$6.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000
Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.
NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in large supply, but is moving well, considering conditions, and while trade the past week has not been as brisk as it might have, no one is complaining, but most of the dealers attribute the general quietness to the Victory Loan campaign, which is occupying the attention of everyone. American Beauty roses are plentiful, but are selling well at good prices, owing to their splendid quality. Mrs. Chas. Russell is somewhat on the short side, but the receipts of Columbia are considerably heavier. Ophelia, Killarney, Sunburst, Killarney Brilliant, Milady, Richmond and all the other roses grown for this market are in large enough supply and more than meet the demand. Carnations are arriving in good sized quantities, and continue to clean up nicely. Sweet peas are plentiful and the same holds true for snapdragons which are quite a factor in the market this season. Tulips, jonquils, narcissi, trailing arbutus, daisies, lupines, pansies, forget-me-nots, irises, calendulas, mignonette and other miscellaneous seasonable stock is seen in quantity. Some indoor gladioli, especially Mrs. Francis King and Mrs. Frank Pendleton, are arriving and meet with ready sale. Orchids, gardenias and lily of the valley are on the short side and clean up regularly. The first peonies of the season reached the market the past week, but not in any great quantities. The outlook for stock for Mothers' day, Sunday, May 11, is rather uncertain, but some of the larger growers report that they will be in good crop for this occasion. If the demand is anywhere near as brisk as it has been in previous years, everything should clean up early at the advertised quotations. Everyone will do well to place orders as early as possible so as to avoid disappointment and insure their supply. The co-operative advertising now being done in the daily papers and the elevated cars is producing wonderful results.

NOTES.

The Alpha Floral Co.'s store on South Wabash avenue has been embellished with a new coat of white paint.

Good Supply of All Seasonable Cut Flowers

FOR MOTHERS' DAY

There will be a big demand for stock of all kinds this year, so protect your supply by placing your orders with us now.

Also Everything in Greens and Supplies.

O. L. A. A. Tonner Wholesale Florists
Dealers in Supplies Chicago Ill.

30 East Randolph Street 'Phone Central 6284

Ferns

We have an almost unlimited supply of the best quality fancy ferns.
WRITE FOR PRICES.
H. C. WILLIS, Kinston, Ala.

LARGE CUTS OF

ROSES

FOR

Mothers' Day, May 11

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Good Supply of White, Pink and Red

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand, so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers Living

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. MOTHERS' DAY PRICE LIST **Subject to Change Without Notice.**

	Per 100
Mrs. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Wieland	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

	Per 100
MILADY	
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 8.00 to $10.00
Valley	8.00
Sweet Peas	1.50 to 3.00
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$5.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $1.50
Leucothoe Sprays	1.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES---CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice

MRS. CHAS. RUSSELL	Per 100
Extra Special	$20.00
Select	15.00
Fancy	12.00
Medium	10.00
Short	8.00

White—KILLARNEY—Pink	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

KILLARNEY BRILLIANT.	
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

RICHMOND	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

SUNBURST AND OPHELIA	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS per 100.....$8.00

MISCELLANEOUS.	Per 100
Valley	$6.00 to $ 8.00
Lilies	25.00
Ferns, per 1,000	5 00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.35

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Van *100% Service*

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

J. L. Denmead, of Marshalltown, Ia., spent several days here last week on a combined business and pleasure trip. He met Mrs. Denmead and children here who had just returned from a pleasant visit in Florida. Business has been very good with him since he started to be a florist about five years ago, and he now has a well paying retail store and greenhouse range in that city.

H. B. Kennicott reports that Kennicott Bros. Co. received word from its peony farm in Villa Ridge this week to the effect that some of the stock will be ready to cut for Mothers' day, which is considerably earlier than last season.

Boehm & Winterson have opened a real estate office at 426 South Crawford avenue. E. F. Winterson, Sr., of the E. F. Winterson Co., is one of the proprietors, and is well and favorably known to the trade.

O. Johnson, manager of the city salesrooms of the Batavia Greenhouse Co., is planning on investing in a new Elgin-Six. He is a stockholder in the Elgin Motor Works.

Rudolph Kurowski, of the John C. Moninger Co., reports business as exceedingly brisk in the greenhouse building line, with new inquiries arriving every day.

Pete Kellen is the proud owner of a National 12.

CAPE JESSAMINES

For Memorial Day

We are the oldest and largest growers of Jessamines in the world. Gardenias are our specialty. Season will open May 17th, and continue to June 15th. When we accept your order you may depend on receiving them.

PRICES:

Class X, 12 to 18 inch stems	$2.25 per 100;	$20.00 per 1000
Class A, 8 to 12 inch stems	1.50 per 100;	14.00 per 1000
Class B, 4 to 8 inch stems		8.00 per 1000

500 of all the above at 1000 rate.

We guarantee good condition upon arrival to any part of the United States.

Benson Floral Co., Alvin, Texas

GET READY NOW
For Mothers' Day

Place your orders with us---We will have a good supply of all seasonable cut flowers, particularly Roses and Carnations, but advise everyone to place their orders as far in advance as possible.

☛ Write for special prices on quantity lots in any item that you may need.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

It Will Pay You
To Push PEONIES and ROSES for Mothers' Day

You can get what you want here in both at reasonable prices. Our Peonies will be extra fine and the Roses we are now offering for this occassion were never equaled for quality. Arrange for your supply with us immediately.

A. L. Randall Co.
Wholesale Cut Flowers and Supplies
Wabash Ave. and Lake St., CHICAGO

Best Quality Roses

Choice stock of Valley, Darwin Tulips, Stocks, Calendulas, Lupines, Tulips, Iris, Daisies, Lilies, Mignonette, Callas, Jonquils, Forget-me-nots, Sweet Peas, Pansies and all other seasonable stock. Do not forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

CARNATIONS

Use Our BLUE RIBBON VALLEY For your Bridal Bouquets **None Better** to be found on our market.

Don't forget to order Nesbit Roses, they work in nicely.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.

You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations

Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Admirers of Mayor Thompson filled the city hall with flowers April 28 in honor of their leader's second inauguration. City Clerk Igoe and City Treasurer Stuckart, who also began new terms, celebrated without flowers. As for the new aldermen, they merely stood and admired the mayor's gifts. The most imposing of the floral pieces in the mayor's office was a seven-foot elephant of laurel leaves, standing on a base made of roses. It was presented by the officers of the Independent Voters' Association. A card conveying "best wishes" was signed by William Kramer, Henry F. Runkel, Martin Flucke, Adolph Gill and Albert C. Wehrwein. The Firemen's Association of Chicago presented a gigantic copy of a fireman's badge, worked out in red, white and blue flowers. A basket of roses four feet high was the gift of the Twenty-fourth Ward Woman's Republican Club. The flowers were the first seen in the city hall in many years, for the practice of presenting them had been discouraged as needlessly expensive in the past but the custom no doubt will be revived after the profound impression they created this week.

George Wienhoeber, the well-known South Wabash avenue retailer, recently attached a Victory loan subscription of $1,000 to a banquet of roses and handed it to Lieut. Cameron Wright, army flyer. The lieutenant dropped it from his areoplane with remarkable accuracy. It fell almost at the feet of a loan worker in front of the Congress hotel.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, has recovered his auto, which was stolen recently and found abandoned on the south side.

Vaughan's Seed Store reports tubbed boxwoods selling well to both private and commercial trade.

YOUR

FOUNDED BY FLINT KENNICOTT 1st

PROTECTION

is a

SERVICE

that gives genuine protection

to the

RETAIL FLORIST

in

"Wholesale Only."

Kennicott Bros. Co.

CHICAGO

Cut Flowers Since 1884.

We Sell No Department Stores

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Forget-Me-Nots Pansies
Stocks

SNAPDRAGONS
Tulips Darwin Tulips
Sweet Allysum
Candytuft.

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

A BIG CROP MEMORIAL WEEK ROSES

Price List Subject to Change Without Notice

	Short	Medium	Long	Fancy	Special	Extra Special
Dbl. Red Milady	4c	6c	8c	10c	12c	15c
White Killarney	4c	6c	8c	10c	12c	15c
Pink Killarney	4c	6c	8c	10c	12c	15c
Red Richmond	4c	6c	8c	10c	12c	15c
Killarney Queen	4c	6c	8c	10c	12c	15c
Ophelia		6c	8c	10c	12c	15c
Sunburst		6c	8c	10c	12c	15c

Carnations, Pink, White and Red, fancy.....each, 3c, 4c to 6c
Florists' Double Sweet Alyssum.$3.00 per 1000 | Sprengeri .....25c per bunch
Sweet Peas .....75c to $1.00 per 100 | Plumosus .....25c per bunch

MRS. CHAS. RUSSELL.. / NEW PINK RADIANCE. / $1 00, $2 00, $3.00 and $4.00 per Dozen

Above quotations are for roses as they are cut fresh from the bushes, including Extra Special, Special, Fancy, Long, Medium and Short. Come on with Your Orders.

W. E TRIMBLE GREENHOUSE CO, Princeton, Illinois

WHAT ARE YOUR REQUIREMENTS?

Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties

If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.

FLORIST SPECIALTY CO., Idaville, Ind.

Mention the American Florist when writing

A. T. Pyfer & Co. received their first shipment of peonies this season as early as April 24. They have added another telephone to handle their increasing business. A red sport of Laddie, shipped in from the J. L. Denmead greenhouses at Marshalltown, Ia., was on exhibition at this store last week, where it attracted much favorable attention.

John Weiland, Fischer Bros., M. Weiland and N. K. Welter, all Evanston florists, did some co-operative advertising April 17 when they used a page in the leading paper there. It was cleverly constructed and one of the most appropriate ads for Easter that was ever issued. It is a credit to all the florists whose names appear in same.

Gust Alles and wife celebrated their twenty-sixth wedding anniversary April 26. Mr. Alles has been with Wietor Bros. for a great many years and his many friends in the trade here joined in wishing him many happy returns of the day.

Allie Zech, who is bowling with the Elks this season, and Fred Price, William Wolf, John Huebner, William Lorman and Peter Olsem, who represent the trade, are participating in the state bowling tournament, now being held here.

William F. Schofield, the North State street florist, celebrated his thirty-ninth birthday, April 28. He has been engaged in the retail business here for over 20 years, but looks just as young as ever.

A. L. Vaughan & Co. are pleased with the way the out-of-town demand is keeping up, and have made preparations to handle their usual large Mothers' day business.

N. J. Wietor, of Wietor Bros., in speaking of the supply of carnations for Mothers' day, expects they will be more scarce for this occasion than at Easter.

Poehlmann Bros. Co. is filling a large number of orders for baskets for Mothers' day and new ones are arriving in every mail.

Mrs. Ray Holt, of Des Moines, Ia., returned home April 27 after spending several days here with friends and relatives.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, is back from an out-of-town business trip.

Peter Reinberg is having a heavy out-of-town call for stock, and is now booking orders for Mothers' day.

One of the leading lily growers in this vicinity averaged over 30 cents per flower for his stock Easter week.

James Karins, representing Henry A. Dreer, Philadelphia, Pa., called on the trade here last week.

The May meeting of the Florists' Club was held last Thursday evening at the Hotel Randolph.

George Peterson, of C. Peterson & Sons, Escanaba, Mich., was a welcome visitor this week.

Arnold Ringier was confined to his home the early part of this week with a severe cold.

A. Lange has placed the order for a new Kroeschell ice machine to cost $2,200.

Visitors: C. Kranz, Ottumwa, and George Kranz, Muscatine, Ia.

Extra Choice Stock for

MOTHERS' DAY--MAY 11

White Flowers for Mothers' Memory;
Bright Flowers for Mothers Living.

Roses and Carnations as usual will be our leaders but we have all other seasonable stock and will fill your orders to your satisfaction at prices that are reasonable. It is advisable to place your order early for there is always a big demand for stock and by doing so you will avoid disappointment.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Detroit.

DECIDED DULLNESS FOLLOWS EASTER.

The most successful Easter business ever experienced by the local trade was followed by a week of extreme dullness. Saturday, some activity was revived, and the stock that was available sold out fairly well. Sweet peas are coming in nicely, and the supply of roses seems also to increase as the season advances. Snapdragons and carnations show much improvement in quality with plenty of both to meet the present modest demand. A recent importation of boxwood trees in various sizes and shapes has been distributed to several of the retail stores and are attracting ready buyers, though the prices are forbidding to many.

NOTES.

The Garden Club of Michigan will hold its annual exhibition of narcissi at the country club, Grosse Pointe, May 1. M. Bloy, Chas. H. Plumb and Herman Knape are the judges of the blooms in the various classes, which include some very rare varieties.

Mrs. Joseph Streit was taken suddenly ill with apendicitis two weeks ago, requiring an immediate operation at the hospital. She is now out of danger and recuperating at her home.

Harry Taylor, of John Breitmeyer's Sons, made a trip to Washington, D. C., last week, returning via Buffalo, his former home.

Harry Breitmeyer, with his wife, will go to their summer home at Pine Lake, Mich., May 1.

J. F. S.

Milwaukee, Wis.

BUSINESS MAINTAINS GOOD TONE.

The usual lull after a flower holiday was not in evidence the past week. A good many cut flowers, retarded by the unfavorable growing conditions the forepart of Easter week, and did not make it, arrived in quantity, but with a brisk demand, both in and out of town, everything was kept moving, but of course at prices somewhat lower than the Easter list. Roses, snapdragons and Enchantress carnations were heaviest in supply. The death of several prominent people caused a good call for stock, a little out of the ordinary, and helped to uphold the tone of the market. With Mothers' day only two weeks hence at this time of writing, there is much speculation as to the supply of cut flowers, especially carnations. With the exception of a few, most of our carnation specialists are just between crops, and will not cut heavily for some time to come, and with Memorial day and then the June weddings and school commencement exercises following so close to each other, we have good reasons to expect the best up to about the first of July, thus proving the motto: "All's well that ends well." With the approach of May, we find most of the growers working up a big stock of spring plants, more so than ever before, and if they will get the prices in proportion to the wholesale lists of spring stock sent out by a committee of the florists' club, it surely will be a paying proposition.

NOTES.

The Heitman-Oestreicher Co., who specialize in carnations, report a good cut for the past holidays. They further comment on the unusually small number of splits ever since they were planted. A bench of Schizanthus Wisetonensis in full bloom, contains quite an assortment of beautiful shades.

F. Ernst, on North avenue and 37th street, was forturate in having a fine lot of own grown tulips in pots and small boxes for Easter, which, as he says, went like hot cakes. A great deal of funeral work also had to be turned out just about the time it was not very agreeable.

Chas. Menger, at 536 Twenty-seventh street, says he never was so rushed as the day before Easter, especially after supper. The throng was so large that they were lined up to the curb on the outside for their chance to be waited on.

J. M. Fox & Son, Inc., were very busy with large funeral orders, April 24-25, for the Robinson funeral at Kenosha, Wis. To insure first class service, they took the work down in their auto cars.

Frank Sylvestter, formerly in the cut flower department of J. M. Fox & Son, Inc., has moved to Oconomowoc, Wis., and is now active at his father's range on Silver Lake street.

Visitor: Geo. Peterson, of Escanaba, Mich.

E. O.

KANSAS CITY, MO.—The store formerly occupied by the Geo. M. Kellogg Flower & Plant Co. at 1122 Grand avenue has been leased by Arthur Newell, and after being remodeled, will be opened as a branch.

Buffalo.

EASTER TRADE BEST IN MANY YEARS.

The weather during the past week has been about as variable as one could imagine. From balmy spring days to four inches of snow was enough to make every one take notice—especially florists. Thursday, Friday and Saturday of Easter week were ideal however, and business was at least 30 per cent better than in any previous year. Bulbous stock was in very short supply with the exception of hyacinths and a few Easter lilies, but other stock took their places. Never were baby rambler and hybrid roses in finer shape while spiræas, deutzias, genistas, heather and hyacinths were equal to all requirements. Murillo tulips were about the only offerings in that flower and the quality was inferior. No daffodils were to be had. The few lilies offered were superb. In cut flowers, roses, carnations and sweet peas were good and the supply was sufficient. Violets were great favorites and cool weather helped them considerably. The call for made-up boxes and trimmed baskets was better than ever before, the arrangements being entirely different as to color and variety, adding much to their attractiveness. Everything brought better prices than in former years and there were few complaints regarding the increase as everyone seemed to want to make this an unusual Easter and a welcome to those returning from overseas.

NOTES.

While lilies were the unusually scarce item, S. A. Anderson had about 3,000 plants in perfect condition which he reserved for his two stores, selling none at wholesale. W. J. Palmer & Son also had some fine stock but not as many as in former years. The Wm. Scott Co., L. H. Neubeck, Stroh's Flower Shop and Charles Sandiford were also fortunate, although in common with others, the supply was limited.

The local trade is anticipating a treat this week when Henry Penn, chairman of the national publicity campaign of the Society of American Florists and recognized as one of the live wires of the industry, is to be the guest and deliver an address. As several visitors are also expected from Detroit, Mich., Cleveland, O., and Rochester, N. Y., it is anticipated that the occasion will be a most enjoyable one.

BISON.

Mention the American Florist when writing

You can secure what you need in all seasonable
Cut Flowers and Greens from us for Mothers' Day.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

Pittsburgh.

STOCK IN HEAVY SUPPLY; PRICES LOW.

Business has not been so brisk the past week, and the receipts of all kinds of stock have been heavy with the exception of carnations. American Beauties are of fine quality, but the demand is light, and they did not realize what they were worth. Other roses are arriving in large quantity and could be bought at from $3 to $15 per 100 with the exception of Milady, Columbia and Russell, which command a higher price. Receipts of callas have been heavy, with a light demand. Easter lilies are about done, as are also jonquils and tulips. Violets are a thing of the past, which is good, as the stock received in this city the past season has not been up to the standard of former years. Sweet peas have been of poor quality with heavy receipts, consequently the street boys have benefited. Some very fine snapdragons and Spanish iris are arriving, but the demand is light. Yellow daisies are the best seen this season and bring from $2 to $4 per 100. The receipts of mignonette, pansies and calendulas have been heavy, with no sale for same. Southern plumosus and Sprengeri have been arriving in large quantity. The retailers all report the largest Easter business in their history. Their only complaint is that they could have done more had they been able to get the stock. They also report that very few of their customers complained about the high prices. It is understood that the supply of carnations is going to be short and the price high for Mothers' day, which will give them a chance to push other stock and explain to the public that any flower is suitable for that day. The writer knows from experience that when a customer goes into the average retail store and asks for carnations for Mothers' day, they are sold to him without trying to push anything else. This year it will be different as there will not be enough to go round, and in order not to lose the business the salespeople will have to talk something else. The carnation shortage will be a good thing for the day in years to come, if it is the means of educating the public to the fact that all flowers are appropriate for the day.

NOTES.

Homer Wood and Ed Niggle, of The McCallum Co., have left on a week's fishing trip.

Visitors: J. W. Glenn of Kittanning, Pa., and H. L. Thompson of Rochester, Pa. Both report large Easter business. M.

ANNOUNCEMENT

We have entered the real estate business, and have several very desirable greenhouse ranges in this city and vicinity for sale on reasonable terms to responsible parties. Full particulars upon request. If you want to sell, buy or exchange, get in touch with us.

BOEHM & WINTERSON

Real Estate, Renting, Loans, Insurance, Property Management

426 South Crawford Avenue, - - CHICAGO

Members Chicago Real Estate Board. Phone: Kedzie 427.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

St. Louis.

GOOD SUPPLY WITH SLOW MOVEMENT.

The market during the past week was well supplied with stock in general, although sweet peas shortened up toward the end. Roses have been good, but have moved slowly. In fact, nothing is moving very briskly as the demand has slowed up considerably following Easter. Lilac, after a short season, has virtually disappeared. A few lilies are coming in and callas are also to be seen in limited supply. Snapdragons constitute the quantity offering. Greens are plentiful in all varieties, but prices are high. Ferns are poor in quality.

NOTES.

Herman Knoll, recently discharged from military service, is now getting back into the harness. He has started to build a new store and conservatory at his old stand on Kansas street in Carondelet.

The 28th field artillery, a local unit, will parade this week, and many flowers will be used for the occasion, much of the stock to be donated by the florists to strew the path of the victors.

L. Jules Bourdet is recuperating from a severe case of grippe with which he had to contend during Easter week. He is now looking forward to a good fishing trip.

W. A. Rowe of Kirkwood, and A. W. Gumz, of the Windler Wholesale Floral Co., took the thirty-second degree in Masonry last week.

A meeting of the retail florists' association has been called for this week at the Mission Inn.

J. J. W.

Rochester, N. Y.

GOOD AFTER-EASTER DEMAND.

Trade following the Easter rush has been quite brisk. As is usual, there was a shortage following that occasion, but roses and carnations are becoming more plentiful and prices have lowered. Daffodils and tulips are scarce, although a few of the outdoor varieties are coming in now. Sweet peas are of excellent quality and the supply is plentiful. Violets are very poor and the season for them will soon be over. Blooming plants are scarce. Primroses, hydrangeas, genistas and azaleas are to be had. Most of the lilies this year were too late to make Easter.

NOTES.

George T. Boucher has returned from Montreal, Que., where he attended the funeral of his brother. At his store, the Easter trade was extremely heavy, especially in corsages. Eight persons were engaged in getting out the orders.

It is reported that the low temperature of April 25, when the thermometer registered 20 degrees, has killed the early magnolias and flowering plums and apricots in the parks.

J. B. Keller Sons report the biggest Easter trade in the firm's history. Everything in cut flowers and plants sold well.

H. P. Neun will open a store at Franklin and North streets, with Felix Alberts as manager.

CHESTER.

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175 **CHICAGO, ILL.**

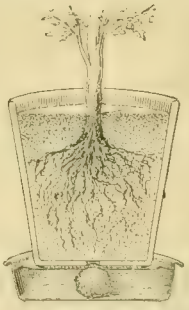
Mention the American Florist when writing

Boston.

GOOD SUPPLY; PRICES BECOMING NORMAL.

Business during the past week has been very good, with stock arriving in larger quantities and prices returning to normal. Both retailers and wholesalers report a fine Easter trade. Large shipments of irises are arriving daily and clean up well at $2 and $2.50 per dozen. Sweet peas bring $1 to $4 per 100, carnations $6, and roses from $8 to $12.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, **$20.00 per 100.**

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.

2544 N. Clark St., CHICAGO

NOTES.

Dolansky & McDonald, who specialize in orchids, lily of the valley and sweet peas, report the best Easter demand they ever had.

B. A. Snyder & Co. had a busy holiday trade and are well satisfied with the many large orders received.

George B. Arnold is confined to his home by illness, and his business is being looked after by Albert Walsh.

John Haley is back after service overseas, and has re-opened his greenhouse, preparatory to Memorial day business.

S. K. G.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty	$ 1.50@$ 7.50
	100
" Mrs. Chas. Russell	8.00@ 40.00
" Hoosier Beauty	6.00@ 25.00
" Killarney Brilliant	5.00@ 20.00
" Killarney	5.00@ 15.00
" White Killarney	6.00@ 20.00
" Richmond	5.00@ 15.00
" Prince de Bulgarie	5.00@ 15.00
" My Maryland	5.00@ 15.00
" Mrs. Geo. Shawyer	5.00@ 15.00
" Milady	6.00@ 20.00
" Sunburst	5.00@ 15.00
" Mrs. Aaron Ward	5.00@ 15.00
" Hadley	5.00@ 15.00
" Ophelia	5.00@ 15.00
" Double W. Killarney	5.00@ 15.00
" Mrs. Moorfield Storey	6.00@ 20.00
" Champ Weiland	5.00@ 15.00
" Stanley	5.00@ 15.00
" Francis Scott Key	6.00@ 20.00
" Bayard Thayer	8.00@ 35.00
" Cecile Brunner	4.00
" George Elgar	4.00
" Baby Doll	4.00
" Nesbit	4.00
" Our selection	6.00@ 8.00
Carnations	6.00@ 8.00
Cattleyas, per doz	6.00@ 7.50
Daisies	1.50@ 2.00
Lilies	25.00
Valley	8.00
Callas	25.00
Sweet Peas	2.00@ 4.00
Calendulas	3.00@ 6.00
Snapdragon, per doz	1.50@ 2.00
Mignonette	8.00
Freesia	4.00@ 6.00
Iris, per doz	2.00@ 2.50
Jonquils	4.00@ 6.00
Tulips	5.00@ 10.00
Ferns, per 1,000	$5.00
Galax, "	$1.50@ 2.00
Leucothoe	1.00@ 1.25
Mexican Ivy, per 1000	5.00@ 6.00
Plumosus Strings, each	60@ 75
Smilax, per doz.	2.50@3.00
Sprengeri, Plumosus Sprays	3.00
Boxwood, 35c per lb., per case	9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St. CHICAGO.

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

ROSE PLANTS

Shawyer, 3 in. pots. $12.00 per 100; $100.00 per 1000
Maryland, 2½-in. pots..... 90.00 per 1000
Prima Donna, 3-in. pots.....$15.00 per 100
Dble. White Killarney, 2½-in. pots. 90.00 per 1000

We guarantee these plants to be in first-class condition.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

USUAL LIGHT DEMAND FOLLOWS EASTER.

The week following Easter is, as regards business, always more or less of a speculation; prices generally take a drop that look very low as compared with those of the holiday. The past seven days has been no exception; while there appears to have been quite a number of weddings, the demand from other sources has been light. With the Easter stocks coming in that failed to make Easter, one of which, strange to say, is quantities of Easter lilies, which are a drug on the market, prices have taken a decided slump, quite below pre-Easter quotations. Easter lilies fell from their dizzy height of 35 cents down to 15 cents and lower, and were hard to move. Carnations were in light demand at from three to six cents. Callas are also plentiful. Snapdragons, calendulas, sweet peas, etc., are also offered in quantity. About the only scarce item is the cattleya, of which the supply is very light. The rose stock is coming strong, and these will be the quantity offering for the next month. Easter Saturday, American Beauties were scarce at $1 each. On April 26, they were handled by the street men in quantity, selling for less than half this figure. One of the large wholesalers said that the past week's business, while it appeared slow, showed a larger volume than for the same period last year. Another, explaining the cause of high prices on certain items of cut flowers, said it was due entirely to a shortage in supply. In their price list, they always quoted scarce articles at top prices in the hope of keeping down the demand. High figures for any plant or flower did not last long, as other growers in the same line were soon alive to the opportunity. All the dealers shrug their shoulders when asked the price of white carnations for Mother's day. No actual figures are given, as so much depends on the weather, but one house said they would predict they will be higher than ever before. A wholesaler laid the light business of the week to the use of fruit blossoms, which took the place of greenhouse flowers in wedding decorations.

April 28.—Shipments were rather full this morning, particularly in roses, carnations and sweet peas. There was not a very brisk demand, but still enough to keep things from stagnating. Prices were about as closed last week.

ROSE MEETING OF FLORISTS CLUB.

The display feature of the next meeting of the florists' club to be held in the roof garden of the Hotel Adelphia, May 6, at 8. p. m., will be an exhibition of new varieties of forcing roses. Exhibits have been assured from John H. Dunlop, Toronto, Ont.; E. G. Hill, Richmond, Ind.; Frank R. Pierson, Tarrytown, N. Y.; John Cook, Baltimore, Md., and Robert Scott & Son, Sharon Hill, Pa. The new varieties of the Montgomery Bros. Co., Amherst, Mass., are also expected. In addition, there will be vases of special stock of standard varieties from the local growers whose products have made this city famous.

The literary feature will be an address by Wallace R. Pierson, Cromwell, Conn., on standard and new varieties. His knowledge and experience as a grower and disseminator of new roses,

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½ inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, April 30.

		Per 100
Roses,	Beauty, Special	40.00@ 60.00
"	Fancy	30.00@ 40.00
"	Extra	20.00@ 30.00
"	1st	30.00
"	Killarney	4.00@ 12.00
"	My Maryland	4.00@ 12.00
"	Sunburst	4.00@ 12.00
"	Ward	4.00@ 6.00
"	Ophelia	6.00@ 15.00
"	Russell	10.00@ 20.00
"	Shawyer	4.00@ 12.00
"	Bon Silene	4.00@ 5.00
Lilies		15.00@ 20.00
Cattleyas		75.00@ 85.00
Carnations		4.00@ 6.00
Sweet Peas		.75@ 2.00
Asparagus Sprengeri, .35@z.50		
Violets		.75@ 1.00
Minognette		3.00@ 5.00
Ferns	per 1,000, 5.00	
Calendulas		3.00@ 5.00
Freesias		2.00@ 5.00
Paper Whites		3.00@ 4.00
Callas		15.00@ 25.00
Romans		4.00@ 6.00
Golden Spur		4.00@ 6.00
Victoria		5.00@ 6.00
Smilax		25.00

BOSTON, April 30.

		Per 100
Roses,	Beauty	20.00@60.00
"	Killarney Queen	4.00@ 6.00
"	White and Pink Killarney	8.00@12.00
"	Double White Killarney.	6.00@12.00
"	Killarney Brilliant	4.00@ 8.00
"	Hadley	6.00@12.00
"	Mock	2.00@ 8.00
"	Mrs. Chas. Russell	2.00@ 8.00
"	Taft	2.00@ 8.00
"	Milady	2.00@ 8.00
"	Ward and Hillingdon	2.00@10.00
"	My Maryland	2.00@12.00
Carnations		4.00@ 8.00
Easter Lilies		12.00@25.00
Valley		6.00@10.00
Gladioli		4.00@ 8.00

CINCINNATI, April 30.

		Per 100
Roses,	Killarney	4.00@15.00
"	Mrs. Chas. Russell	6.00@20.00
"	Ophelia	6.00@20.00
"	Richmond	6.00@15.00
"	Sunburst	6.00@15.00
"	Shawyer	6.00@20.00
"	Columbia	12.00@40.00
Lilium Giganteum		15.00@25.00
Carnations		4.00@ 8.00
Callas		12.50@15.00
Calendulas		4.00@ 5.00
Easter Lilies		15.00@20.00
Sweet Peas		1.00@ 3.00
Tulips		4.00@ 8.00
Daffodils		5.00@ 6.00
Iris Tingitana		12.00@15.00
Jonquils		4.00@ 6.00
Snapdragons		6.00@10.00
Violets		1.00@ 2.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

will make this a most interesting and valuable treatise. Charles H. Totty, Madison, N. J., will also be present. An invitation is extended to all in the craft, especially women in the business, who are now admitted to membership in the club.

NOTES.

Now that Frank Ross has connected up with the F. T. D., he is becoming more enthusiastic every day, as he finds the business better than he had hoped. That he has faith in the system as a business bringer, he has had prepared and installed in his 52nd street store, a large map of the United States, which is about seven feet in diameter. This shows the various states in colors with all the large cities standing out prominently. About 35 of these are designated, each with a small electric lamp. Two large telegraph poles at the rear carry bright copper wires to each city. These, by an electric motor, are one at a time being connected, flashing up alternately with Philadelphia. Appropriate signs calling attention to the quick transmission of orders to any point in the country are a feature of the display. This wonderfully effective demonstration began to pull immediately, drawing crowds to the window all day and evening, as it works almost as well during the day as at night. Its installation cost over $500, but Mr. Ross feels it is money well invested and bound to make a good return.

Wm. H. Wyatt has found it is good economy to take off the tires of the Ford trucks every week or two and reverse them outside in, as their continuous use in one position wears down the outside flange of the shoe by continuous running in the cartracks. If changed around, they wear down evenly. It is also good policy to alternate the wheels from front to back as there is always more strain on the rear or driving wheels.

Very quick recoveries have been made at all the Easter plant growing establishments. The Robert Craig Co. now has its 49th street range almost entirely filled with bedding plants which will be in fine condition for planting out as soon as the weather is settled.

In speaking of carnations for Mothers' day, some dealers, from growers' advices, believe there will be a fairly good supply if the weather is favorable, but as yet no prices are being quoted on which orders are being taken. K.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing

Wholesale Flower Markets

PHILADELPHIA, April 30. Per 100

Roses, Beauty, special	40.00@ 50.00
" " fancy	20.00@ 30.00
" Mrs. Chas. Russell	12.00@ 25.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	4.00@ 10.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	12.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, April 30. Per 100

Roses, Hadley	3.00@ 8.00
" Killarney	2.00@ 8.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 8.00
" Sunburst	4.00@15.00
Carnations	1.50@12.50
Ferns	4.50@ 5.00

PITTSBURGH, April 30. Per 100

Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00
Valley	6.00
Ferns, per 1,000	4.00
Sweet Peas	1.00@ 2.00
Violets	.75@ 1.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, April 30. Per 100

Roses, Killarney, W. Killarney	4.00@12.00
" Ward	4.00@ 8.00
" Mrs. Chas. Russell	8.00@25.00
" Ophelia	6.00@15.00
" Columbia	8.00@25.00
" Hoosier Beauty	6.00@15.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz	6.00@ 7.50
Sweet Peas	1.00@ 2.00
Callas, per doz	1.50@ 2.00

New York.

PRICES SUFFER RAPID DROP.

The usual after-Easter reaction prevailed during the past week. Prices went down faster than they rose for the Easter business and all stocks moved slowly—if they moved at all. To make matters worse, a cold wave swooped down on this state on the night of April 24, bringing a sharp frost. The weather bureau has stated that April 25 was the coldest day of similar date that its records show. At 6 a. m., the temperature was 28 degrees, and the average temperature for the day was 34, with a strong wind. Up state and New Jersey districts report heavy damage to fruit blossoms and young plants in the fields and gardens. Making allowance for the usual exaggerations, there can be no doubt that damage has resulted. April 26, so far as weather was concerned, was little improvement over the 25th. The cut flower trade was particularly slow on both days. The cold snap is sure to reduce the supply, which will bring some relief to the market. American Beauty roses, specials, dropped to the rate of $50 per 100 and tea roses in like proportion; carnations and sweet peas shared a similar fate. If suggestions that have been made relating to Mothers' day are followed, that is, to feature all cut flowers and plants, there will be plenty of stock.

April 28.—The market is stagnant. In addition to the after-Easter reaction, the activities in pushing the Victory loan draw the best buyers of flowers into that worthy enterprise. As the florists have had a good season, they can stand a little dullness and are expected, in addition, to place good subscriptions for the loan. Special roses are particularly slow. In the morning, a little fresh stock moves at moderate prices, but does not clean up, and what goes over to the next day, goes for a song. In American Beauties, there is a considerable stock of short stems on the market, the shortest going as low as $1 per 100. The cold wave to some extent cut down the supply, which in a sense, is fortunate. The market is flooded with sweet peas, but the supply of long stems is limited. Large quantities of lilac is now arriving, and as the retailers sell a good sized bunch for 25 cents, it takes well with the buyers that want something cheap. The supply of orchids is light, but for reasons above stated, they are slow.

NOTES.

A special meeting of the New York Florists' Club was held on the night of April 28 for the purpose of speeding up subscriptions to the victory loan. President Kessler opened the meeting with appropriate remarks, after which he introduced Mr. Rogers, prominent in the financial district of this city, who made an earnest appeal for the loan. Charles Schenck and Joseph S. Fenrich, of the club, spoke along the same line. A large amount of "Victory" literature was distributed, subscriptions were taken and further arrangements were made for carrying on the work. On account of threatening weather, the attendance was not up to expectations. Emile Fardel, of Great Neck, N. Y., exhibited a fine specimen flowering plant of Amaryllis vittata hybrid.

"Moquin's on the Block," was the headline of an item in one of the newspapers, April 26. Moquin's is the well known restaurant at 454-458 Sixth avenue, in the heart of the wholesale cut flower district, and has been known as "Moquin's" since 1897. Previous to that date it was a restaurant under the name of the Knickerbocker Cottage. A grower in town visiting his wholesaler was particularly honored if taken to Moquin's for dinner. "The gnawing tooth of time" has made inroads on the old frame building which was erected over 100 years ago. The property is to be sold at auction under Supreme Court foreclosure and the restaurant will be closed.

George D. Nicholas, the retail florist of Seventh avenue and 125th street, recently returned from a stay of four months in Paris, where he went as an adviser to the Greek delegation to the peace convention on the affairs of the Greeks in the Turkish empire, which was his birthplace. He enjoyed his stay in Paris and believes that the Greeks in Turkey will eventually come into their own. He formed a big opinion of the character and abilities of M. Venizelos, head of the Greek delegation. It seems to have been the unanimous opinion that Venizelos was the greatest among them; even President Wilson is said to have acknowledged it.

William Sullivan and Hugh Peak, who were formerly salesmen in the wholesale cut flower district, returned from France, April 21, with their regiment, formerly the 69th New York. Both of them enlisted when the United States entered the war. This regiment lost in killed, 23 officers and 602 enlisted men. Albert L. Bowker, formerly a salesman for Riedel & Meyer, was killed in action. William Halpin, also a former employe of the same firm, was severely wounded and returned some time ago. Hugh Peak, previous to his enlistment, was with Walter F. Sheridan. William Sullivan had been with P. J. Smith for a number of years.

W. A. Blaedel Sons, who have a fine store and conservatory at 402 West 23rd street, state that they had an excellent Easter business. Being located near to the piers of all the great steamship lines, they are looking forward to an early return of the steamer trade in cut flowers.

Peter Theopine, of the Boulevard Floral Co., 2391 Broadway, was taken seriously ill at Easter, with influenza, but we are pleased to state that he is rapidly recovering. He is a good man, an ex-president of the Greek-American Florists' Association, and popular in all branches of the trade.

John Strates, who for a number of years has conducted a retail business at 176 West 23rd street, has given it up and will hereafter devote his attention exclusively to his candy store, located at 174 West 23rd street.

A meeting of the 1920 flower show committee was held in Secretary Young's office on the afternoon of April 28 and further progress was made on the schedule.

James McHutchison and wife are rejoicing in the arrival of a baby girl. Mr. McHutchison is again at his desk after an illness of several months.

A. F. F.

Salt Lake City, Utah.

The Easter trade in this city was most satisfactory, resulting in practically a general cleanup in all lines and the supply was one of the largest ever seen here with quality exceptionally good. With the exception of spiræas and callas in pots, plant sales were excellent when it is taken into consideration that there was a large stock of roses, spiræas, hydrangeas, azaleas, rhododendrons, bulbous stock and all kinds of baskets. In cut flowers, roses and violets went exceptionally well and snapdragons, Cecile Brunner roses and orchids were in great demand. Carnations were also called for but the demand was less than for other flowers.

NOTE.

The Miller Floral Co. carried one of the largest and most complete stocks, both plants and cut flowers ever seen in any one store in this city. More than 1,000 lilies sold readily, although prices were practically double those of former years.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

GILBERT P. JOSEPHSON
Everything for the Florist
Artificial Boxwood and Ornamental Plants.
Supplies, Sundries.
54 West 28th St., NEW YORK
Mention the American Florist when writing

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Telephone 3532—3533 Farragut.
Traveling Wholesale Florist
INC.
133 West 28th Street
NEW YORK
Cut Asparagus Plumosus Sprays a Specialty

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, April 30. Per 100

Roses, Beauty, special	25.00@	35.00
" extra and fancy	10.00@	15.00
" No. 1 and No. 2	1.00@	5.00
" Hadley	4.00@	30.00
" Hoosier Beauty	2.00@	8.00
" Francis Scott Key	6.00@	30.00
" Columbia	3.00@	15.00
" Prima Donna	3.00@	15.00
" Alice Stanley	3.00@	12.00
" Mrs. Geo. Shawyer	2.00@	8.00
" Double White Killarney	3.00@	10.00
" Killarney	2.00@	8.00
" Queen	2.00@	8.00
" Brilliant	2.00@	8.00
" Aaron Ward	3.00@	10.00
" Sunburst	3.00@	10.00
" J. L. Mock	3.00@	12.00
" Ophelia	3.00@	12.00
" Mrs. Chas. Russell	4.00@	20.00
" Ulrich Brunner	10.00@	25.00
Cattleya orchids, special	50.00@	75.00
Lilies, Longiflorum and Formosum	8.00@	15.00
Lily of the Valley	6.00@	12.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	3.00@	5.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.50@	2.50
Sweet Peas	.50@	2.00
Mignonette, per doz.	.75@	1.00
Golden Spur narcissus, per doz.	.30@	.50
Tulips, per doz.	.25@	.50
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.50
Stocks, per doz	.25@	.40
Delphiniums, per doz.	1.50@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

Mother's Day

May 11th.

Telegraph, Telephone and Mail Orders for delivery in

Chicago and Suburbs

Will be filled best if sent to

Chicago's Service Florist

A. LANGE.

25 E. Madison Street

Long Distance Telephone, Central 3777 All Departments.

Connecticut Horticultural Society.

The Connecticut Horticultural Society is planning a fall flower show that will be an "eye-opener" for Hartford county. A committee of seven has been named: E. M. Smith, gladiolus grower of East Hartford; Alex. Cumming, Jr., of Cromwell; Joseph McManus, of Spear & McManus, Hartford; Alfred Dixon, of Wethersfield; O. F. Gritzmacher, an amateur dahlia grower of New Britain; B. M. Mason, of the Pope estate, Farmington, and W. W. Hunt, of W. W. Hunt & Co., Hartford. John F. Huss, superintendent of the Goodwin estate, will act in an advisory capacity to the committee.

The place will be Foot Guard Hall, one of the finest exhibition halls in the city of Hartford. The dates are September 9-11. This is the second week of September. The schedule of prizes will be ready in the course of a week or so.

ALFRED DIXON, Secy.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers.
Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

---

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

18 Willoughy St., BROOKLYN, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FLORIST——

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

When
it's to
CHICAGO

Why not to—

Friedman?

Famed for art creations
in corsages and baskets

Ready to handle
your
MOTHERS' DAY orders

MEMBER F. T. D.

Located on CHICAGO'S Famous Boulevard
520 S. MICHIGAN BLVD.
IN THE
CONGRESS HOTEL

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street

Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.

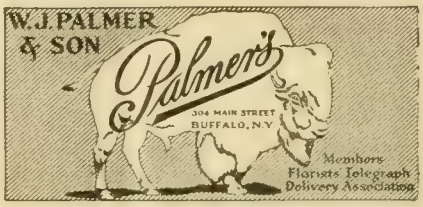
Mention the American Florist when writing

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Mention the American Florist when writing

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing



Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990

Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.

Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Mention the American Florist when writing

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

All Mothers' Day Orders

FOR DELIVERY

In Chicago and Suburbs

should be sent to us. Continuous repeat orders from satisfied florists in other cities in all sections of the country demonstrate that we render the most efficient service at all times.

ALPHA FLORAL COMPANY

Northwest Corner of Adams St. and Wabash Ave.,

CHICAGO

Member of Florists' Telegraph Delivery.

SAMUEL MURRAY

The Leading Flower Establishment of

KANSAS CITY

Will arrange and deliver orders for flowers, plants or design work for the trade in any part of the Middle West. All Goods and Service Strictly First-Class.

MEMBER OF FLORISTS' TELEGRAPH DELIVERY.

SAMUEL MURRAY

1017 Grand Avenue, KANSAS CITY, MISSOURI

☛ Mothers' Day Mail or Telegraph Orders Given Best Attention.

New York

Malandre Brothers

2077 Broadway, near 72nd Street

'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries **DULUTH, MINN.** to Superior, Wis.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

ROCK'S FLOWERS

Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

New York.

Orchid Florists, Inc.

FLOWERS FOR ALL OCCASIONS

John Changuris, President

100 West 57th Street

Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO

HARRY PAPWORTH

The Metairie Ridge Nursery Co.'s

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Michigan. **Orders will be carefully cared for by**

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Albany, N. Y.

Danker FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York. **Established 1849**

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Mention the American Florist when writing

Kansas City, Mo.

A. Newell FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA ALFRED LOZIER ROSERY

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

ABERDEEN, S. D.

Miladys Flower Shop

QUALITY FLOWERS FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

For St. Louis.

WIRE

Grimm & Gorly

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago April 30, is $47.50.

CANADIAN seedhouses report the best season of recent years.

CALIFORNIA growers report mildew attacking onion in some sections.

BLACK WAX beans have been offered recently at $10.00 per 100 pounds.

MICHIGAN bean contracts are being made with farmers at $6.00 to $7.00 per 100 pounds.

PHILADELPHIA, PA. — Seedhouses catering to the local trade report March and April business excellent.

JAPANESE reports of early April are to the effect that giganteum lily bulbs will be only one-fourth of a crop.

DEPARTMENT stores at Chicago say their seed trade diminished, but the shrubbery sales increased this spring.

YOKOHAMA, JAPAN.—Two thousand buildings were destroyed here by fire, April 28, including part of the business section.

COUNTER trade in Wisconsin and Minnesota is 50 per cent behind that of last year, attributed to the recent cold weather.

VAUGHAN'S SEED STORE, Chicago, has made a new lease covering the retail store, 31-33 West Randolph street, for a 5-year term.

VISITED CHICAGO: R. C. McGill, of R. C. McGill & Co., San Francisco, Calif.; F. I. Meyers, representing Chris. Reuter, New Orleans, La.

NORFOLK, VA.—The trucking industry in this vicinity has been hard hit by labor shortage and seedsmen here report business below the average.

ONION SETS.—About 75 per cent of the seed for onion sets, in the Chicago district, has been sown and about 20 per cent is showing above ground.

H. E. MEADER, of Dover, N. H., has acquired four-fifths of the stock of Kunderd's new white gladiolus, Lily-white, at quite a respectable figure.

BLACKLISTS of firms friendly to enemies to America have been withdrawn. Trade relations are now open to all firms everywhere, except in Germany and Hungary.

THE national war garden commission on April 28, sent out garden making propaganda through the associated press, which should benefit the seed dealers generally.

BENTON HARBOR, MICH.—Wm. Westerbeek and August Pruyser, of the Michigan Bulb Co., have acquired 175 acres additional land here for growing gladioli, peonies and dahlias.

RAFFIA shipments are expected to arrive this week, according to McHutchison & Co., New York. These are the first shipments to reach this country since a few months after the war began.

Southern Seedsmen's Association.

President Louis Reuter, of the Southern Seedsmen's Association, has announced that the first annual meeting of the organization, scheduled to be held at Montgomery, Ala., May 19-20, announcement of which appeared in our issue of April 19, page 674, has been postponed to May 26-27.

French Bulbs.

Growers writing from southern France, April 10, state they had sufficient rain in March. With a little more rain in May, the narcissus should be fine. The quantity, however, will not be large on account of reduced planting during the war.

Roman hyacinths have not had sufficient care, and disease has made some ravages in the stock. The crop will be short and not of first quality.

The growers' syndicate prices are due, but no cables have been received up to the time of going to press.

Western Canners' Association.

The Western Canner's Association held its thirty-fifth annual meeting at the Hotel Sherman, Chicago, April 24-25 with a fair attendance. Some of the seedsmen at the meeting were: A. L. Rogers, of Rogers Bros., Alpena, Mich.; Alex Mathers, representing the Everett B. Clark Seed Co., Milford, Conn.; H. A. Johns, of the Sioux City Seed Co., Sioux City, Ia.; Theodore Cobb, representing D. M. Ferry & Co., Detroit, Mich.; A. H. Goodwin, of the W. W. Barnard Co., S. F. Leonard, J. C. Leonard, Edward Leonard and A. H. Smith, of the S. F. Leonard Seed Co., and Arnold Ringier, Chicago.

New York Seed Trade.

While as a matter of course there is always something doing, and some of the seedsmen say that their business has been better than last year, one may reasonably suppose that April was not as good as in former years. The month, in fact, in weather was more backward than March throughout. There was a succession of cold winds. A few warm days brought good business then a cold wave would give it a check. The latest of these was on the night of April 24 and throughout the day following. A high north wind brought flurries of snow and on the night of April 24 the temperature in adjacent districts is said to have registered from 22 to 25 degrees; that is, from seven to 10 degrees of frost. This put a strong check on the vegetable plant trade. The war being over and with seed prices high, there does not seem to be the same enthusiasm that prevailed last year for sowing and planting.

A. F. F.

Washington Rulings and Regulations.

TRANSPORTATION MONOPOLY.

Charges of endeavoring to create a monopoly in the interstate transportation of fresh fruits and vegetables under refrigeration have been made by the federal trade commission against the Fruit Growers' Express, of Chicago, engaged in leasing to railroad companies refrigerator cars for transporting these commodities. It is alleged that the express makes exclusive clause tying contracts with railroads and has been cited to make answer to the charges by June 4. The effect of the complained-of clause in the contracts has been to prevent other car lines from competing, and to prevent shippers who own their own cars from using them over the lines of various railroads named in the complaint.

FERTILIZER CONTROL.

The purchasing public and the trade are to be apprised of the fact that the Farmers' Co-operative Fertilizer Company, through stock ownership, is con-

Pieters-Wheeler Seed Company

Growers of High Grade SEED

Gilroy, California

Beet, Carrot, Lettuce, Onion, Radish.

Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY

NORWALK, OHIO.

Growers Exclusively of

Sweet Corn Seed

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids, Mich.

Mention the American Florist when writing

The Best Color Chart

For Florists, Seedsmen and Nurserymen.

PRICE $1.00, POSTPAID.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

Mention the American Florist when writing

trolled by Armour & Company, of Chicago. The control of the company is held by Armour & Company through the Armour Fertilizer Works, an Armour subsidiary. The companies have agreed to an order of the federal trade commission requiring them to cease and desist from selling fertilizers manufactured by the Farmers' Co-operative Fertilizer Company without fully disclosing the fact that Armour & Company controls the distribution and sale of fertilizers by it.

B. F. L.

Imports at New York.

The following horticultural goods were received at the port of New York during the week ending April 26:

Via S. S. Viteilia from Glasgow, Scotland:

Albert Dickinson Seed Co., 75 bags seeds.

To others: 16 bags rape seed, one package apple trees, 50 cases palms and five cases plants.

Via S. S. Adriatic, from Liverpool, Eng.—

John Scheepers & Co., Inc., six cases roots and bulbs.

To others: 29 cases plants.

Via S. S. Manhattan, from London, Eng.—

Delmar Nurseries, 14 cases nursery stock.

McHutchison & Co., 10 cases nursery stock.

P. Sanders, one case plants.

To others: 10 cases orchids, three cases greenhouse plants, four cases trees, 29 bags seeds.

Via S. S. Auburn, from Antwerp, Belgium.—

Chas. Schwake & Co., 40 cases plants.

C. B. Richards & Co., 73 cases plants, 624 tubs laurel trees.

Free List for Switzerland.

The attention of exporters is called to the fact that shipments of commodities on the free list should be consigned, not to the S. S. S., but to the actual purchaser in Switzerland. Applications for export licenses for such commodities should show the actual purchaser as the proposed consignee.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides
Stop In—Write Or Telephone For 1919 Catalog
4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

ONION SETS

Yellow and Red, at...$2.85 per bushel
White, at..... 3.25 per bushel

Prices for large quantities on application.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Alcohol in Seed Germination.

ED. AMERICAN FLORIST:

Please advise how alcohol can be used to advantage in hastening the germination of asparagus and other similar seeds.

Kentucky. E. P. H.

While we know of no experiments that have been made which bear directly on the seeds mentioned, E. Verschaffelt, in a paper entitled "The Chemical Treatment of Seeds Which Take Up Water Slowly," published in 1912, says in regard to canna seeds, that they do not take up water readily, and neither do they take up alcohol. However, it has been found that a number of seeds, including some of the legumes which do not take up water readily, if immersed in dilute alcohol for a short time and then put in water, soften without injuring their germination. Careful experiments should be conducted, however, to determine the exact conditions under which this practice should be applied to make it of real value.

E. B.

British Export Embargoes Removed.

The British government has removed all prohibitions upon the export of cabbage, cauliflower, celery, clover, grass, leek, mangold, onion, swede turnip, vetch or tare seeds.

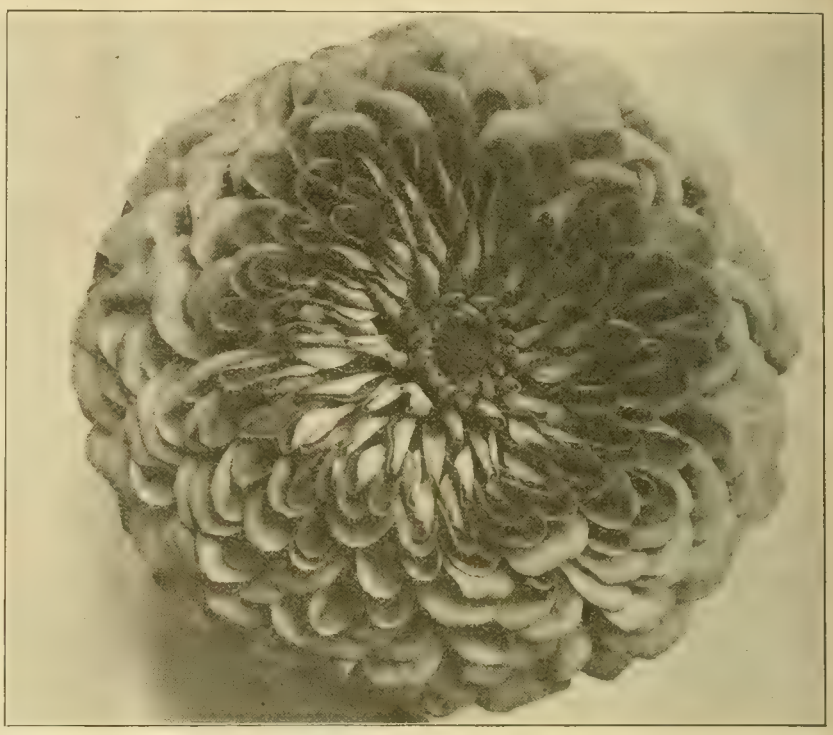
NEW YORK.—Spot canary seed is worth 25 cents per pound here, wholesale.

ARTHUR L. DEAL, representative of W. W. Johnson & Son, Ltd., Boston, Eng., sailed from New York for home last week and expects to return in July.

MINNEAPOLIS, MINN.—Geo. C. Thomson, of Northrup, King & Co., continues to improve in health, and he is now very busy with the work of his department.

THE postmaster general advises that the bar to commercial code messages has been removed. Cables will be returned to the cable companies about May 10.

TOLEDO, O.—The clover market closed unchanged April 28, at $30.00, registering no change during the previous seven days. April was quoted at $26.00 and October at $18.40. Timothy was steady, cash being offered at $5.25, April $5.25, May $5.25, September $6.00 and October $5.80.



Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.
Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Imported Forcing BULBS

FRENCH
DUTCH
JAPANESE

As well as

Bermuda and California Stocks

Favor Us With Your List for Prices.

Our delivery record of imported bulbs in the difficult season of 1918 has not been excelled by any importers.

30 YEARS Record Here in the U. S. of Satisfactory Bulb Importations.

30 YEARS of established Trade and CREDIT with the most reliable Foreign Growers and Jobbers.

First to offer Star Brand (14 cm.) Paper Whites.

Record for earliest French deliveries.

CHICAGO **Vaughan's Seed Store** NEW YORK

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Eggplant, Tomato, Vine, Seed and Field Corn.

Correspondence Solicited.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds..............per 1000, $2.00
5000 or more seeds.............. " 1.75
10,000 or more seeds.............. " 1.60
25,000 or more seeds..............per 1000, $1.40
50,000 or more seeds.............. " 1.30

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

Gladioli Bulbs

Ready for immediate shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Mention the American Florist when writing

SPRING STOCK

NOW READY

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	Alyssum, Double	$ 3.25	$30.00
2 in.	Aster Plants, Sep. Colors..	3.00	25.00
3 in.	Cannas, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	Centaureas, Dusty Millers	4.00	35.00
2¼ in.	Chrysanthemums, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	Coleus, Red and Yellow.	3.25	30.00
2¼ in.	Cupheas, Cigar Plants....	3.00	25.00
3¼ in.	Cyclamens, 8 varieties....	8.00	75.00
3½, 5, 6 in.	Dracaena Indivisa,... ....$15, $35,	50.00	
2¼ in.	Fuchias, 12 varieties.....	3.50	30.00
4 in.	Fuchias, 12 varieties.....	15.00	135.00
3½ & 4 in.	Geraniums, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	Ivy Geraniums, 8 varieties	12.50	100.00
2¼ in.	Heliotropes, White, Light & Dark Blue	3.50	30.00
3½ in.	Heliotropes, 3 varieties...	15.00	140.00
2¼ in.	Pansies, Asst.	3.25	30.00
2¼ in.	Salvias, Bonfire & Splendens	6.00	60.00
2½ in.	Stocks, Princess Alice, or Beauty of Nice........	3.50	30.00
2½ in.	Verbenas, Fine Plants....	3.25	30.00
2¼ in.	Vincas, Variegata	4.00	38.00
3½ in.	Vincas, Variegata	12.50	120.00
2¼ in.	Marguerites, White, Yellow, Mrs. Sanders......	4.00	35.00
3½ in.	Marguerites, White, Yellow, Mrs. Sanders......	10.00	90.00
2¼ in.	Tomato Plants, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood. **French Varieties and Otaksa.**

Radiant, Chautaud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100; $35.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg., PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

Seasonable Stock

2½ in. except noted.

	Per 100
Ageratum, Blue Star	$3.50
Abutilon, Daydawn	5.00
Calla, Ethiopica, 3-in.	20.00
Canna, Standard sorts, Red and Yellow, 3-in.	6.00
Canna, King Humbert, 3-in.	7.00
Daisy, Mrs. Sanders	4.00
Daisy, Queen Alexandria	4.00
Fuchsia, assorted varieties	4.00
Grevillea Robusta	5.00
Heliotrope, Purple, in five varieties	3.50
Weeping Lantana	4.00
Petunia, Giant Ruffled and Rosy Morn	3.50
Salvia Splendens, Zurich and Bedman	3.50
Snapdragon, Keystone, Silver Pink, Garnet, etc.	4.00

The Storrs & Harrison Co., Painesville, Ohio

RAFFIA

The same old dependable brands

RED STAR BRAND
XX SUPERIOR BRAND
A. A. WEST COAST BRAND

Bale lots or less. Write for prices.

McHUTCHISON & CO., The Import House, **95 Chambers St., NEW YORK**

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

CHRYSANTHEMUM

SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabtages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

TOMATO growers in northern Indiana lost many plants by frost the night of April 24.

NEW YORK.—Tender vegetables were injured in the suburbs here by a heavy frost the night of April 24.

SPOKANE, WASH.—The H. L. Olson Co. is building one house which will be devoted to tomatoes.

WICHITA, KAN.—The Menges Greenhouses recently shipped one full carload of cucumbers to a northern market.

Prices of Indoor Fruits and Vegetables.

Chicago, April 29.—Cucumbers, 2-dozen boxes, $2.50 to $4.00; celery, Florida, crate, $6.50 to $7.00; leaf lettuce, per box 40 cents; radishes, per bushel box, 75 cents to $1.00; tomatoes, 6 baskets, $4.00 to $5.50.

New York, April 28.—Celery (Florida), per case $4.00 to $8.00, cucumbers, $1.00 to $1.50 per dozen; mushrooms, 75 cents to $2.50 per three-pound basket; tomatoes, per pound, 15 to 25 cents; lettuce, per strap, $2.00 to $5.00; radishes, per 100 bunches, $1.50 to $3.00.

Vegetable Markets.

A fairly steady market prevailed with shipments increasing during the period April 22-29, according to reports received by the bureau of markets, United States department of agriculture. Old potatoes continued to advance, price gains of from five to 25 cents being quite general. No. 1 northern sacked white stock in the Chicago carlot market reached $2.20-$2.35 per 100 pounds and $2.25-$2.45 in middlewestern jobbing markets, while Michigan shipping points quoted strong at $2.12-$2.22 f.o.b. New York round whites in bulk strengthened slightly, reaching $2.52 $2.57 f.o.b. shipping points while consuming markets gained 20 to 50 cents, closing at $2.55-$3.15. New Florida Spaulding Rose declined nearly $3 in leading northern markets, reaching $8-$9.50 per barrel and closing in producing sections at $7-$7.50. Texas Bliss Triumphs declined slightly at Chicago to a range of $3.75-$4 per bushel hamper and held at $4 in New Orleans. Cabbage was fairly steady, Texas Flat Dutch being held at $125-$140 per ton in a few middlewestern markets and also ranged $6-$6.50 per 100 pounds. South Carolina Wakefield still ruled at $5 per barrel f.o.b. shipping points, but was slightly lower in consuming markets at $5.75-$6.50. Florida stock was steady at $4.75-$5 per barrel crate but declined about 50 cents in northern markets. California Winningstadts declined $20 in producing sections to $70-$80 per ton and closed at Chicago at $5-$5.50, a decline of $1. Onion declines were noticeable in western markets apparently due to the increasing supply of new stock. The range of old yellow stock weakened slightly in leading eastern consuming markets, ranging $4.50-$5.75 per 100 pounds, sacked, but were lower in middlewestern cities at $3.75-$4.75. Texas No. 2 Bermudas declined about 50 cents in producing sections and closed at $2.50-$2.60 per crate f.o.b. cash. Eastern consuming markets ranged $4.25-$5 per crate. Tomatoes were steady to firm. Good Florida stock closed at $4.25-$4.50 per six-basket carrier at shipping points. The price in northern markets was $4--$5.25. Best grade South Carolina asparagus was $5-$6.50 per dozen in terminal markets. Georgia stock ranged $4.50-$5 in New York. Florida celery advanced to a range of $6-$6.50 at point of shipment. California Golden Heart ranged strong at $10-$12 per crate in Chicago and Kansas City.

Sweet Potato Production Cost.

The cost of growing an acre of sweet potatoes will depend upon the method of growing and the regions where grown, according to Farmers' Bulletin 999 of the United States department of agriculture. Owing to the variation from section to section in cost of labor, rent of land, cost of growing plants, fertility of the soil, rotation followed, storage facilities, and distance to markets, no definite statement of the cost of growing sweet potatoes can be given that will apply to the industry at large. The cost of growing an acre of sweet potatoes in the eastern sweet-potato section will average about as follows: Rent of land, $8; plowing and fitting the land, $5; 10,000 plants at $1 per thousand, $10; fertilizers, $15; setting plants with tongs, $1.25, and cultivation, $3. Harvesting a 100-barrel yield; picking up potatoes at 15 cents per barrel, $15; 100 barrels at 25 cents each, $25. This gives a total of $82.25 per acre, not including the cost of hauling to market. In many sections of the south, the cost of growing an acre of sweet potatoes will not exceed $40.

The price received from sweet potatoes is seldom less than $1.25 per barrel, and $2.50 to $3 is not uncommon. At this rate $100 to $150 is often realized from a single acre of sweet potatoes; the discouraging side of farming is sometimes met with in this industry as well as others, and when crop failures or overproduction occur little or no profit is realized.

At the present time (1919), owing to the high price of labor the cost of production will probably exceed the figures given above, but the returns are also greater.

The practice of crop rotation to cut down the fertilizer bill and yet increase the yield, the use of up-to-date storage houses, the ability to choose markets, and the knowledge of how to market, all have a direct bearing on the success of the grower in raising sweet potatoes as a money crop.

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, $3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

Mention the American Florist when writing

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application. **ENGLISH CORRESPONDENCE.**

De Graaff Bros.

(Inc. with S. A. Van Konijnenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

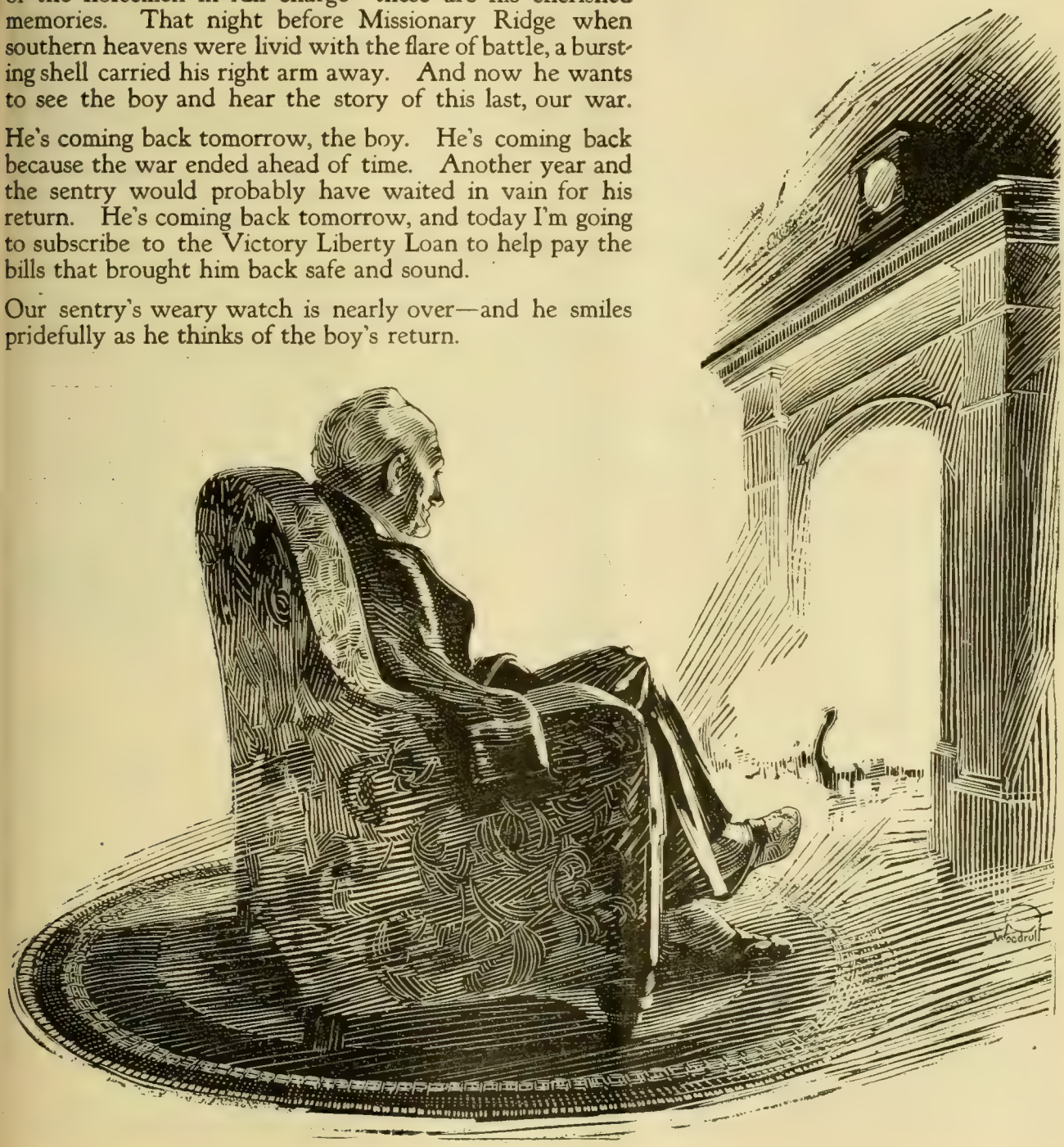
The Sentry Who Waits Not in Vain

A SHAGGY, white head with the keen eyes of the warrior—a frame touched by the years and great hardships—there he sits in the great chair before the fire, motionless. We couldn't have kept him through the year, but for this one fact—he won't let go till he sees the boy again.

He fought with Phil Sheridan. The rattle of musketry and the ping of flying bullets, the sudden, rushing sweep of the horsemen in full charge—these are his cherished memories. That night before Missionary Ridge when southern heavens were livid with the flare of battle, a bursting shell carried his right arm away. And now he wants to see the boy and hear the story of this last, our war.

He's coming back tomorrow, the boy. He's coming back because the war ended ahead of time. Another year and the sentry would probably have waited in vain for his return. He's coming back tomorrow, and today I'm going to subscribe to the Victory Liberty Loan to help pay the bills that brought him back safe and sound.

Our sentry's weary watch is nearly over—and he smiles pridefully as he thinks of the boy's return.



The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Meon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

NORTHERN SPY apples sold at $19.00 per barrel, wholesale, in Chicago the last week of April.

RESTRICTIONS on the exportation of forest tree seeds from France have been removed according to the Interim Forest Authority.

DURHAM, N. H.—The Granite State Nurseries, established here in 1914, have been purchased by the Dow Nurseries, of North Epping, this state.

JAPANESE IRISES are offered by jobbers now at 17 cents per root and buyers are assured that no more can be imported into this country after July 1.

LOUISVILLE, KY.—William Speed, well known as a landscape architect, has returned from two years' service in France, and will reopen his office in this city.

MEDINA, N. Y.—A bulletin issued April 25 stated that the western New York fruit belt suffered from a freeze which it is feared will destroy the peach and possibly the apple crop.

JENKINTOWN, PA.—William Robertson, for more than 20 years superintendent on the J. W. Pepper estate here, has resigned his position. His plans for the future have not been announced.

ORCHARDISTS in Santa Clara county, California, have been warned to take immediate steps to destroy tent caterpillars, discovered in that section, and which unless prompt action is taken, are capable of causing serious damage.

Tree Registration.

The American Forestry Association, through its campaign for planting memorial trees, is educating the American people to the values of forestry. The association aims to register every tree planted and a marker has been designated for them.

Magnolias for Northern Lawns.

Classified as to season of flowering, magnolias resolve themselves into two groups, the early and the late, according to W. E. Bontrager in the Monthly Bulletin of the Ohio agricultural station. Those of the early flowering groups put out their blooms in April and May, before the leaves appear, and hence usually attract much attention on account of this peculiar characteristic. Most of the early flowering section are of Asiatic origin, one of the first to bloom being the shrubbery stellata, a very prolific, hardy bush not often more than 10 feet high. Stellata is followed by the showy conspicua. A trifle later comes M. soulangeana, a handsome species which has probably been planted in the North more than any other flowering magnolia. The flowers are white with a purple blotch at the base of each petal. Two of the Chinese sorts to flower last of all are Lennei and purpurea, both bearing purple blossoms.

Of the magnolias which come into flower in late spring and early summer, the Japanese hypoleuca is one of the finest in foliage, bearing in June milkwhite blossoms that are followed by showy red fruits. During its earlier years hypoleuca greatly resembles our native tripetala in leafage and habit of tree, finally growing into a specimen 50 feet or more in height. The sweet bay (M. glauca) grows in swamps and moist lands in a region extending from Massachusetts down along the Atlantic coast to the southern states, where it is an evergreen. The finest in flower of all the late flowering section is M. parviflora, a small tree with fragrant cream-colored blossoms having pink sepals.

Many of the summer flowering magnolias have a massiveness of foliage which makes them outstanding examples of tropical richness on a northern lawn. For genuine luxuriance M. macrophylla with thick leaves two feet long has few close competitors. Nearest to macrophylla in size of its leaves is M. tripetala, known also as the umbrella tree. Both are showy in flower and make trees 40 to 50 feet tall, macrophylla being the larger of the two. Our beautiful native cucumber tree (M. acuminata) also is renowned for its clean, glossy luxuriant leaves and in fact is one of the choicest large lawn and park trees native to the temperate zone.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Mention the American Florist when writing

VIBURNUM PLICATUM
Also Berberris Thunbergii, Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS
Extra Selected Stock

PYRAMIDS	Each
30 inches high	$2.25
36 inches high	2.75
42 inches high	4.00
48 inches high	5.00

BUSH SHAPED	Per 100
12 inches high	$35.00
15 inches high	45.00
18 inches high	60.00
24 inches high	each, 1.00
30 inches high	each, 2.50

GLOBE SHAPED	Each
15 x 15 inches high	$3.50
18 x 18 inches high	6.00

acking at cost. Tubs 50 to 75 cents extra.

CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100, Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASPARAGUS SPRENGERI. Extra strong, heavy, 3-in., $6.00 per 100. The Wagner Park Nursery Co., Sidney, O.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $1.00 per 100. ODOR GREENHOUSES, Iola, Kan.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum. 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. 3-in. pot plants, Wyoming. Uncle Sam. Florence Vaughan, Maros. Feuermeer, Gustave Gumpper and Rubin. $1.00 per doz. $5.00 per 100. R. Vincent Jr. & Sons Co., White Marsh, Md.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½-in., $6.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

CANNA, WYOMING. Established. 3-inch pots, 10 to 15 inches high, $7.00 per 100. The Wagner Park Nursery Co. Sidney, O.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co, Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CAPE JESSAMINE.

Cape Jessamines. For sizes and prices see display advertisement elsewhere in this issue. Benson Floral Co., Alvin, Tex.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CARNATIONS

Matchless. Out of soil, $4.00 per 100; $35.00 per 1,000.

CHICAGO CARNATION CO.,
Joliet, Illinois

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Out of 2½-inch pots.

	Per 100
White Chadwick	$ 6.
Golden Chadwick	$ 6.
Wm. Turner	$ 6.
Charles Razer	$ 6.
Dr. Enguehard	$ 6.
Helen Frick	$ 6.
Helen Buckingham	$ 6.
Diana	$ 6.

WEILAND-RISCH CO.
154 N. Wabash Ave., Chicago, Ill.
L. D. Phone, Central 879.

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen seedlings, transplanted, ready for 3-in. pots; blood red, white with eye, Rose of Marienthal, Daybreak, brilliant red, pink with eye, light lavender; 15 per cent salmon will be included in each order; 4 to 6 leaves, $6.00 per 100, $55.00 per 1,000; 3 to 4 leaves, $4.50 per 100, $40.00 per 1,000.
Peter Pearson, 5742 Gunnison st., Chicago.

DAHLIAS.

DAHLIAS. Best commercial varieties. Sylvia, Lyndhurst, Minnie, McCullough, Gen. Buller, Jack Rose, Wildfire Century, Rose Pink Century. Strong field-grown roots, $5 per 100. Minnie Burgle, $15 per 100. John Wanamaker, Queen of Hearts, Richmond, Mrs. Wendell Reber, Mrs. Jos. Lucas, Geisha Century, $10 per 100. This is strong stock; extra value. SPRING LAKE DAHLIA FARM, Spring Lake, N. J.

NOT THE QUANTITY BUT THE QUALITY.

The best cut flower and garden varieties. Get our prices for best quality stock.

LYNDHURST FARM, HAMMONTON, N. J.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

EVERGREENS.

Millions of Arbor Vitae and tree seedlings. Write us, AMERICAN FORESTRY CO., Pembine, Wis.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy, $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Ferns. Boston and Scotti, 50c each; $4.80 per doz.; $35 00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns. An almost unlimited supply of the best quality fancy ferns. Write for prices. H. C. Willis, Kinston, Ala.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GERANIUMS.

GERANIUMS
Mixed lot up to 4-inch. Write for prices. All first class stock.
F. J. BENTHEY
New Castle Ind.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent Jr. & Sons Co., White Marsh, Md.

GLADIOLUS.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

HYDRANGEAS.

Hydrangeas, rooted cuttings. Ready after Easter. Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Moulliere, Otaksa, $4.00 per 100, $35.00 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

French Hydrangeas. Best varieties, 3-in. mixed, $12.00 per 100; $100.00 per 1,000. Carl Hagenburger, W. Mentor, O.

LILY OF THE VALLEY.

Valley Pips. In storage for quick forcing. 500 pips (1917), $13.00; 1,000 pips (1917), $25.00. 500 pips (1918), $18.00; 1,000 pips (1918), $35.00. Vaughan's Seed Store, Chicago and New York.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

MOONVINES.

Moonvines, $5.00 per 100. Fine, grown from seed. ODOR GREENHOUSES, Iola, Kans.

ONION SETS.

Onion Sets. Yellow and Red, $2.85; White, $3.25 per bushel. J. M. Thorburn & Co., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PERENNIALS.

PERENNIALS.

Plant Perennials now for summer flowers. "Winterson's famous big four;" 5,000 Larkspur Belladonna Hybrids, 2-year heavy field-grown plants, per 100, $12.00; per 1,000, $100.00. 5,000 Larkspur, Dreer's Gold Medal Hybrids, 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 20,000 Phlox Giant White Improved Lingard. The best florists' phlox in existence; free from rust. 2 to 3 year heavy field grown plants, per 100, $12.00; per 1,000, $100.00. 10,000 Shasta Daisy, King Edward Seventh. The best hardy and largest flowering of them all. 2-year heavy field grown plants, per 100, $8.00; per 1,000, $75.00. 5,000 Columbine (Aquilegia), prize strain of long spurred English hybrids. Excellent for cut flowers. 2-year heavy field grown plants, per 100, $12.00; per 1,000, $100.00.

Ask us about 3½-in pot grown perennials for your spring counter sales.

E. F. WINTERSON CO.
Dealers in Perennial Plants, Cut Flowers and Florists' Supplies.
166 N. Wabash Ave. Chicago, Ill.

ROSES.

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty. In perfect dormant condition.
E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants. You can quickly turn such surpluses into cash by advertising here.

2-YEAR OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00
Richmond	10.00	90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 8.00	$ 75.00
White Killarney	8.00	75.00
Sunburst	9.00	85.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

BENCH ROSE PLANTS.

	100	1,000
600 Russells	$16.00	.....
White Killarney	9.00	$80.00
Killarney Brilliant	9.00	80.00

BASSETT & WASHBURN,
Greenhouses Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

CRIMSON RAMBLER ROSES.

Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.
PETER PEARSON,
5734 Gunnison St., Chicago.

ROSES.

Two new roses of which we have a surplus stock: Roselind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

Roses. A big crop for Memorial week. For varieties and prices see display advertisement elsewhere in this issue. W. E. Trimble Greenhouse Co., Princeton, Ill.

SEEDS.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette K. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie Street, Chicago.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Vegetable, flower and forage. Simon Louis Freres & Co., Bruyeres le Chatel, France.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

SPHAGNUM MOSS.

Sphagnum Moss. Ten 10 bbl. bales, $29.00. Leaf mould, $1.00 per bag. Cash. JOS. N. PAUL, Box 156, Manahawkin, N. J.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

CLOSING OUT SALE OF VEGETABLE PLANTS.

WE HAVE MILLIONS OF PLANTS. Note tremendous reductions in prices for quick orders only. Correctly packed to move 2,000 miles with perfect safety.

CABBAGE PLANTS. Early Jersey, Charleston, Wakefield, Copenhagen, Danish Ballhead, Long Island and Holland seeds, best-ever. $1.25 per 1000.

PRIZE TAKER ONION Plants $1.25 per 1000.

DANISH SNOWBALL CAULIFLOWER—$2.75 per 1000.

LETTUCE PLANTS—Grand Rapids, May King, Big Boston, Improved Hanson, Denver Market—Millions of them. Only $1.25 per 1000. These are not seedling plants, large size for setting out—growing stock.

TOMATO PLANTS—Greater Baltimore, Red Rock, New Stone, Chalk's Jewell, Bonny Best, John Baer, Matchless, Dwarf Champion, Dwarf Stone, Livingston Perfection and Favorite—$1.50 per 1000 Plants.

PEPPER PLANTS. Chinese Giant, Pimiento, Ruby Giant, Mexican Hot, Bull nose, etc.—$3.00 per 1000.

NANCY HALL SWEET POTATO PLANTS—$3.35 per 1000.

All Prices quoted above F.O.B.—Terms cash with order. Nothing charged at these prices.

OZARK SEED & PLANT CO.
NASHVILLE, ARKANSAS.

VEGETABLE PLANTS.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.

Peppers, large, ready for field, $3.00 per 1,000; transplanted, $4.00 per 1,000.

ODOR GREENHOUSES.
Iola, Kansas.

	Per 100
Tomatoes, strong and sturdy plants. Any early varieties	$3.00
Pepper, Chinese Giant	2.10
" Long red cayenne	2.10
Egg Plant, Beauty	2.50

M. SEDLMAYR, Box 426. Loveland, Colo.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

TULIPS.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCAS.
3-inch and 4-inch stock.
Write for prices.
F. J. BENTHEY
New Castle Ind.

VINCA VARIEGATA. Extra heavy and bushy; of good length; vines, $12.50 per 100. The Wagner Park Nursery Co., Sidney, O.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

MISCELLANEOUS.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Rito, the energizer for soil bacteria, $5.00 per 100 lbs. Cash with order. The Molassine Co., Ltd., East Greenwich, London, Eng.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything for the florist. Artificial boxwood and ornamental plants, supplies and sundries. Gilbert P. Josephson, 54 West 28th St., New York.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

Patented Jan. 23, 1917.

SāVō

THE ALL-YEAR-ROUND
Flower and Plant Box

Made of Heavy Galvanized Steel

SELF-WATERING—SUB-IRRIGATING
waters the growing plants from the bottom, making longer roots and better plants, leaving top soil mealy and loose. No surface watering.

FOR WINDOWS—PORCHES—SUN PARLORS

A SALES BOOSTER—A TRADE WINNER—AN EASY SELLER

Leak-proof and Rust-proof. Best made, most effective, durable and artistic Flower box on the market. GOOD MARGIN of PROFIT to Dealers. Write Dept. V for catalogue and prices.

SAVO MANUFACTURING CO., 39 S. La Salle Street, Chicago

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50
20	18 in.	2.75	31.00	237.50
30	16 in.	2 25	26.00	195 00
40	14 in.	1,90	22.00	168.75

No.	Diam.	Ea.	Doz.	100
50	12 in.	$1 50	$15.00	$110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8 25	62.50

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

WIRE STAKES.

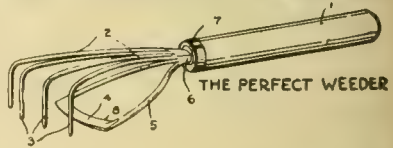
WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.

THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Neidinger Co., Jos. G., Philadelphia, Pa.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

WHOLESALE CUT FLOWERS.

Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

The Boiler of **Unequalled Fuel Economy**

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes

TUBELESS BOILER

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., **Chicago**

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

REED & KELLER,
122 W. 25th St., NEW YORK

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers

Index to Advertsers.

Advance Co III
Alfred Lozier Rosery.772
Allen J K.....765
Alpha Floral Co.....771
American Bulb Co .. I
Am Mutual Cyclone & Hail Ins Co.....788
Amling E C Co.....741
Anderson S A 770
Angermueller G H Co.....762
Aphine Mfg Co.....787
Astoria Florist 768
Avenue Floral Co...772
Baer Julius.....770
Barnard W W Co...778
Bassett & Washburn.752
Baumer Aug 773
Baur Window Glass Co.....IV
Bayersdorfer H & Co.763
Begerow's.....768
Benson Floral Co ...754
Berger Bros.....762
Berning H G.....762
Bodger J & Sons Co.776
Boehm & Winterson.760
Boland J B 773
Bolgiano J & Son...778
Bramley & Son.....773
Braslan Seed Growers Co.....774
Breitmeyer's J Sons.768
Briggs Floral Co....772
Broadway Florist...770
Brown A J Seed Co..774
Brown Bag Filling Machine Co.....778
Bryan Alonzo J.....778
Buchbinder Bros....788
Buckbee H W.....772
Budlong Co J A.....756
Burpee W A Co.....778
California Florists...770
Central Floral Co. ..773
Chicago Feed & Fertilizer Co.....788
Chicago Flower Growers Assn.....761
Clark E B Seed Co..778
Clarke's Sons D.....772
Clay & Son.....787
Coan J J.....765
Conard & Jones Co..782
Cooke Geo H.....773
Cowee W J.....787
Coy H C Seed Co....778
Craig Robt Co.....779
Danker Fred A.....772
Dards Chas. 767
De Graaff Bros.....780
Dietsch A & Co.....IV
Dominion Floral Co.768
Dorner F & Sons Co.779
Drakos Co.....767
Dreer H A.....786 788
Duluth Floral Co...772
Dunlop John H 768
Dwelle-Kaiser Co...III
Eble Charles.....767
Edwards Fold'g Box III
Elm City Nurs Co...782
Erne & Co 758
Excell Laboratories. II
Eyres H G.....767
Fallon Florist.....767
Florist Specialty Co.757
Foerster Co Joseph .759
Foley Greenhouse Mfg Co.....III
Ford M C. 765
Ford William P.....765
Fox J M & Son Inc..770
Frauenfelder C.....772
Freeman Mrs J B ...770
Frey C H.....772
Frey & Frey 772
Friedman 769 773
Froment H E.....765
Futterman Bros.....764
Galvin Thos F.....770
Gasser J M Co 768
Gnatt Ove Co The...750
Giblin & Co.....787
Godineau R & M....779
Goldstein I.....765
Gorham Printery Inc.III
Grakelow Chas H ..768
Grand Rapids Flo Co.772
Grossberg-Tyler-Finnermann Co...760
Grimm & Gorly.....773
Gude Bros.....767
Habermehl's Sons J J.767
Hagenburger Carl...746
Hardesty & Co.....770
Hart George B 765
Hart Henry.....768
Haven Seed Co The.778
Heacock Jos Co.....779
Heinl John G & Son.772
Henderson A & Co.. I
Henderson Lewis....768
Henry Co The John.761
Henshaw Floral Co.765
Hentz & Nash.....764
Herr Albert M 779
Hess & Swoboda....768
Hession 770
Hews & Co A H. ...III
Hill D Nursery Co...782
Hollywood Gardens 768
Holm & Olson.....768
Holton & Hunkel Co.763
Hort Advertiser.....788
Hort Trade Journal .787
House of Flowers ...767
Hurff Edgar M.....779
Hurst & Son 778
Ickes-Braun Mill Co.IV
Idlewild Greenhs....773
Jahn Hugo.....768
Jones Percy 754
Josephson Gilbert P.764
Joy Floral Co 767
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
Keller Sons J H.....770
Kelway & Son.....778
Kennicott Bros Co..756
Kervan Co The.....765
Kessler Wm.....765
Kottmiller A 767
Kroeschell Bros Co.787
Kruchten John 761
Kuehn C A.....763
Kuhl Geo A.....779
Lager & Hurrell 782
Landreth Seed Co ..778
Lang Flo & Nurs Co.772
Lange A.....766 767
Leonard Seed Co....772
Levine & Co 745
Liggit C U 779
Littlefield Florist....772
Lockland Lum Co..787
London Flower Shp 773
Long Island Flo Co 768
Louis Simon Freres & Co 780
Louise Flower Shop.770
McCallum Co 763
McGill R C & Co....776
McHutchison & Co 746 778 779
Mackie William.....765
Malandre Bros. 772
Mangel.....773
Matthews the Flo'st.770
Matthewson J E.....767
May & Co L L.....773
Meconi Paul.....765
Metaire Ridge Nurs .772
Michell Henry F Co.746
Michigan Bulb Farm778
Michigan Cut Flower Exchange 761
Milady's Flower Shop773
Millang Joseph A... 764
Miller Floral Co 772
Miller & Musser 761
Molassine Co The...747
Moninger J C Co....IV
Murray Samuel..771 773
Nat'l Flo ists' Board of Trade IV
Neidinger Jos G Co .762
Newell A.....772
N Y Cut Flower Ex 765
N Y Floral Co.....773
Nicotine Mfg Co.....788
Niemoth Theo 786
Niessen Leo Co 762
North Shore Flo Co 772
Orchid Florists.....772
Pajan Louis C.....767
Palmer W J & Son..770
Pappas D J.....770
Park Floral Co.....770
Peacock Dahlia F'm.782
Peacock E R Co 775
Pearson E W.....770
Pedrick G R & Son..778
Penn the Florist 773
Peters & Reed Potty.III
Philadelphia Wholesale Floral Ex.....763
Philips Bros.....772
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....774
Pikes Peak Flo Co...772
Pillsbury I L.....III
Pittsburgh Cut Flo Co 762
Podesta & Baldocchi773
Poehlmann Bros Co. 749 751
Pollworth C C Co ..763
Polykranas Geo J ...765
Potter Floral Co 767
Pressing Seed Co W C.....774
Pulverized Manure Co The III
Pyfer A T & Co.....759
Raedlein Basket Co.760
Randall A L Co.755 761
Randall's Flow Shop.773
Randolph & McClements.....772
Rawlings Elmer ... 782
Ready Reference....783
Reed & Keller 787
Regan Ptg House....III
Reid Edw.....762
Reinberg Geo.....761
Reinberg Peter,.....753
Rice Bros.....763
Rice Jerome B Seed Co.....775
Riedel & Meyer,.....765
Robinson J C Seed Co 779
Rock Wm L Flwr Co.772
Rodgers J W 767
Robnert Waldo 779
Ronsley Florist.....767
Rosendale Grhs.....746
Rosery Floral Co ...773
Routzahn Seed Co ..778
Rusch G & Co 763
Saake O C.....767
Salzer Seed Co 773
Savo Mfg Co 786
Sceery Edw 770
Schiller the Florist..770
Schillo A Lum Co...IV
Schmidt Chas L.....773
Schlatter W & Son.. .....770 788
Shaffer Geo Co.....773
Sharp Partridge & Co 788
Sheppard H W.....773
Sheridan Walter F. 765
Siebrecht George C..765
Simon & Son I N....779
Situations & Wants.745
Skidelsky S S & Co.. I
Smith A W & Co....768
Smith & Co E D 779
Smith & Fetters Co 772
Smith Henry.....772
Storrs & Harrison...779
Stumpp G E M.....768
Thorburn J M & Co 776
Tonner O A & L A..752
Totty Chas H.....779
Traendly & Schenck.765
Traveling Wholesale Florist,.....764
Trepel Bros 770
Trimble Greenhouse Co W E 757
Turner Bros.....III
United Cut Flo Co..765
Vaughan A L Co .. 755
Vaughan's Seed Store .....I 777 782
Vick's Sons Jas.....776
Victory Loan.....781
Vincent R Jr & Sons Co.....I
Walker F Co.....767
Weber F H.....772
Weidemann H G....770
Weiland & Risch ...761
Weir James 767
Westerbeek & Klyn.778
Western Seed & Irrigation Co.....775
Wietor Bros.....754
Williams Mrs E A...773
Willis H C 752
Winterson Co E F 746 760
Wittbold G Co.....767
Wolfskill Bros & Morris Goldenson.767
Wonder Plant Irrigator Co.....760
Woodruff S D & Sons.779
Yokohama Nurs Co.778
Young A L & Co....764
Young John & Co ...765
Young Plant Co.....780
Zech & Mann...757 761

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2203 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS.

INDIANA GREENHOUSE OWNERS
May now safely insure their greenhouses and their contents against damage by
CYCLONE and HAIL
IN THE REORGANIZED
American Mutual
Cyclone and Hail Insurance Co.
OF MUNCIE, IND.
DILLON MYERS, President
A mutual insurance company controlled entirely by greenhouse owners.
Full particulars may be had by addressing
American Mulual Cyclone and Hail Ins. Co.
MUNCIE, IND.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC BRAND FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MAY 10, 1919.** **No. 1614**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

Memorial Day Number

Next Week

Please Send Advertisements Early.

SUGGESTIONS FOR PLANT GROWERS.

Begonias of the Lorraine Type.

Begonias of the Gloire de Lorraine type, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May-rooted plants to those propagated earlier, for the plants start right off into growth at this time, while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2¼-inch pots and placed in a light, well ventilated house, but should be protected from all chilling drafts. They cannot be successfully grown in a stuffy, moist temperature, and to have strong, healthy plants should not be forced in too warm a temperature. They will require a house in which the night temperature does not fall below 60° and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and overwatering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.

Gladiolus.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright, sunny days when the plants lean over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store-room. These flowers spot very quickly if water is sprinkled upon them in the greenhouse, and at this season of the year syringing on bright days is a necessity or red spider is sure to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen, there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen, and the corms will be practically worthless. Corms that are forced this year and the spike cut so as to leave three or more leaves, if properly ripened, can be planted outside another year and the following year first-class corms will be the result. The Gladiolus Colvillei can be forced year after year if grown properly.

Preparations for Memorial Day.

With the Easter stock out of the way, there will be room available for the plants that have of necessity been crowded more closely together for the last few weeks, and the next great day before the grower is Memorial day. In those sections of the country where the late frosts are past, the bedding stock must be ready for planting out at that time, and the demand will be for plants to flower, for the customers will desire plants that will make a good showing by May 30, and the stock must be grown with that object in view to have a good sale. The geraniums and other blooming plants should be placed in their blooming pots, spaced out and given a good sunny location, that they may be full of bloom by the last of May. It is next to impossible to sell plants that are not in flower at Memorial day. The production of flowers for that day must also receive prompt attention. Much of the floral work for Memorial day is what is called

"cheap" work, that is, flowers that make a great show and are not expensive. So, although there are many roses and carnations used, yet large quantities of the cheaper flowers are employed to fill in and make the sprays and bouquets larger. Early outdoor flowers and blooming shrubbery can be used, but in some sections these cannot be depended upon, so flowers must be grown in the houses. Stocks make a splendid flower for this purpose, and should be benched at once. The plants should now be about three or four inches high and growing rapidly. Candytuft is grown in large quantities by some growers for Memorial day. Seedlings can be transplanted in early April and brought into flower the latter part of May. Spiræa, both as a pot plant and for cut flowers, is very useful at this time; six to eight weeks will bring them into flower at this season. There are other annuals that can be raised for Memorial day blooming, but the two mentioned are grown in largest quantities.

Asparagus Plumosus and Sprengeri.

Small stock of Asparagus plumosus and Sprengeri are now a necessity with all plantsmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast, it is better to sow them about three-quarters of an inch apart, and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root, with very few small roots, and the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Overwatering will always cause the fronds to take on a yellowish hue.

MUSKEGON, MICH.—Otto Kweekman, 220 Apple street, is planning to erect glass in the near future for cut flowers.

HOLLAND, MICH.—The Holland Floral Shop has purchased the adjoining property and the business will be enlarged. Peter Pluim and Henry Hulzenga are the proprietors.

ITHACA, N. Y.—Elmer O. Fippin, professor of soil technology at Cornell University, will, at the close of the present collegiate year, become director of the agricultural bureau of the Lime Association, Mather building, Washington, D. C.

NEW ORLEANS, LA.—Thomas D. Long, representing Vaughan's Seed Store, Chicago and New York, who called on the trade here recently, expressed surprise at the development in the demand for decorative plants since his last trip south.

SAGINAW, MICH.—The Saginaw-Bay City Floricultural Society has elected the following officers for the ensuing year: Michael Doran, Saginaw, president; Charles Hamilton, Saginaw, vice-president; Henry Goetz, Saginaw, secretary; Albert G. Boehringer, Bay City, treasurer.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

"The best laid plans o' mice and man aft gang aglee." This was true in the days of Bobbie Burns, is just as certain today, and likely to continue to the end of time. Another philosopher coined the maxim, "If at first you don't succeed, try, try again." Each

Bride's Bouquet, by S. Kramer.

Roses and Lily of the Valley.

new day brings with it opportunities, and quite likely, disappointments. As long, however, as there is a possibility of attaining success, one should not give up. Success is bound to come to the man who diligently works for it, who overcomes one obstacle after another until he reaches the goal. One well thought out selling idea makes a great hit, another, with as careful preparation, fails, or appears to, and we hardly know how to account for it. Perhaps there is no business in which there is so much opportunity for change and variety as in that of the retail florist. The seasonable plants and cut flowers that come and go in the market from one year's end to the other, if properly featured, give great variety to the stock. The wide-awake, alert florist, who is first in offering each seasonable flower as it comes along, presenting it with the various accessories which are constantly changing, and not failing to call the attention of his own, and other likely buyers, to these first "showings," as they say in the movies, is almost sure to soon have the trade coming his way.

The public likes novelty, and they like change; the same store appearance, and the same stock a month at a time, awakens no new interest. They sent, or received, this or that last week, and they want something new or if that is not possible at the time, then present the old staples in a new way so as to give them a novel effect.

The rose stock in the case seldom shows the varieties in their perfection; they are buds of promise, to come out later on and give their best as they develop. Place half a dozen of each variety in separate vases, and carefully bring them to their best, well displayed. These will be sure to attract attention, and as compared with the tighter buds, gives the latter an added value.

The greatest asset in all grades of the florist's stock is quality and finish. This cannot be impressed too strongly to the average retailer. It is not quantity, but quality that counts. Every plant or flower should be, like the dollar note, 100 per cent perfect, full value for every penny paid for it. Whatever waste there is in handling plants and flowers is due, to a large extent, to the desire of the grower to hurry the stock along and offer it before it is at its best or finished. The results of a hurried, forced growth is stock without stamina or quality. It is the perfection of form and color, the flowers or the buds so far advanced that all will open, that attract purchasers. The stock is so unusually beautiful that they feel compelled to buy. The green, immature stock that is so common in the cut flower market, is what keeps down what is called general average when prices are summarized. If growers would sacrifice buds and small side growths on very much of their stock, they would reduce quantity but add greatly to quality, and with careful and intelligent cutting, bunching and preparation of the various items, find much more satisfactory returns. It is not that prices are to be raised to any great extent, but that stocks shall all be good enough to sell, and in this condition, be more attractive to all who see them.

A good special for the coming week will be the hybrid and shrubby calceolarias. These are now in good flower, and of all the pot plants, there is nothing more showy or unique. Feature each plant with some sort of a pot cover, if only white paper drawn up with irregular edges around the pot, and with an inside top lining the color of the flower the plant will look much more salable.

Pans of geraniums of several 4-inch pots together are very showy. They can be used in the house as window ornaments to be planted out later.

There must be something of interest such as these plant specials to offer continuously to be alternated with seasonable cut flower displays such as small vase or tumbler baskets of sweet peas or short stemmed roses, which are quickly arranged, and one of the most satisfactory offerings when flowers are plentiful.

Beautiful and artistic effects are now possible with dogwood blossoms, which should be freely used at this time. These should be well soaked so that branches and flowers are full of water, and the ends of the branches placed,

wherever possible, in vases or jars of water. Painted green tubes of tin, 10 to 12 inches in length and two inches in diameter with wire hook, are very useful for all kinds of decorative effects, as they can be attached to the edges of pot covers or tied amongst the palms or other foliage plants in decorations, and furnish holders for all kinds of cut flowers in color effects.

Buying Inducements.

There are various methods, in fact, innumerable devices and plans that are employed in many lines of trade to influence buyers, and give them an idea that they are getting something for nothing. The expense of the printing of the necessary coupons, the handling, bookkeeping, and other charges incident to their use, from issue to redemption, has to be paid for and falls, of course, on the buyer.

Fortunately, there is but little, if any, of this shady gift giving carried on by the retail florist trade. A plan which entails no extra expense, is purely legitimate, and has been found beneficial in holding customers, has been used for several years by a Philadelphia, Pa., retailer. All his business is done on a cash basis, each sale made being subject to what is called a 10 per cent cash discount; that is, a discount for the cash payment. A printed cash register slip showing the amount of sale states that 10 per cent of this sum is good in payment of purchases at any time for goods of the store. Many will say to sell entirely for cash is impossible in the cut flower business, but this firm's business is constantly increasing. The discount gives the inducement or excuse for the practice. Those who get the slips, feel they have a credit at the store, and return at the first opportunity to buy it out. In reality, the net discount is then not over five per cent, which the profit from the new purchase that is nearly always much more than the credit slip, far more than covers.

This is a purely legitimate, profit sharing idea that can be carried out without additional expense, as the cash register sales checks containing this discount announcement are furnished without extra charge. Every such credit slip, or check, is carefully laid away until flowers or plants are wanted, and ties the customer to this store, as every new sale is completed with a credit slip that to be made good, requires a return visit to the store.

Warren G. Matthews, Dayton, O.

"Say It With Flowers"—how trite the expression today, and yet—

Close your eyes and see a little lad of nine who has been "bound out" to such Christian people as see to nightly prayers and administer whippings alternately with good advice or scoldings.

Watch the child as he hoes the twenty-acre field, in the hot sun of early summer; his hickory shirt open at the throat; his little grimy hands clutching the handle of the hoe as he works rapidly, lest from the house, not far distant, he hear the urging not to be lazy! Watch him as he digs about the root of some low-growing flower in order that it be not disturbed; watch his eager glance as he comes abreast the wild rose bush, laden with its delicate bloom, and see the eager lighting of his face as he touches the blossoms tenderly, yet destroys none.

AZALEA HINODIGIRI IN POT.
Given Basket Effect with Pussy Willow Sprays and Ribbon.

A dear little lad who hopes one day to be able to have all the flowers he wants; flowers to love, to touch; to work among, and as the pinkly vivid bush is left behind in the hoeing of a new row there still comes, in spite of fear of reproof, the backward look at the roses, and a smile is sent across the space to greet the blossoms.

"Say it with flowers"—a common expression today, but when the small boy, now the grown Warren G. Matthews of the greenhouses, came to his older youthful days and flowers became possible, how great his joy, how complete the sum of his earthly happiness!

It began this way: He was a baby of two when his father died. The mother, as the years passed, found herself unable to take the proper care of her children, and the little Warren was given over to the Christian family for whom he says he still has much affection in his memory, because of what the years have brought him since.

There were hot days when hoeing was to be done; cold days when cows had to be milked; rainy days when roads were impassable and household "chores" had to be accomplished; and freezing days and nights when the slight form shivered, with prayers a-plenty and scoldings, ditto.

The only thing to interest were the flowers which he loved, and from the earliest opening of violets through the gorgeous season of roses, time passed lightly, it was only winter that brought dismay because there were no blooms to cheer—scoldings and nightly prayers and church-going, but no flowers!

Then his mother married an Englishman who was a skilled horticulturist, and the boy Warren felt nothing but joy. Here was the opportunity to be near the beloved colorful things he so ceaselessly had hoped and desired might one day be his to cultivate.

Then began happy years of study; of growing; of breeding new species; of grafting; pollenizing, and the watching of living things.

"If I had my way," he said the other day, as we wandered through the greenhouses on the other side of the river, "I would grow but one kind of flower—roses! What else but roses are worth so much love?"

"You know one can never set a commercial value on flowers? There is the

splendid growing mass; the fragrant things breathing forth a loveliness incomparable. Some one grieves, and you send flowers, which give their greeting of sweetness. Who could measure that gift by any monetary value? You want to acknowledge a favor—how much better it is expressed in wonderful roses; in violets; in any kind of blooms. Not because I grow them; not because they are sold over a counter, but because they tell a story the recipient reads with ease. They carry a message the sender breathes into the petals.

"One day, when I was not yet nine," he said musingly, as though looking across the years from now to then, "a peddler came to our house, and in his pack was a pair of pink 'galluses' —not suspenders, mind you, but simply 'galluses'—which I wanted. Oh, how I wanted them! But I was ordered to go about my work, and the peddler left the premises. Some days before I had picked four gallons of gooseberries and earned 40 cents in shinplasters, and the four ten-cent slips were in my small wallet. I followed that peddler and bought the rose-colored 'galluses'; they were the color of my wild roses by the fence, and there could be nothing lovelier than that pink. Then I put them on beneath my hickory shirt; it was hot, and the perspiration caused the color to run and stained the shirt. I received a terrible thrashing for spending my 40 cents, but I think it was the desire to have the pink of the roadside flowers next me that prompted the purchase of the 'galluses.'"

The man who loves dogs and horses cannot care very much for the man who does not; the lover of animals has a largeness of soul others do not posesss, and so it is with Mr. Matthews, in his love for flowers. "I cannot have confidence in a man who doesn't love them," he comments, and there is about him the something that gives the impression of bigness of heart; of love for his fellow men, and, above all things, adoration for his flowers, which, in the long ago, he determined to have and to hold for his very own.

There are statistics about flowers, as we know; it is interesting to know that Mr. Matthews sold $56,000 worth of flowers last year for funerals alone; that he sells 30,000 carnations a week, and every flower that leaves his greenhouses goes with the love of its grower!

From the boy who loved the hedgerow bush and who wanted all the flowers he could love, to now, is a far cry, but the man has what the lad desired; as much a lad at heart as when he smiled happily at the flying petals and caught them in his hands, seeing in his vision the serried rows of loveliness that are now his.—Dayton, Ohio, Newspaper.

MINOT, N. D.—The Valker Greenhouses, established here in 1908, have made a splendid record for steady growth to the front rank in establishments of its kind. In addition to a large range, an attractive flower shop is conducted at 121 South Main street with a branch at Williston. A seed department, added in 1916, was successful from its inception. Business extends to Minnesota, South Dakota, Montana and Canada as well as this state. H. H. Valker is in charge of the greenhouses while F. M. Sullivan is in charge of a force of experts at the store.

CHRYSANTHEMUMS

Seasonable Suggestions.

Working along the young plants for the coming season's planting is the most important part of the chrysanthemum grower's work at this time. The Easter plants, being now out of the way, more space will be available for caring for the stock. The first thing in order is to figure up the number of plants needed to meet your requirements, then arrange to have them in stock, either by propagating or purchase, always allowing for a reasonable surplus, so that a

Warren G. Matthews, Dayton, O.

good selection of clean, healthy plants can be made at time of planting. If there is any doubt of the stock plants on hand not giving enough cuttings, the young plants should be arranged for at this time when the growers who make it a business to furnish the young stock have plenty of good plants to dispose of. Many growers make the serious mistake of waiting until part of their plants are benched, then have to send off a hurry up order to obtain enough plants to finish planting the bench, which means that under the most favorable conditions, the crop will be uneven. One other matter to which the growers' should give their particular attention is to use judgment in the selection of the varieties to be planted. Every indication seems to be working toward making November 11 a special day for the use of white and yellow chrysanthemums. The increased demand for flowers for special occasions is what puts life into the florists' business. Heretofore they have not come during the chrysanthemum season, but now it would seem to be to chrysanthemum growers' interest to make a special effort to have a good stock of white and yellow flowers for Armistice day. Some of the finest of the midseason varieties are at their best at that time, so there is no reason why a good supply of fine blooms can not be arranged for. It may have a tendency to shorten up the chrysanthemum season and cut into the supply for Thanksgiving, but these are minor matters. The demand is what all are after. When that is in sight, the supply can be very easily attended to by the growers. Another thing which chrysanthemum growers should avoid to a certain extent is that of planting such vast quantities of the same color, both in the large varieties, as well as the pompons. We all know that white, yellow and pink are the staple colors, but the line should not be drawn too tight around these colors. Some of the autumn tints of bronze as well as the old gold and red shades, have been in good demand during the last three or four seasons.

CARE OF EARLY PROPAGATED STOCK.

The young plants which were potted from the sand three or four weeks ago, are now well established and need shifting along into larger pots to carry them over three weeks or a month to planting time. Like all other stock under glass, young chrysanthemums grow very rapidly at this season of the year, and unless they are shifted along into larger pots as they need it, they quickly become drawn and spindly. These young plants should be given a fresh, live soil which does not contain an overabundance of fresh manure to cause a hurried growth. Pot firmly at every potting and pay particular attention to airing the houses and grow cool. Very little, if any, steam heat will be needed for this young stock from now on; the cooler they can be grown, the better plants they will make. They also should be allowed a few inches of space between each plant to keep them sturdy and prevent drawing up. Be particular not to water more than is necessary and pay strict attention to keeping the plants clean of insects which are very troublesome, finding particular delight in sapping the strength out of the tender tops of the young plants.

CARE OF CUTTINGS IN SAND.

The cuttings in the sand need closer attention at this time than they did a few weeks ago under more cloudy and cooler conditions, when steady bottom heat could be kept on the propagating bed. Now weather conditions are such that very little steam heat is needed, and lots of air has to be given every day. This means that the cuttings will have to be more closely shaded to prevent wilting and save watering so often. The cuttings have to be kept plump for them to root well, but if they can be kept firm without having to saturate the sand too often, it is very much better for them. It is very important that the cuttings be taken from the sand as soon as rooted and not allowed to stretch out into growth while in the propagating bed. Be sure and arrange for a good supply of the newer pompons, there being some fine things among those covering the season from early to very late. The same can be said of the anemone varieties which are very beautiful, especially when grown moderately in sprays. The single varieties are also grown in larger numbers each year, particularly for private conservatories and for home retail trade. Most of them are very beautiful and greatly admired by the best class of customers.

C. W. JOHNSON.

NEW HAVEN, CONN.—Knight Bros., of Zanesville, Ind., have purchased eight acres of land and contemplate the erection of a large range.

BOSTON, MASS.—Thos. J. Gray Co., Inc., are having one of their best seasons, the entire force working overtime to keep up with orders.

Publicity, System and Costs.

MANY INTERESTING BUSINESS FEATURES.

At the close of the meeting of the Florists' Club of Philadelphia, April 1, President Harvey voiced the opinions of all present, that as an aid to publicity, every florist' club in the country should hear Dr. H. W. Hess on advertising and salesmanship. There were three other features equally as interesting and valuable. Dr. E. P. Moxey, Jr., emphasized the importance of cost accounting, and H. Farley, lecturer of the National Cash Register Co., aided by moving pictures, brought out the errors of loose storekeeping and the great advantages of correct system. The remaining feature was a comprehensive display of samples of the best Easter stock grown for this market. This was staged early in the afternoon, being greatly admired and minutely inspected by the large audience of over 200 members and visitors.

SYSTEM IN ACCOUNTING.

Dr. Moxey, who is professor of accounting of the Wharton School of Finance, of the University of Pennsylvania, stated that theory and practice must go hand in hand, as neither would be successful by itself it was like trying to propel a boat with but one oar; it made no headway. While the basic principles of business were the same, yet each particular line needed a system worked out to meet its peculiar requirements. No two banks even, kept their books exactly alike. Examples of bad system were shown, in which cash sales and money received for goods sold months before, were all counted in as the day's business. Books or records need not be cumbersome or intricate. A mechanical recorder, such as a cash register, can be used to handle the small business, but it must be used intelligently. A system of keeping accounts or departments separate, by using different colored sales slips, and entering same on similar colored record sheets, had its advantages.

To get at costs, different departments should be kept separate, and their proportion of rent charged as an expense. The time of making up designs should be charged for, as well as the frame, flowers, etc. Recording sheets should have daily cash and charge business added to the respective columns daily, as well as the various expense items, so as to see at a glance how the business is going. Every working proprietor or partner should charge the business for his services. If the store property is owned and an asset, its rent should be charged up. Both these items are, by some, overlooked in their cost accounting. Delivery is another expense. The cheapest the large department stores can send home a package is 16 cents. If retailers would segregate their various expenses, they would soon find the costs of handling the different departments, such as designs, decorations, plants and cut flowers and obtain much valuable information that would soon make their business more profitable. Advertising is not to be considered an expense, but an investment as it stimulates the old and brings in new business.

MIDDLEMEN'S ADVANTAGES.

The wholesaler, jobber or middle man is considered by some as a necessary evil, but this is a great mistake. The manufacturer would rather sell to the jobber, giving him a commission or slightly lower price, so as to avoid small accounts, while the wholesaler whose entire energy is given up to selling, increases his business by encouraging and securing a large number of customers.

Growers are in the same class as manufacturers. They get at costs of producing various kinds of plants and flowers by keeping records of temperatures, labor, stock, fertilizers, pots, etc. Some plants, taking higher temperature than others, cost more to grow on this account. Carnation, rose or plant growers, can, by keeping simple records of the various items of cost in columnar lined sheets, which were not allowed to run behind, get an idea of their business that would be satisfying and profitable.

EASTER LILIES OF 1919.

Showing Relative Height and Quality of the Various Types—Left to Right Two 7-9 Bulbs Cold Storage Giganteum, Two 7-9 Bulbs Azores, One 5-7 Bulb Bermuda.

ADVERTISING AND SALESMANSHIP.

Dr. Hess, also of the Wharton School, head of the department of advertising and salesmanship, is a wonderfully inspiring speaker. There were, he said, three generations that affected the business of today—the past, the present and the future. The fathers of the present generation, founded the business in their day, which was taken up and improved by the men of our time with increased production and greater profits, they to be followed by the rising generation, who will get still another vision. He cited an instance where the two generations clashed, in the case of a young man just from a college business course, who had vision. He did not like the old methods of his father's factory, and much against his wishes it was closed for a time and remodeled, with new machinery taking the place of the old, which soon proved its worth.

Dr. Hess spoke of the value of ideals and vision: of how Edison and Bell, men of vision, had created the electric light and the telephone. How in the old days, Daguerre, who discovered the principles of photography, had been imprisoned for his nonsensical ideas. The conception of any gathering of people is an ideal.

Advertising has become a profession which develops possibilities of business. The cry is for leadership to keep us all busy. Why cannot we, as a people, develop the same energy in peace times as we did in the period of the war? All can be kept busy. We must produce and sell, more and more abundantly. We are now passing through a transitional stage, as does all nature, the clouds, the rain and the ice, the flowing stream and then clouds again. In times like this, we are vaporizing; we get conceptions and find ideals. What is life, unless we can feel and take a part in its unlimited possibilities? Every article in the world is manufactured and sold to satisfy a desire for it and in many a case this desire is created solely by advertising.

IMPORTANCE OF PUBLICITY.

The florist business has not nearly come up to its possibilities in this country. People must be taught to think flowers. You cannot ride in the street car without seeing crackers staring you in the face, or Tootsie rolls, hosiery and other things, out of which millions have been made. People were made to think, made conscious of them, by advertising. That is the process. It did not just happen; it took millions of money to do it, and flowers can be sold in the same way. It can be made the custom to use flowers for many purposes as they are now considered necessary for funerals, weddings, etc. An example was cited where with a flower shop open in a hotel, many purchased flowers for their tables. The store closed, the proprietor going to war. With no flowers before them, no more were placed on the tables. It was not a question of money, but they did not think flowers, because they no longer saw them.

What are you doing in a large commercial way to get peeople to buy flowers? Have a definite system and keep at it. The people that have been made

to buy other things can be taught in the same way to buy flowers. You can get it over. Your show window must reflect the spirit of flowers, heavenly, cooling, refreshing. There are too many who rent a building, put in fixtures, whiten it up and call themselves florists, and we know of no business that can be started on such small capital. He cited John Wanamaker's small beginning and great struggles, while building up his wonderful success, and how such achievement was possible to every man who would pay the price. He spoke of the careless, slouchy-looking salesman, with no conception of how to meet or sell to customers, a you-can-take-or-leave-it manner; no sympathy, no feeling. It is not a question of price, green or no green; it is flowers and service.

The costs of producing and handling flowers should be covered by a reasonable profit. If people are treated in such a way that you gain their confidence, they will pay your price. The Gillett razor costs but 65 cents and sells for $5. You make no such profits as this but advertising does it.

Good clerks are necessary in the store. Customers should not be compelled to have to hunt people to wait on them. Such an atmosphere is very detrimental. Do not be afraid to ask good prices, many judge quality by the price. It is conception of values in a store that gives dignity. Try advertising, spend money intelligently, and have faith in the result. If you have the goods, it will sell them. Large campaigns spend $500,000 without at first much results, but later it pays handsomely. Florists can co-operate and derive wonderful benefits individually from advertising, the people gradually coming to think in terms of flowers.

GROWERS ARE MANUFACTURERS.

Growers of plants and flowers are manufacturers. In other lines, men make a market or demand for their goods by advertising, and growers of flowers can help in a flower publicity campaign to their advantage. Men never fight for anything without being obliged to get together, when all are benefited. Flowers sold on the street benefit the business, as they increase the love for them. It is up to us to analyze, to know the possibilities, to create flower consciousness, to work co-operatively, without a feeling of competition.

MOVIES COMPARE STORE SYSTEMS.

Mr. Farley's address was illustrated with a moving picture series of views of actual business in retail stores using slipshod methods, and later showed their great improvement, when the cash register system was used, and the whole atmosphere of the store changed. The careless manner of the clerks, the mistakes made, neglect of charging goods sold, temptations offered by handling uncounted money, the worried proprietor who was losing money, and other incidents of careless methods, were graphically shown in such a way as to bring these possibilities home to many of those present. It was a running story, which in Mr. Farley's hands pointed a great lesson.

Features of the Easter plant display were handsomely flowered Tausendschon ramblers grown by Zeiger & Sons, exhibited by Robert Craig Co. There were also polyanthus and forget-me-nots from Zeigers'. H. I. Foust staged gesnerias, Azore lilies, and Hinodigiri azaleas. The Robert Craig Co. had a large exhibit of roses, hydrangeas, chorizemas, heather, gardenias, oranges in blossom, and many other plants. W. K. Harris staged bougainvilleas, Tausendschon roses and hydrangeas. Macaw Bros. showed a table of their new fern, a sport of Scottii. Floracroft Gardens, Moorestown, N. J., had fine hydrangeas. Albert M. Campbell exhibited hydrangeas and Delphinium Belladonna in pots, very well grown. Emil Savoy, Secaucus, N. J., displayed a new dark bougainvillea. Robert Scott & Son staged two new seedling roses, both very promising. K.

Detroit Florists Advertising Plans.

A special meeting of the florists' club was held at the Hotel Statler, May 1. This session was devoted to the subject of publicity and the large attendance and animated discussion resulted in a definite method of collecting funds for co-operative advertising that will hereafter be employed to develop increased trade for the several holidays throughout the year commencing with Mothers' day. The stereopticon pictures shown at Cleveland, depicting features of the trade there, were used on this occasion, and were an inspiration for the enthusiastic support later given the plan of raising a big fund to be placed in the hands of the publicity committee, A. Pochelon, E. A. Fetters and Wayne C. McLaughlin. This plan divides the whole number of florists of the city, including growers and wholesalers, into four groups This division is based upon the estimated gross sales of each, and an assessment is made of two-tenths of one per cent of the maximum gross sales, but each florist is permitted by the plan to name in which of the four groups his annual sales places him, and is assessed accordingly.

A team of 15 solicitors under the captaincy of Robert Rahaley will immediately begin a canvass of the whole city and splendid results are looked for. Banners for both sides of more than 100 delivery autos will be displayed, and posters for every florist's window with stickers for all their packages for delivery the previous week will be part of Mothers' day announcements, and all the daily papers of the city, and also the weeklies of the suburbs, will carry advertisements of Mothers' day as the first fruit of this co-operative advertising campaign. A finance committee consisting of E. A. Fetters, Harry Taylor and Wayne C. McLaughlin completes the organization. About 20 members of the ladies' auxiliary of the club were present evincing their interest in the proceedings. J. F. S.

Boston.

BUSINESS SHOWS GOOD TONE.

Business during the past week has showed improvement with everything auguring well for Mothers' day. Carnations are holding up to $8 per 100 while rose prices are reasonable. Sweet peas vary from 75 cents to $4 per 100. Darwin tulips now bring $8 per 100. Easter lilies have dropped to 15 cents. Among other excellent stocks being received on this market are Mrs. Frances King gladioli, delphiniums, irises, Roman anemones and lavender and white stocks.

NOTES.

Henry R. Comley is rejoicing in the arrival of his son, Lester, who has returned from France in the best of health and spirits.

William Penn and Sidney Hoffman are doing grand work for the publicity of the trade in behalf of the Victory loan.

William Carr, salesman at the flower market, who has been suffering with pneumonia, is recovering.

The Boston Floral Supply Co. has been showing an attractive arrangement of specialties.

W. A. McAlpin has purchased a 30-acre farm at Sicituch, and will move his family there.

Welch Bros. Co. has had a very busy season. This will be one of their best years S. K. G.

St. Louis.

BIG SUPPLY CROWDS QUIET MARKET.

The market the past week was slow. Trade conditions generally are quiet, the only live business being funeral work. The supply of cut flowers has been heavy, particularly sweet peas, which are beginning to show the effect of the heat. Carnations are still plentiful and the indications are there should be a good crop for Mothers' day. Roses of all kinds are in good supply. Ophelia, particularly, has been very good lately,. Callas have very little demand outside of funeral work. Snapdragons are coming in heavy, but have a good call. Spanish iris has a very good demand. Outdoor stock does not amount to much as yet. In greens, the market is well supplied.

NOTES.

St. Louis county and parts of this city were visited by a severe wind and hail storm May 4. Among those having considerable loss by hail are W. A. Rowe. W. J. Edwards, and A. S. Cerny, of Kirkwood; Wm. C. Smith and Pierre Schneider. They all report that they carry hail insurance.

The Windler Wholesale Flower Co. has finished moving their natural foliage plant and warehouse, which is now situated opposite their cut flower establishment on Pine Street.

The publicity committee is figuring on a good line of community advertising for Mothers' day. Results of past advertising on special days have stimulated trade a whole lot.

Everybody in the trade was glad to welcome Maurice Levine back on the job, after an absence of about 10 months in the great war. He reports a splendid business. J. J. W.

Cleveland.

MARKET CLEANS UP FAIRLY WELL.

The demand during the past week has kept the market fairly active. While stock is a little more plentiful, growers in general have been holding back in order to take care of Mothers' day requirements. Prices for that occasion will not be raised to anything near Christmas or Easter figures as the better supply at this time will hold them nearly normal on all varieties. Advance orders clearly indicate the supply will be inadequate. Roses have been in good supply all week and the demand has kept them moving nicely. Carnations have been short of the call all week. Sweet peas, although in good supply, are far behind requirements. Daffodils clean up daily. Easter lilies and callas move slowly. Retailers are asking $3 and $3.50 per foot for filling window and porch boxes, most of them soliciting no new business, being content to take care of their regular customers only.

NOTE.

Damage amounting to approximately $15,000 to greenhouse property, four persons injured and hundreds of trees blown down resulted from a near tornado which swept the district south of Cleveland, O., May 4. At the range of the Brookline Floral Co., Wooster pike and Smith road, Louis Koehl, proprietor, four of the 10 houses were razed to the ground, a barn on the property was split in half, the boiler house moved about 10 feet and a 40-foot chimney blown over. All of the windows in the house occupied by John Knorr, the superintendent, were blown out and his 18-months old baby cut by flying glass and broken chinaware. From all reports the blast only lasted two or three seconds. The Brookline Floral Co. grows stock for the wholesale market, its product being consigned to the Cleveland Cut Flower Co. C. F. B.

Milwaukee, Wis.

CARNATIONS ONLY SHORT ITEM.

It is surprising how business is keeping up these days. While there is a good supply in all lines, except carnations, there is little carried over to the next day. Roses seem to be on crop with everybody, and not all of them bring the good prices which they should. Prices on carnations went up a notch at the end of the week, due to their scarcity. Easter lilies and snapdragons are plentiful, but with quite a bit of funeral work, they keep right on moving. There is also a good cut of calendulas, which move fairly well. The indoor bulbous stock is gradually coming to an end. At this writing, May 5, there is some speculation as to the supply of cut flowers and plants for Mothers' day. The latter were mostly disposed of for Easter, yet there will be quite a few spring plants in bloom which can be utilized for baskets and made up pots. In cut flowers, everybody is trying his best to steer clear of the carnation, the flower which became popular, or rather appropriate, for Mothers' day. Still, the advance shipping orders all call for the divine flower in quantity. The unfavorable growing weather during April, and so far this month, will result in a pronounced shortage in this line; in fact, if we do not get quite a bit of sunshine this month, the total cut will not even reach the Easter quantity. The cut of sweet peas is still adequate, and the quality good.

NOTES.

The regular meeting of the florists' club was held, May 1. James Livingstone, our worthy treasurer, gave a highly interesting and beneficial talk on the growing of calceolarias from the time of seeding to the finished plant. He now has a specimen in bloom which measures 40 inches across, so he ought to be some authority on his subject. He said they are very easy to grow. If that is the case, why do we not see more of them, even if they are not quite so large as the above mentioned specimen. At this meeting, the entertainment committee were busy distributing tickets for the club's May ball to be held at the Calumet club, May 15. Out of town visitors are especially requested to be with us on this occasion.

It was reported that a committee appointed by Mayor Hoan will make a start at beautifying the streets by asking merchants along East Water and Market streets from Biddle to Oneida, to place window boxes along the second floor just opposite the city hall. The estimated length is about sixteen hundred feet. A committee of the florists' club will try to see to it that as far as color effect and other details are concerned, this first venture will be a credit to all concerned.

day. It rained 15 days, and on the

The monthly report of the local weather bureau for April shows April 25-26 were the only days on which the sun shone continuously throughout the others there were traces of rain or it was cloudy. These conditions have held back vegetation to a marked degree. Shrubs and trees are just about getting green at this time.

The directors of the advertising club held a meeting, May 1, at the Blatz hotel. Plans for near future work were mapped out and agreed upon. From reports, everything is moving along nicely. E. O.

Washington, D. C.

STOCK PLENTIFUL AND PRICES LOW.

Several days of cold weather and rain stopped the heavy influx of stock of all kinds and by the end of the week the wholesale houses were cleaning up each day. Carnations have dropped in price for immediate use, but wholesalers and growers have been booking orders for Mothers' day at $12 per 100. It is predicted that the wholesale price of white carnations will move to $15 per hundred before May 11. Outdoor lily-of-the-valley is to be had at $4 per hundred. Violets have gone on their way. Enormous quantities of pansies find their way into the local market, but the sale is very limited. There are some good Darwin tulips in and these are bringing $6 per hundred. Cattleya orchids are scarce at $1 each.

NOTE.

Congratulations are being bestowed on J. Harper Hetherington, manager for the Washington Floral Company, upon the arrival of a young lady at his house. Mr. Hetherington celebrated the event by investing in a new Chevrolet sedan. B. F. L.

Wilmington, Del.

Easter trade in this city was excellent, although good stock was scarce and consequently brought high prices. Lilies, tulips and hyacinths were particularly shy. All of the flower stores made a fine showing and much more stock could have been disposed of if it could have been offered.

Growers in this vicinity are making the most of every hour of daylight in anticipation of an unusual demand for bedding stock. At the establishments of G. W. Brinton & Son and J. Elmer Betty are to be seen the finest line of bedding plants they have ever produced.

Owing to the rush of work after Easter and preparations for the spring trade, the April meeting of the florists' club was postponed.

The Delaware Tree & Garden Co. recently opened offices at 815 Orange street and will specialize in tree surgery and landscaping.

The Century Floral Shop has opened at 102 West Tenth street. R. G. B.

Decatur, Ill.

All of the florists in this city report the heaviest Easter business in many years, orders coming in steadily during the whole week with the result that stocks were depleted when the stores closed Sunday and customers who forgot to "Say It with Flowers" until the last hours had a poor selection to choose from. Lilies were scarce and some of the stores had none at all. The price was 50 cents per bud and bloom. Rose plants seemed to lead in favor and hundreds of these were sold. Callas, marguerites, hydrangeas and other offerings also found eager buyers. Cut flowers were almost as popular with roses first to sell out and carnations did not linger long. While no estimate can be given as to total sales, it is believed they will amount to several thousand dollars.

At both Torrence and Fairview parks great numbers of tulips have been making a wonderful display and hundreds of persons accepted the invitation of Park Custodian Torrence to see the flowers while they were at their best.

Louisville, Ky.

Many thousand carnations planted in the field at the establishment of the F. Walker Co., are looking exceptionally fine just now. As a stimulant to Mothers' day business, this firm has issued a very attractive folder in colors suggesting suitable plants and flowers and prices and calling attention to the guaranteed service of the Florists' Telegraph Delivery, of which this firm is a member. The slogan: "Say It With Flowers," is prominently featured.

In the window dressing contest featuring the Victory loan, one of the prizes was awarded to the C. B. Thompson Co.

Mrs. Ella Lee Able, sister of Mrs. C. B. Thompson, the well-known florist, died May 1, aged 56 years. H. G. W.

OBITUARY.

John D. Ramaley.

John D. Ramaley, a retired florist of St. Paul, Minn., passed away at the home of his son at Wayzata, Minn., April 30, age 85 years. Mr. Ramaley entered the flower business about 20 years ago, opening a store in the Flatiron block, Seventh and St. Peter street, St. Paul. He continued in the business until about three years ago when, on account of poor health, he was obliged to retire. He will be kindly remembered by everyone in the trade who had dealings with him. He was very active for a man of his years, and took a keen interest in all things pertaining to the florist business. Owing to his removal from the city when he retired from business, there were not many of his florist friends at the funeral which was held at Oakland Cemetery chapel, on May 2. Mr. Ramaley was the oldest florist, in point of years, in the Twin Cities.

S. D. D.

Mrs. Agnes D. Mellis.

Mrs. Agnes D. Mellis, of Flatbush, Brooklyn, N. Y., passed away, April 28. She was the widow of David G. Mellis, who for many years previous to his death, which occurred several years ago, conducted a successful growing and retail business on Snyder avenue, opposite Holy Cross cemetery, Flatbush. Since his death, the business had been continued by Mrs. Mellis and her daughter.

Born in Scotland 73 years ago, she came to this country at an early age, and for over 50 years was a well known and respected resident of Brooklyn. Throughout that half century of active life, she had been practically identified with the florist business. She is survived by three daughters and two sons. Funeral services were held at the family home on the evening of April 30.

A. F. F.

George Goodman.

We greatly regret to record the sudden death of George Goodman, son of F. C. Goodman, of Kemble & Goodman, Mason City, Ia. The deceased was a very promising young man, having been one of the most successful of the students in floriculture and landscape gardening at the University of Illinois. Mr. Goodman was born at Marshalltown, Ia., in 1899, and was serving in the army officers' school at Camp McArthur, Waco, Texas, when the armistice was signed, having enlisted in 1918. He was honorably discharged last December and had been very busily employed in the work of the Kemble & Goodman establishment up to the time of his death, April 23. The bereaved parents have the sincere sympathy of a wide circle of friends in this great loss.

KANSAS CITY, MO.—The Pinehurst Floral Co., Pleasant Hill, who purchased the business of the Geo. M. Kellogg Flower & Plant Co., has located wholesale headquarters at 1109 Grand avenue, this city.

MARION, KAN.—Fred Girven, for several years a well known grower at Kansas City, Mo., and Omaha, Neb., and who has recently been released from army service, has purchased land here and intends building several houses to be ready by next winter. He is also interested in a $5,500,000 oil company in the Texas field.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers....789
—Begonias of Lorraine type....789
—Gladiolus....789
—Preparations for Memorial day....789
—Asparagus plumosus and Sprengeri....790
The retail trade (illus.)....790
—Next week in the flower shop....790
—Buying inducements....791
Warren G. Matthews, Dayton, O....791
The chrysanthemum....792
—Seasonable suggestions....792
Publicity, system and costs....793
Detroit florists' advertising plan....794
St. Louis....794
Boston....794
Cleveland....794
Milwaukee....795
Washington, D. C....795
Wilmington, Del....795
Decatur, Ill....795
Louisville....795
Obituary....795
—John D. Ramaley....795
—Mrs. Agnes D. Mellis....795
—George Goodman....795
Ladies' Society of American Florists....796
Chrysanthemum manual....796
National publicity for flowers....796
Club meetings next week....796
Albany, N. Y....798
Pittsburgh....798
San Francisco....800
Buffalo....802
Nashville....802
Chicago....804
Chicago florists over top....808
Cincinnati....808
Detroit....810
Philadelphia....812
New York....814
The seed trade....822
—Freight rates reduced....822
—Teneriffe onion seed....822
—French bulbs....822
—Bean growing in Michigan....822
—Insurance....822
—Imports at New York....822
Market gardeners....828
—Prices of indoor fruits and vegetables....828
—Vegetable markets....828
Fort Wayne, Ind....828
The nursery trade....830
—Foreign countries agree on inspection....830
—Prunus concinna....830
—Grape grafting in Florida....830

LAST CALL for Victory bond subscriptions.

HAIL.—The Kansas and Nebraska losses by hail are reported unusually heavy this season.

JAPANESE BASKETS, matting and bamboo canes will be affected by the reduced freight rates mentioned elsewhere in this issue, page 822.

MOTHERS' DAY.—Observance of Mothers' day was commended to the members of 150,000 Protestant churches in the United States in an announcement by Rev. Charles S. MacFarland, secretary of the Federal Council of the Churches of Christ in America, made public recently.

LEAD.—While prices last week were five cents at New York and 4¾ cents per pound at St. Louis, outside interests, on account of light demand were quoting about ¼ cent less. Dull business is attributed to delay in signing the peace treaty and the failure of the industrial board to stabilize prices.

Ladies' Society of American Florists.

At the St. Louis meeting, a motion was made and carried that the society be required to vote at the next annual meeting on the question of discontinuing payment to the secretary for her services as heretofore.

MRS. H. G. BERNING, Sec'y.

"Chrysanthemum Manual."

The fourth edition of Elmer D. Smith's "Chrysanthemum Manual" has just been issued. This is the best American treatise on chrysanthemums and their culture, and the various subjects are brought down to date in the new edition. The contents include chapters on "History," "Stock Plants," "Propagation," "Specimen Plants," "Miscellaneous Plants," "Packing Plants," "Commercial Flowers," "Exhibition Blooms," "Blooms Grown Out-of-Doors," "Insects," "Diseases," "Seedlings and Sports," "Preparing Exhibits," "Staging," "Exhibitions," "Classification," with many excellent illustrations and a very complete index. All the facts are carefully condensed and presented in Mr. Smith's best style. No grower, commercial or amateur, can afford to be without it.

National Publicity for Flowers.

The following from President Ammann is interesting at this time when florists everywhere are wondering as to the future:

"Do you not still hear the echo of the Easter trade. Better than Ever. Good Sales at High Prices. Easter Trade Makes Record. Complete Cleanup. Supply Insufficient. Little Complaint at High Prices. Big Increase Over Last Year, etc.?

"Say, brothers, does not that sound good? It means so much for you and your loved ones' better living—better labor and better environments, wonderful in contrast to just a short time ago.

"But, after all, is it not what we are entitled to? Are we not just coming into our own largely because we have taken time by the forelock and advertised? Publicity, that is it. 'Oh well,' you say, 'not altogether'. No, but 99 per cent of the increased business is directly creditable to it.

"Say, brother, are you on the honor roll? If not, why not? If you are on it, are you doing your full share; are you putting one per cent of your gross receipts into publicity, either local or national? Well, if you are not, you are still short of your full share of the work.

"Did you ever stop to think why people buy so many flowers? Do they use them for others? You say, 'Yes, that is true.' What are you doing toward the cause that is educating people as never before in all history, to give flowers to make others and themselves happy, and to help make the echo as quoted in the opening of this article ring in your ear. Do we hear that you are doing, or will do, your full share? If so, then you are certainly a happy person, along with the rest of the "publicity boosters", and we shall reach the $100,000 goal before the snow flies. You, no doubt, have a subscription blank. Fill it out, and send it to Secretary Young today."

President Ammann knows what he is talking about. If our campaign produced such good results when prices, necessarily, were high, what may one expect it to do when production is in excess of demand. The public has responded to the suggestions we have sent broadcast, and it will continue to do so—just as long as we continue the effort we have launched. The response is general, and all in the trade share in it. Are you not, Mr. Nonsubscriber, willing to bear your part of the expense as well as to share in the benefit which is surely ours? Our committees think you are, and that your neglect is not intentional. Why not sit down right now, and send to the secretary that cheque which you know you have all along been intending to send in?

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Miss L. Doussard, East St. Louis, Ill..	$ 10.00
Nick Dahm, Morton Grove, Ill. (1 yr.)	10.00
Robt. M. Henley, Hartford City, Ind..	5.00
C. A. Jagsch, Columbus, O. (Addl.)	20.00
Munk Floral Co., Columbus, O.....	25.00
Harry Heinl, Toledo, O.....	25.00
John Barrow, Toledo, O. (3 yrs.).....	10.00
Underwood Bros., Columbus, O.....	15.00
T. J. Ludwig, Columbus, O.....	25.00
James McKellar, Columbus, O.....	5.00
Abram Stevens, Spring Valley, N. Y..	10.00
H. R. Wilson, Columbus, O.....	25.00
J. L. Schiller, Toledo, O.....	25.00
Emil Metzmaier, Columbus, O.....	10.00
Scottwood Greenhouse, Toledo, O.....	20.00
Harry O. Bock, Burlington, Ia.....	5.00
C. L. Van Meter, Monticello, Ia.....	5.00
W. W. Horlacher, Dayton, O.....	25.00
John Heidenrich, Indianapolis, Ind....	5.00
Smith & Young Co., Indpls., (2nd Sub.)	25.00
John Rieman, Indianapolis, Ind.....	5.00
Pahud Floral Co., Indianapolis, Ind....	15.00
M. Brandlein, Indianapolis, Ind.....	25.00
H. W. Rieman's Sons, Indianapolis....	25.00
Indianapolis Flower & Plant Co.....	25.00
Roepke Floral Co., Indpls., (1 yr.)..	15.00
Hartje & Elder, Indpls., (2nd Sub.)..	15.00
Albert Kempe, Indianapolis, Ind.....	2.50
Fred R. Hukreide, Indianapolis, Ind..	5.00
C. H. Schomeyer, Indianapolis, Ind...	10.00
J. B. Knapp, Sayre, Pa.....	5.00
George Lisburg, E. Hampton, N. Y....	3.00
Francis Koller, Astoria, N. Y.....	5.00
Rudolph A. Brux, Racine, Wis.....	5.00
Wm. Goos, Bettendorf, Ia.....	5.00
J. F. Vavrous Sons, Lebanon, (1 yr.) yr.)	11.00
	11.00
	$ 485.50
Previously reported	34,862.50
Total	$35,348.50

JOHN YOUNG, Sec'y.

May 3rd, 1919.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meeting.]

New Orleans, La., May 11, 4 p. m.—Gardeners' Mutual Protective Association at 114 Exchange place. John Parr, secretary, 4539 North Rampart street, New Orleans.

Cincinnati, O., May 12, 8 p. m.—Cincinnati Florists' Society, at Hotel Gibson. Alex. Ostendarp, secretary, 16 East Third street, Cincinnati.

New York, May 12, 8:30 p. m.—New York Florists' Club at Grand Opera House building, Eighth avenue and 23rd street. John Young, secretary, 1170 Broadway, New York.

Springfield, O., May 12, 7:30 p. m.—Springfield Florists' Club. Arthur Leedle, secretary, Springfield.

Newport, R. I., May 13, 8 p. m.—Newport Horticultural Society at Music hall. Fred P. Webber, secretary, Nelville, R. I.

Seattle, Wash., May 13, 8 p. m.—Seattle Florists' Club at Henry building. Thomas Wylie, secretary, Holly Street, Seattle.

Chicago, May 14, 8 p. m.—Gardeners and Florists' Union No. 10615 at 232 North Clark street. Louis Heidtmann, secretary, 4653 Fulton street, Chicago.

Detroit, Mich., May 14.—Detroit Florists' Club at Hotel Statler at 8 p. m. H. C. Foerster, secretary, 1634 Woodward avenue, Detroit.

Lenox, Mass., May 14, 7:30 p. m.—Lenox Horticultural Society at Town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., May 14, 8 p. m.—Kentucky Society of Florists at Masonic Temple. Joseph Abele, secretary, Louisville.

Madison, N. J., May 14, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

New York, May 14, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., May 14, 2 p. m.—Dutchess County Horticultural Society at Fallkill building. Theodore H. DeGroff, secretary, Hyde Park, N. Y.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Competent seed man for store and keeping stock. Young man desiring Colorado climate preferred. Address
Colorado Seed Co., Denver, Colo.

For Sale—Thirty thousand second hand three-inch pots, as good as new, $7.00 per thousand, f. o. b. Evansville. **W. H. Dyer Company,** Evansville, Ind.

For Sale.—Quantity of greenhouse materials, such as good second-hand pipes, glass, sash-bars, apparatus, boilers, etc., also complete greenhouses. **I. Suesserman,** 104 Ridgewood Ave., Newark, N. J.

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

For Sale.—Greenhouses, 6000 sq. ft. glass, 12 acres good land, 7-room dwelling, new barn; store has new nxtures, flourishing business, must sell on account of health; two-thirds cash or trade for farm. Address
H. R. Croak, Willmar, Minn.

Help Wanted

Experienced man for store. Must be A-No. 1 designer. References required.

The Rosery Floral Co.
167 Market St., NEWARK, N. J.

HELP WANTED

Experienced storeman for Chicago loop establishment. Must be A1 man and furnish unquestionable reference. Also good saleslady and designer. Address

Key 381, care American Florist.

Help Wanted

A good grower of a general line of greenhouse stock (potted and cut). We want a hustler and one with a pleasant disposition. Give references from present and previous employers. State age, wages about per hour expected. No perquisite. Rent and board are reasonable in this city.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Help Wanted

Man for pot plants; steady position.

RANDOLPH & McCLEMENTS
5936 Penn Ave., PITTSBURGH, PA.

Help Wanted

At once, a live, snappy, intelligent, coquettish yet good business lady, for store work. Good salary. Answer, with references and wages expected. Will, if satisfactory, wire acceptance.

Matthews, the Florist, Dayton, Ohio

Help Wanted

In Dayton, Ohio, by MATTHEWS, THE FLORIST, a good, active, greenhouse man, to fill porch boxes, hanging baskets and vases; steady position. Answer quick, stating salary expected. Will wire acceptance.

Wanted to Exchange

Greenhouse glass, pipes and fittings, to construct three houses 26 x 75. Will exchange young evergreens for this material. Address

THE D. HILL NURSERY CO.
Dundee, Illinois

Experienced Grower

Good all-around man. Must understand roses and furnish the best of references. Apply at the

BENTHEY GREENHOUSES
NEW CASTLE, INDIANA

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

NURSERY FOREMAN

wanted for nursery in middle west. Must be strictly sober, able to handle help, and have experience in evergreens and ornamentals. Give full particulars in first letter as to past record, salary wanted, etc. Only first-class man wanted. Address

L. P., CARE AMERICAN FLORIST.

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.

440 South Dearborn Street

CHICAGO

CAPE JESSAMINES

FOR MEMORIAL DAY

We are the oldest and largest growers of Jessamines in the world. Gardenias are our specialty. Season will open May 17th, and continue to June 15th. When we accept your order you may depend on receiving them.

PRICES:

Class X, 12 to 18 inch stems	$2.25 per 100;	$20.00 per 1000
Class A, 8 to 12 inch stems	1.50 per 100;	14.00 per 1000
Class B, 4 to 8 inch stems		8.00 per 1000

500 of all the above at 1000 rate.

We guarantee good condition upon arrival to any part of the United States.

Benson Floral Co., Alvin, Texas

Albany, N. Y.

CLUB MEETING.

Reports on 1919 Easter business and the exhibition held by the club on the night of April 3 were features of the May meeting of the florists' club. Howard Menand for the retail florists of the city said that Easter business was exceptionally good and that the florists were well pleased with the sales made. Mr. Menand believed that a portion of the success was due to the advertising campaign that the retailers conducted in the local newspapers the week before Easter Sunday. The cost of this advertising was assessed among the retailers. President William Newport spoke of the exhibits at the April meeting and said that the auction sale afterward brought about $90 into the club treasury. Fred A. Danker, chairman of the flower show committee, reported that he and his associates are planning for a club exhibit in November. John Skinner, retail florist, 214 Central avenue, was unanimously elected a member. The club voted to buy a $100 Victory bond, fifth issue, from the treasury through one of the local banks.

NOTE.

Eighty applications for garden plots on Westerlo Island, south of the city, have been received by Frank R. Lanagan, city engineer. Of the applications 36 have been granted. The city purchased the island several years ago, and has just established on it a sewage disposal plant. The island is overflowed in the spring by Hudson river freshets and the soil in consequence is alluvial. Last year some of the Italian families residing in the southern section of the city grew remarkable crops of vegetables on the island plots assigned to them. R. D.

Pittsburgh.

MARKET IS UNSTEADY.

Business and prices both slumped during the early part of the past week but recovered Friday and Saturday. American Beauty roses, although of good quality, did not move well and with shipments of Columbia, Milady and Russell none too heavy, prices on these remained firm. Sunburst, Hilda, Ophelia, My Maryland and Pink and White Killarneys arrived in large numbers and were hard to dispose of. Carnations continue scarce and prices remain high, the best selling for $8 per 100, with a prospect of going to $15 and $18 for Mothers' day. Spanish iris cleans up daily at $10 and $12 per 100. The call for mignonette and snapdragons is very light. Calendulas are of good quality but do not move well. Calla receipts are heavy but owing to the shortage of Easter lilies, clean up in good shape. Yellow daisies are arriving in large numbers and bring from $2 to $4 per 100. Southern plumosus is being received in large quantities but some of it is of very poor quality. Everyone is prepared for a heavy Mothers' day business, which it is expected will be the best in the history of the trade in this city.

NOTE.

Randolph & McClements arranged some handsome decorations for the Grant day banquet of the Americus club which was held in the Wm. Penn hotel. M.

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink	$0.50
Kermesina, deep crimson	.50	Alba, white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

BAY TREES

MAY DELIVERY

STANDARDS **PYRAMIDS**
BUSH SHAPE **SHORT STEMS**

Now Due from Belgium

McHUTCHISON & CO., THE IMPORT HOUSE 95 Chambers St., NEW YORK

French Hydrangeas

Best Varieties, Mixed, 3-inch, $12.00 per 100; $100.00 per 1000.

Souv. de Mme. Chautard and **Bouquet Rose,** 3-inch, $10.00 per 100; $80.00 per 1000.

BENCH BOSTONS
$20.00 per 100.

CARL HAGENBURGER
West Mentor, Ohio.

With Peace and Victory

the coming Memorial Day will meet with general observance surpassing any previous year. The spirit of victory, joy for our returning heroes, and the sacred remembrance of those who sleep on Honor's field in France, all bring to memory our soldiers of other wars, whose graves will be decorated with flowers this year as never before.

Prepare in full measure for what is assured to be a record-breaking business. Let the trade know what you have to offer for this unusual demand by advertising in the

MEMORIAL DAY NUMBER

——of——

THE AMERICAN FLORIST

which will be issued

MAY 15th

The early ad gets the most attention from publisher, printer and reader.

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

Wholesale and Co-operative

OUR ENTIRE production of Flowers is sold exclusively to Florists.

Price List sent on request

Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

San Francisco.

GOOD DEMAND CONTINUES.

Trade is keeping up in a splendid way. After the heavy business of Easter week, it was naturally supposed that the usual dullness that follows would prevail, but happily to say, such is not the case, and this writing finds everybody busy. There is a splendid assortment of fine roses to be had, and with reasonable prices being the rule, a large amount of stock is being moved. Several large funerals during the past few weeks have been of great benefit to the trade in using high grade stock. There is a splendid cut of Mrs. Russell rose and American Beauties are also coming along freely. Both are in good demand. Ophelia is plentiful again and Columbia is always a good seller. In red roses, Hadley and Red Radiance are in ample supply. Mrs. Aaron Ward is the best to be had in yellow. White roses are beginning to be seen quite frequently of late, and are selling readily. Cecile Brnnner roses are now at their best from outdoors and the supply is large. Carnations are in heavy supply with prices about the same as last noted. Sweet peas are now coming in in a large variety of colors. Pink Spencers and lavender are the most popular. Many orange varieties of the Spencer type are now to be had also. These colors have always been very popular here. There is a large cut of Spanish iris in all shades. They are in large demand and at present are bringing good money. Bride and Peach Blossom gladioli have also made their appearance. Both move well. Violets are slowly dropping out of the market. While there is an ample supply as yet the demand in a shipping way has fallen off considerably. It has been a long time since the market has been so liberally supplied with such a grand cut of cattleyas. The quality offered is simply grand. They are one of the best selling flowers in the market. Gardenias are not very plentiful and prices maintain. Quite a few lily of the valley are noticed. This stock is held at pretty stiff figures. There are not many lilies to be seen anywhere. Lilac is plentiful and cheap. Peonies are about over for a while. Calla lilies are plentiful. In flowering plants the heavy Easter business cleaned up nearly all available stock. Rhododendrons are coming in rather freely and are making a wonderful showing in the stores. Japanese azaleas are about the only offering in this plant. Quite a few primulas are being used. There appears to be somewhat of a shortage of nephrolepis in salable sizes. Ferns and asparagus are in large supply with a good demand.

NOTES.

Another prominent member of the trade has forsaken the ranks of the bachelors. This time it is Victor A. Ferrari who was married last week to Miss Lucinda Hall, of this city. Mr. Ferrarri is the son of the late Emil Ferrari of Ferrari Bros., the wholesale growers. He is associated with the above firm. He has only recently been discharged from the navy. Both the young people have the best wishes of a large circle of friends in the trade for a happy married life.

The annual convention of the California Nurserymen's Association will be held at Riverside on the 26th of next month. Many prominent men in the trade will be in attendance. C. L. Marlatt, chairman of the federal horticultural board, has also promised to attend. Owing to the great activity in nursery circles in this state the attendance is going to be the largest in the history of the society.

It is probable that a date for the banquet to the returned members of the trade who have been in the service will be held this month, as it is believed that nearly all of them will have returned by that time. P. Vincent Matraia, manager of the Art Floral Co., is in charge of the affair, assisted by Frank D. Pelicano, Victor Podesta and Albert O. Stein.

The Art Floral Company says its out-of-town business has been quite heavy this week, especially for floral designs. Telegraph orders from the members of the Florists' Telegraph Delivery also show a large increase. Designer Alfred Cuneo always maintains splendid window decorations here, every few weeks bringing out unique and attractive surprises.

Dr. P. B. Kennedy, of the University of California, who is a national authority on grasses, is arranging a very complete exhibit at the forthcoming wild flower show, May 9-10. Luther Burbank has also entered a large exhibit of wild flowers. The daily papers are giving this exhibition a great deal of publicity and it promises to be a great success.

Among the florists who had a large Easter business in the Polk street district was Charles Stoppenbach, who does business under the name of "The American Florist." His beautiful store was charmingly decorated and he sold out completely on all pot plants. His sales of cut flowers were also large.

Manager J. A. Axell, of the E. W. McLellan Co., says that the Easter trade done by his company was the largest in their history. Their express shipments were very heavy. They were fortunate in having a heavy cut of roses and other seasonable stock, easily filling all orders received.

The Thomas Floral Co., at Leavenworth and James streets, always keep up a very attractive display of flowering and foliage plants. They say they are greatly pleased with the amount of trade they have built up in this locality since establishing their store here.

JAMES T. LYNCH.

RITO

THE ENERGIZER FOR SOIL BACTERIA

IS COMING TO AMERICA.

WONDERFUL RESULTS have been obtained by the use of RITO in Great Britain during the last three years. Owing to the war it has been impossible to export, but now we are free to do so, and feel sure that the Horticulturists of the U. S. A. will at once avail themselves of this unique method of increasing their products and of getting their stuff ready for the market some weeks earlier than they have hitherto done, and so secure a much higher price.

WHAT IS RITO? — RITO is a humus, organic or natural fertilizer, a stimulant and energizing medium for soil bacteria.

WHAT IS HUMUS? — Humus is a complex substance or mixture of substances present in the richest of soils. It is black in colour, and hence renders the soil darker. RITO contains Humus in the right form for fertilizing the soil.

WHY ADD HUMUS? — Because most soils contain very little (if any) Humus, and it is necessary for the proper development of the useful soil bacteria. The bacteria find in the Humus constituents a suitable medium for their robust propagation.

That is, Humus is a source of food and energy for the soil bacteria.

WHAT IS THE ANALYSIS OF RITO? — It has very little chemical analysis and it does not come in the same category as fertilizers. It is essentially an energizing medium for soil bacteria. Phosphates and potash are present in all soils, but in the ordinary way they are not readily available. RITO, by energizing the soil bacteria, is calculated to make the phosphates and potash available for the plant. It also stimulates the nitrogen-fixing bacteria into action, so that the consequent development is out of all proportion to its analysis.

RITO takes the place of farmyard manure, or it may be used in conjunction with farmyard manure or any recognized artificials. **RITO is free from weed seeds, spores and germs, and from the eggs or larvae of noxious insects.**

It is well known that the soil is not a dead inert mass of matter, but that it teems with bacteria, which only need to be treated properly to be called into activity. There are millions in every spadeful of soil.

RITO may be used in the open or under glass.

What RITO Users Say:--

"I used RITO in the soil for my Tomatoes this year. The result was the best crop I ever had, and *I started picking two to three weeks earlier than usual* from seed sown same date as previous years."

A market gardener says that his RITO-treated lettuce were *ready for the market a month before* the untreated ones, with the result that the treated ones brought *2s. 6d. per dozen* and the untreated ones, when they were ready for the market, *brought 1s. per dozen.*

"I tried RITO last year on Potatoes, and they yielded *30 per cent better* than those not treated."

"Every ounce of fruit from both the treated and the untreated Tomatoes has been gathered and carefully weighed. The weight of fruit gathered from the treated portions averaged *just five times the amount* as from the untreated portion."

"I have used RITO in the *Peach Houses, and find that it greatly improved* both the quality of the fruit and also the growth. I also find RITO very good if used when mixing soil for potting various plants, and I have also used it on my Vines with excellent results."

"I have pleasure in testifying to the merits of RITO. It is 'Right Ho' and no mistake. I never saw Tomatoes do so well as when your RITO was applied as a top-dressing mixed with the soil; the roots the plants made in this way *were extraordinary*, and the crops correspondingly good. The same applies to Cucumbers, also Chrysanthemums and to plants generally. It seems to consume the moisture, hence less watering is required."

"RITO treated Chrysanthemums made a much quicker and better start than they have usually done—in fact, the plants show a great improvement."

RITO is packed in double bags, and the price is $5 per 100 lbs., ex Quay Boston or New York. Terms—Cash with order.

Please address your orders at once to The Molassine Company, Ltd., East Greenwich, London, England.

RITO SUITS EVERYTHING THAT GROWS.

BUY NOW FOR

MEMORIAL DAY

Your Memorial Day business will be larger than ever before. Be prepared for the big rush of orders by laying in a liberal stock of

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS.
Price $3.00 per 10-lb. carton

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

Write For Our Memorial Day Special Circular.

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF
PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

Buffalo.

BUSINESS UNUSUALLY GOOD.

The past week has been one of changeable weather from extremely cool to warm and rainy. Stock continues plentiful and of good quality. Trade, despite the excitement of the Victory loan, has been unusually good. Several weddings have brought considerable work to the florist shops and there has been little chance for resting since Easter. The coming week also promises good business with several weddings and bank openings calling for elaborate displays of both flowers and plants. Greenhouses are getting ready for spring planting with a busy season in sight. Many of the varieties used in bedding this year will be scarce.

FLORISTS' CLUB ENTERTAINS HENRY PENN.

The event of the season from the florists' point of view was April 29 at the Hotel Statler, when the local craft had the pleasure of tendering a banquet to Henry Penn, of Boston, Mass., chairman of the publicity committee of the Society of American Florists, already so well known throughout the United States that he needs no introduction. Many interesting articles bearing his signature have appeared in THE AMERICAN FLORIST. To those who on this occasion heard his masterful address on "National Publicity," illustrated with slides of advertising matter that he had used at different times in the newspapers of Boston, there was brought home the old saying that "The pen is mightier than the sword." The publicity presented was adaptable to such occasions as Easter, Memorial day, Christmas, New Years, Mothers' day, weddings, receptions, etc. All were of unusual excellence and showed that he was firm in the belief that following the plan already showing such good results would place the florists on the same plane with the largest industries in the country. There were about 300 present, among them J. H. Dunlop, George Geraghty, H. G. Dillemuth and J. B. Higgins of Toronto, Ont.; F. C. W. Browne of Cleveland, O.; Frank Mahoney, George Kramer and several others of Rochester, N. Y. There were also a number of visitors from Jamestown, Olean, Lockport and Niagara Falls. The banquet hall and the tables were elaborately decorated by the local trade, among the artists being Charles Felton, J. M. Fiebelkorn, A. Kowalski, A. Reichert, James Longley and others from the different local stores. Most conspicuous was a vase of the new rose, Frank W. Dunlop, staged by J. H. Dunlop. This variety was seen here in March but seems to have improved very much in size and color in the interim. President Mark H. Palmer acted as toastmaster and as usual did himself proud. Messrs. Dunlop, Geraghty, Brown and W. A. Adams, the latter of this city, made short addresses and Congressman Clarence McGregor made a stirring appeal in behalf of the Victory loan.

NOTES.

S. A. Anderson and H. L. Brown, accompanied by their families, are enjoying a fishing trip among the trout streams of Michigan.

Visitors: J. Berg and M. Ramsfelder, New York.

BISON.

Nashville, Tenn.

GOOD BUSINESS FOLLOWS EASTER.

Trade since Easter has kept up well with a sale for everything that arrives daily. Prices continue high and there is no sign of an early reduction. Roses are more plentiful and are of good quality. The Killarneys, Columbia, Russell, Ophelia and others are in evidence. Carnations are excellent and many of them are on hand. Home-grown out-door lily of the valley is very abundant and of unusually fine quality with well developed bells. This is sold largely by street peddlers and retail stores, being received in quantity from country gardens. The price is 25 cents a dozen. The stock is good enough and plentiful enough to ship to northern markets. Snowballs, too are abundant and were used in a church decoration for a recent wedding. The arrangement with other flowers and bouquets showed the usual good taste of the Joy Floral Co. The plant season is in full swing and bedding stock seems plentiful but like cut flowers is high in price. Petunias, verbenas, geraniums, begonias, asters, and many other favorites are on sale daily at the market house. The carnation supply for Mothers' day promises well, and there will be a larger observance of the event, no doubt, than ever before. In many pretty ways the attention of the public is being called to its observance. The national Memorial day, May 30, and the Confederate Decoration day, June 3, will be observed as usual in this city.

M. C. D.

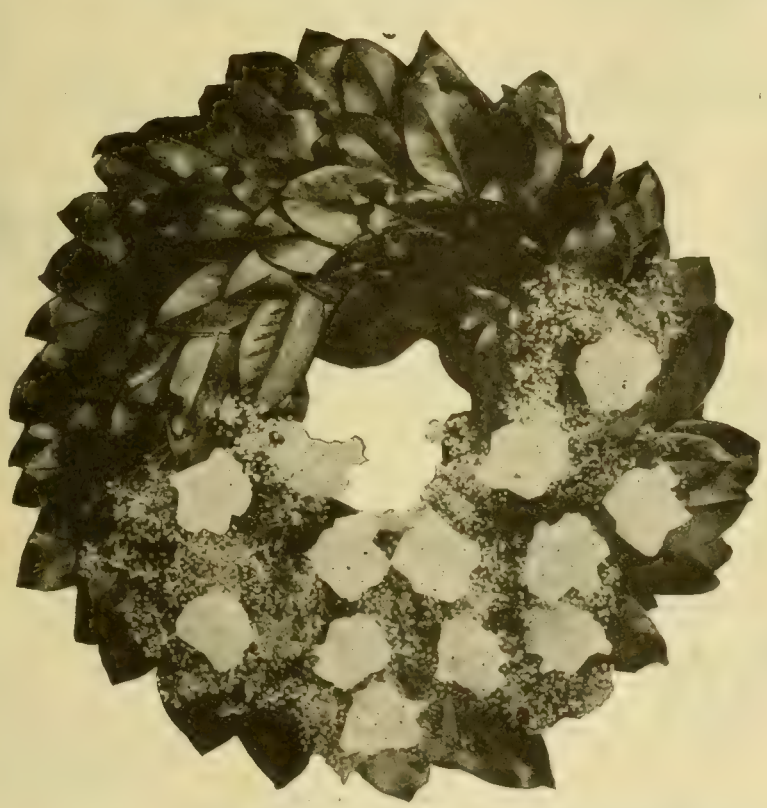
JENNINGS, MO.—George Hamm, a wealthy florist of St. Louis county, and a resident for 40 years, died April 23, age 75 years.

TWO RIVERS, WIS.—Christ. Hansen, formerly of Menominee, Mich., has leased the range of Louis Hartung, who will engage in landscape gardening in the south next fall.

MILWAUKEE, WIS. — Hauserlitz-Gelhausen Co. is the name of a new retail concern which is planning to open a store here shortly. Mr. Gelhausen, whose home address is 645 Twentieth street, has just returned from army service in France.

MEMORIAL DAY PREPARED FOLIAGE DESIGNS

Illustration of one good number.
We have many others.



No. 62. Magnolia Leaves, Roses and Gypsophila.
18-inch, each $1.75
21-inch, each 2.25

Magnolia Leaves

The very best prepared Magnolia in Green, Purple and Brown. Full carton of six lbs. net weight.
Per box, $1.75.

Prepared Lycopodium

Per box, $3.00.

Art Flowers

In Assortment.
$10.00 to $25.00.

Fresh Cedar Sprays

Per 100, 50c.

Poehlmann Brothers Company

66-72 East Randolph Street
Chicago, U. S. A.

Roses in Quantity

BUY DIRECT FROM THE GROWER.

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 75c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

FANCY CARNATIONS All our own growth, guaranteed fresh cut and packed to arrive in good condition.

PRICE LIST—In effect May 12th.

RUSSELL

75c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$10.00 to $12.00 per 100
Medium	8.00 per 100
Good short	5.00 to 6.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$10.00 per 100
Medium	8.00 per 100
Short	$5.00 to 6.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$5.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $4.50 to $5.00 per 1000
Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.
NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.
Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR MOTHER'S DAY.

The demand for stock for Mothers' day is heavy and from present indications all lines will clean up early at the advertised quotations and possibly higher. The cold weather the latter part of last and the opening of this week held back a lot of stock that would have otherwise been in. Practically all the houses are finding it necessary to refuse shipping orders, owing to the great shortage, and only the most favorable weather will help conditions for the local buyers who are expecting a big rush owing to the extensive advertising done by the local trade for this occasion. Carnations are selling fast at this writing at $10 to $12 per 100 and higher in the fancy grades, with very little stock available. Roses are in strong demand and command high prices, especially Mrs. Chas. Russell, of which the supply is none too large. American Beauty roses are moving nicely, and the same holds true for all the other varieties grown for this market. Sweet peas are scarce and clean up quickly at high figures. Peonies have made their appearance in good sized quantities and will come in handy. Gladioli are more plentiful and are attracting the attention of the city buyers, owing to their splendid quality. Orchids are on the short side and easily bring from 75 cents each and up. Lily of the valley is scarce and the same holds true for gardenias. Snapdragons are quite a factor in the market and good sized quantities of iris are offered at a few of the houses. Narcissi are to be had in large numbers and so are tulips and jonquils. Stocks, calendulas, lupines, daisies, lilies, mignonette, callas, forget-me-nots, pansies and other miscellaneous seasonable stock is included in the many offerings, including a good supply of statice. Greens are in strong demand at high prices. The outlook never was brighter for a brisk Mothers' day trade than right now, and it will be a question of whether or not the wholesalers will be able to supply all of the regular customers satisfactorily this year, without taking on any new ones who only look to this market for their supply during the holiday periods. Many out-of-town buyers were in the wholesale market looking for stock this week, but found it a rather difficult task, owing to the great shortage.

NOTES.

Joseph Ziska & Sons are installing an air brush in their basket manufacturing department.

Good Supply of All Seasonable Cut Flowers
Also Everything in Greens and Supplies.

Wholesale Florists
Dealers in Supplies
Chicago Ill.

30 East Randolph Street 'Phone Central 6284

FERNS-Fancy and Dagger-FERNS

Any Quantity. Prompt Shipment. Right Price.

H. C. WILLIS, Kinston, Alabama

LARGE CUTS OF

ROSES

FOR

Mothers' Day, May 11

Exceptionally fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Good Supply of White, Pink and Red

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand, so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowance for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers Living

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **MOTHERS' DAY PRICE LIST** **Subject to Change Without Notice.**

	Per 100
Mrs. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Wieland	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

	Per 100
MILADY	
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 8.00 to $10.00
Valley	8.00
Sweet Peas	1.50 to 3.00
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$5.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $1.50
Leucothoe Sprays	1.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

ROSES---CARNATIONS

For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice

MRS CHAS. RUSSELL	Per 100
Extra Special	$20.00
Select	15.00
Fancy	12.00
Medium	10.00
Short	8.00

White—KILLARNEY—Pink	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

KILLARNEY BRILLIANT.	
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

RICHMOND	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

SUNBURST AND OPHELIA	Per 100
Extra Special	$10.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00

MINIATURE ROSES.	
Baby Doll	$3.00
Elgar	3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS, per 100.....$10.00 to $12.00

MISCELLANEOUS.	Per 100
Valley	$6.00 to $8.00
Lilies	25.00
Ferns, per 1,000	5.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.35

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Van *100% Service*

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO ILL.

The Central Floral Co. has had a very appropriate window display at its North State street store that attracted much favorable attention the past week. An elderly lady watering a bed of geraniums in the front yard of her home occupied the center of the scene, while overhead the trees were in full bloom, with robins perched here and there among the branches as well as on the fence that sort of put the right finishing touch to a cleverly designed piece of work. The one responsible for the display must have had a fine recollection of his boyhood home and, while he probably did not intend it as a business getter for Mothers' day, one would have to admit that it is rather a remarkable coincident to feature it at this particular time.

E. F. Winterson is spending considerable time at his place at Highland Park, where he is kept busy filling orders for perennials for the E. F. Winterson Co. The demand has been most satisfactory for phlox of the improved Lingard variety. His son Edgar, who looks after the store during his absence, reports that the call for common ferns is so heavy at present that it leads him to believe that the supply in some sections of the country must be exhausted.

Philip Schupp, proprietor of the J. A. Budlong Co., is enthusiastic over the demand for stock for Mothers' day, which is the best in years. His firm was fortunate in having a large supply of roses for Easter, and the shipments that have been arriving all week appear to be as heavy as they were then.

Allie Zech reports that the demand for stock for Mothers' day is the heaviest in years at Zech & Mann's store, and that stocks in all lines is cleaning up every day. Mrs. Zech is rapidly recovering from her recent operation and will be able to be about again soon.

Ed. Armstrong, formerly with Alfred Fischer, 2737 North Clark street, has resigned to go into business for himself. He is opening a new store at 2810 North Clark street under the name of Armstrong's Shop of Flowers.

H. Van Gelder reports that business is exceptionally good at the store of Percy Jones, Inc., especially for Mothers' day. He points with pride to the fine strain of sweet peas included in his offerings in quantity.

Wietor Bros. are experiencing the heaviest demand for Mothers' day on record owing to the fact that they are in crop for this occasion with roses, especially Richmond and Ophelia.

Kennicott Bros. Co. received its first shipment of peonies from Villa Ridge, Monday, May 5, which followed by more, come in handy for the Mothers' day trade.

Robert Newcomb, who is representing several of the leading supply houses in this vicinity, started out this week on another business trip.

Chas. S. Stewart, 3223 West North avenue, has sold his store to J. Pederson and is making preparations for an auto trip to California, leaving about July 1.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

The Foley Greenhouse Mfg. Co.'s down town office, 818 State-Lake Building, is now open for business. Telephone Central 6802.

The A. L. Randall Co. is installing a private stairway near the office, leading up to its display rooms on one of the upper floors.

Allan Humason is back from an out-of-town business trip.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Good Supply of Everything You Need in Cut Flowers and Greens

Stock in general is scarce, but we are managing to take mighty good care of all of our customers.

Beauties, Roses, Orchids, Sweet Peas, Lilies, Callas, Iris, Calendulas, Tulips, Peonies, Narcissus, Daisies, Snapdragons, Candytuft, Carnations, Forget-me-nots, Stocks, Greens, Etc., Etc., Etc.

Welcome Home
SONS OF LIBERTY

and may those who fell for the cause be fittingly remembered for MEMORIAL DAY.

A. T. PYFER & COMPANY

Formerly at 30 E. Randolph Street
164 N. Wabash Avenue — L. D. Phone Central 3373 — CHICAGO

Joseph Foerster and Al. Fischer made a very good showing in the doubles last week in the state bowling tournament now being held here and have a fine chance to carry away some of the prize money. Allie Zech and Harry Hyman, representing the Elks, are also in the running in the two-men event with a total of 1,090 pins for the three games rolled. Mr. Zech rolled 562 and Mr. Hyman 1,090. Mr. Foerster rolled 618 and Mr. Fischer 568, leaving them 1,186 pins for the three games played. Several others in the trade will participate in the tournament and all promise to make a good showing.

Peter Reinberg has had a good call all this week for outdoor lily of the valley which one of his customers sent him in good sized quantities.

Best Quality Roses

Choice stock of Valley, Darwin Tulips, Stocks, Calendulas, Lupines, Tulips, Iris, Daisies, Lilies, Callas, Jonquils, Forget-me-nots, Sweet Peas, Pansies and all other seasonable stock. Do not forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothce and Galax.

CARNATIONS are scarce like at Easter. Order Roses and other stock instead.

Use Our BLUE RIBBON VALLEY For your Bridal Bouquets. **None Better** to be found on our market.

Don't forget to order Nesbit Roses, they work in nicely.

Also Fancy Sweet Peas — they are the talk of the town.

If you want good stock and good treatment, buy of Chicago's most up-to-date and best located Wholesale Cut Flower House.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Foehlmann Bros. Co. is having its share of the Mothers' day trade which is cleaning up stock in all lines each day almost as fast as it arrives. The ideal weather prevailing at this writing should increase the supply for the late buyers.

William Reed, representing the A. L. Randall Co., is visiting friends here this week. It is rumored that he will join the ranks of the benedicts in the near future. The young lady lives on the west side and is in the florist business.

A. L. Vaughan & Co. have received word from their peony growers to the effect that they may look for the first shipments of stock this week, which probably will arrive in time for the late demand for Mothers' day.

George A. Kuhl of Pekin is again at the Presbyterian hospital in this city where he is getting along very nicely. His health permits him to receive visitors.

Visitors: John Mast, Detroit, Mich.; A. T. Eichen, Duluth, Minn.; F. C. W. Brown, of the J. M. Gasser Co., Cleveland, O.; Thos. Brown, A. J. Stahelin and wife and J. F. Sullivan, Detroit, Mich; C. F. Stover, Terre Haute, Ind.; Fred Henoch, of the Ove Gnatt Co., La Porte, Ind.; William Newman, of the Art Flower Shop, Sioux City, Ia.; William Feniger, Toledo, O.; W. G. Mathews, Dayton, O.

Chicago Florists Over Top.

The May meeting of the Chicago Florists' Club was held at the Randolph hotel on the 1st inst., the date having been advanced one week to permit Chairman Bohannon and his assistants to present the claims of the Victory loan upon members. The meeting was well attended, President Zech in the

YOUR

PROTECTION

is a
SERVICE
that gives genuine protection
to the
RETAIL FLORIST
in
"Wholesale Only."

Kennicott Bros. Co.
CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Forget-Me-Nots Pansies
Stocks

SNAPDRAGONS
Sweet Alysum Iris
Candytuft.

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

Peonies Wanted

One of Chicago's most progressive wholesale houses can handle large consignments of Peonies to good advantage and wants to get in touch with the leading growers immediately. You will find that it will pay you to answer this advertisement.

Key 383, care American Florist.

WHAT ARE YOUR REQUIREMENTS?

Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties

If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.

FLORIST SPECIALTY CO., Idaville, Ind.

Mention the American Florist when writing

chair. Lieut. Parkinson, of the naval service, Fred Lautenschlager and others made such stirring, patriotic addresses that Chairman Bohannon, ably assisted by T. E. Waters, had little difficulty in securing subscriptions aggregating $100,000, the amount needed to put the florists' quota of $230,000 over the top. John Poehlmann led off with $10,000 for the Poehlmann Bros. Co. and $1,000 on his personal account, being closely followed by the A. L. Randall Co. ($10,000), Peter Reinberg ($5,000), N. J. Wietor ($5,000), Allie Zech ($5,000), Andrew Chronis ($5,000), O. J. Friedman ($5,000), Homer Lange ($5,000), L. R. Bohannon ($5,000) and others in similarly liberal amounts until the required total was reached. The German helmet presented by Leonard H. Vaughan, of Vaughan's Seed Store, to be raffled at this meeting, was won by H. C. Wullbrandt.

Chairman Waters of the good-of the-club committee reported progress in preparations for ladies' night next month.

Walter A. Amling was chosen chairman of committee in charge of Detroit convention bowling, etc.

A basket picnic was scheduled for August.

CARROLTON, MO.—The Greenhouse suffered a fire loss of about $100 April 22, origin unknown.

ANDERSON, IND.—The range of B. H. Klus & Son has been taken over by William Klus, who will extend the business.

Cincinnati.

ADVANCE MOTHERS' DAY DEMAND HEAVY.

The demand for Mothers' day is very heavy and the business promises to be good. Many orders have been placed with the wholesalers. Orders for carnations, in particular, are very large. Except in carnations, prices have advanced moderately. The demand from out-of-town is very brisk. Roses are fairly plentiful and generally of a high quality. Carnation receipts are only fair. The daily arrivals in sweet peas are rather heavy. Easter lilies are in a good supply. Callas and rubrums are available in fair quantities. Gladioli are selling well. Iris met with a good market. Snapdragons have many calls. Other offerings are outdoor lily of the valley, candidum lilies, larkspurs, calendulas and forget-me-nots.

NOTES.

The publicity and finance committees of the Society of American Florists held a successful meeting in this city last Thursday. The open meeting for the local florists, in the evening, was well attended and was a spirited one. Over $1,900 for the publicity fund was raised at the meeting and many new memberships as well as some life memberships in the national society were received. Among those present from out of town who addressed the meeting were Major O'Keefe, Boston, Mass.; President J. F. Ammann, Edwardsville, Ill.; Secretary John Young, New York; Herman Knoble, Cleveland, O.; George Asmus, Chicago; Henry Penn, Boston, Mass.; Thomas Joy, Nashville, Tenn.; Jos. Hill, Richmond, Ind., and Guy French, Chicago.

Progressive Florists find that it is to their advantage to buy their Cut Flowers and Greens from us regularly.

JOSEPH FOERSTER CO.
WHOLESALE FLORISTS
160 N. Wabash Avenue, CHICAGO, ILL.

Mention the American Florist when writing

E. F. Winterson Co.
166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO
We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Leucothoe. Try us on your regular orders.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

The Cincinnati Cut Flower Exchange is now located at 14 East Third street, next door to their old location. They now have have better and more commodious quarters.

C. E. Critchell received the first of his new fern during this week.

The florists' society will meet at H. W. Sheppard's place May 12.

Visitors: L. F. Benson, Indianapolis, Ind.; Harold S. Lyon, and Julius Dilloff, New York.

H.

Detroit.

The Rivard Flower Shop, 340 Gratoit avenue, opened for business May 2 under the management of Amos Rideout, a colored man who has been a faithful and efficient employe of John Breitmeyer's Sons the past 10 years. This store is an enterprise of Harry Breitmeyer's, and is designed to reach out for the trade of a large community of prosperous Italian and colored people. The slogan "Say It With Flowers" is emblazoned across the entire length of the large show window of this unique and admirably equipped store. Further extending their chain of stores, John Breitmeyer's Sons opened their latest and most attractive one at 435 Woodward avenue, May 5. The strong feature of this shop is the replica of an Italian chateau for the storage of flowers instead of the usual refrigerator, and which requires the prospective customer to step inside its heavy oaken door to inspect the stock. All the fixtures for display of vases and effects are of Italian marble and an air of refreshing richness is carried out in all the appointments, which are most complete. John Moore, formerly of the David Whitney building branch, will have charge of this store, which will insure its success.

Chas. H. Plumb broke ground May 5 for the erection of five greenhouses and a boiler room. This new range will add 30,000 feet to his already large establishment, which is found inadequate for the fast increasing trade in plants he enjoys.

Philip Breitmeyer went to Chicago, May 2, to meet his daughter, Catherine, and her two children on the way from their home in Lewistown, Mont., to this city where they will spend the summer.

J. F. S.

Baskets
Write For Catalog Now.
Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Mention the American Florist when writing

Grossberg-Tyler-Finnermann Co.
WHOLESALE FLORISTS
30 E. Randolph Street, Phone Majestic 7175 CHICAGO, ILL.

Mention the American Florist when writing

MARQUETTE, MICH.— The Sorenson Greenhouses, formerly conducted by Mrs. Stafford, have been leased by Alphonse Peters, who will improve the property and begin business under his own name, July 1.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5179 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags.

Printing For Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago

CURRENT PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	8.00@	35.00
" Hoosier Beauty	6.00@	25.00
" Killarney Brilliant	5.00@	20.00
" Killarney	5.00@	15.00
" White Killarney	6.00@	20.00
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	6.00@	20.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	6.00@	20.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	6.00@	20.00
" Bayard Thayer	8.00@	35.00
" Cecile Brunner		4.00
" George Elgar		4.00
" Baby Doll		4.00
" Nesbit		4.00
" Our selection	6.00@	8.00
Carnations	10.00@	12.00
Cattleyas, per doz.		10.00
Daisies	1.50@	2.00
Lilies	15.00@	20.00
Peonies	10.00@	15.00
Valley		8.00
Calendulas	3.00@	6.00
Callas		15.00
Sweet Peas	2.00@	5.00
Snapdragon, per doz.	1.50@	2.00
Mignonette		8.00
Iris, per doz.	2.00@	2.50
Jonquils	4.00@	6.00
Tulips	5.00@	10.00
Ferns per 1,000 $5.00		
Galax " $1.50@ 2.00		
Leucothoe	1.00@	1.25
Mexican Ivy, per 1000 5.00@ 6.00		
Plumosus Strings, each, 60@ 75		
Smilax, per doz., 2.50@3.00		
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

ROSE PLANTS

Shawyer, 3-in. pots. $12.00 per 100; $100.00 per 1000
Maryland, 2½-in. pots..... 90.00 per 1000
Prima Donna, 3-in. pots.....$15.00 per 100
Dble. White Killarney, 2½-in. pots. 90.00 per 1000

We guarantee these plants to be in first-class condition.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS NOT SATISFACTORY.

The past week's business was not very encouraging, supply being away ahead of demand. The last few days, carnations, particularly white, have been an exception; something seems to have affected the white varieties all at once, and they are reported to be "off crop." It is claimed, however, that if the weather is favorable, they will come around all right for Mothers' day. Roses are the quantity stock at this time, and in face of the light demand, prices rule low. All the grades are of good quality. Snapdragons are now at their best, with an over supply that is hard to dispose of. Spanish iris, as offered from some growers, is very fine. It is as beautiful as an orchid of its size. Outside lily of the valley is now plentiful. Nothing better could be desired, winter or summer. It is as fine as the best imported—much better than the forced Holland now offered. Sweet peas are plentiful, and are favored by many buyers. Cold frame stock will be along in a couple of weeks, followed by the earliest outside, which will insure a continuance until midsummer. Easter lilies and callas have had their day of high prices, and $10 to $12 are now the best figures for the choicest stock. It is a matter of surprise where all the giganteums come from. Cattleyas are real aristocrats, now bringing Easter prices. There is not any too much green, which will soon shorten up when the hot weather cuts out the southern shipments.

May 5.—The quantity stock this morning was roses, all varieties being plentiful, and owing to the sudden burst of summer weather, rather open. Snapdragons, sweet peas, southern gladioli, hardy outdoor iris, Easter lilies and callas were all largely in excess of the demand. Prices ruled about as last week.

CLUB MEETING.

The meeting of the florists' club, May 6, at the Adelphia hotel, was a great success. Among the distinguished visitors were Earl Mann, Richmond, Ind.; J. H. Dunlop, Toronto, Ont.; W. B. Elliott, of New Hampshire; Wallace R. Pierson, Cromwell, Conn., and Charles H. Totty, Madison, N. J. In addition to the addresses, there was a fine display of new roses, among them Frank Dunlop, Premier, the sensational new pink with splendid flowers; Pilgrim, a truly grand light pink, and Crusader, the new red, an improved Hadley. There were also several fine vases of Russell and a number of seedlings from Robert Scott & Son, some of great merit. Prima Donna and other choice local stock made a fine showing. The feature of the evening was the splendid address of Wallace R. Pierson, who told of his experiences with both old and new varieties in an intensely practical way, and other visiting rosarians also threw much light on rose growing problems of the day which will be treated more fully in a later issue. At the close of the meeting, an appeal for the Victory loan was led by J. Otto Thilow and later by Charles Grakelow, with the result that $15,000 was subscribed. Thirty new members were elected to membership.

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, May 7.	Per 100
Roses, Beauty, Special	40.00@ 60.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	10.00@ 15.00
" Killarney	4.00@ 12.00
" My Maryland	4.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	4.00@ 6.00
" Ophelia	6.00@ 20.00
" Russell	10.00@ 20.00
" Shawyer	4.00@ 12.00
" Bon Silene	4.00@ 5.00
Lilies	20.00@ 25.00
Cattleyas	75.00@ 85.00
Carnations	4.00@ 8.00
Sweet Peas	1.00@ 3.00
Asparagus Sprengeri, .35@z.50	
Minognette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 5.00
Freesias	2.00@ 5.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 6.00
Golden Spur	4.00@ 6.00
Smilax	25.00

BOSTON, May 7.	Per 100
Roses, Beauty	20.00@60.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	4.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	2.00@ 8.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@10.00
" My Maryland	2.00@12.00
Carnations	4.00@ 8.00
Easter Lilies	12.00@25.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, May 7.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Violets	1.00@ 2.00
Gladioli	3.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.

EVERYTHING
in the line of
Cut Flowers, Plants
and Florists' Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
Choice Cut Flowers
and Greens

H. Bayersdorfer & Co.
The Wholesale Supply
House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of
WIRE DESIGNS
Write for Price List

C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

NOTES.

The wholesale houses are all fighting shy of naming prices for Mothers' day white carnations. If the trade all over the country would put a certain limit, say $8 to $12 per hundred, and portion their stock out to their regular carnation buyers, it would do away with much of the profiteering that is very injurious to the sentiment and business of this holiday. Mothers' day has wonderful possibilities, but to scare away with high prices those who are anxious to assist in its observance by wearing or presenting flowers, is surely the height of folly. It is all very well to talk of supply and demand, but in this market, where white carnations were offered on Saturday night and Sunday morning of last year's Mothers' day at $2 and $3 per hundred, as against $12 and $15 of Friday and early Saturday, it is very certain that prices were manipulated and not regulated by the demand. The whole trade, growers, wholesalers and retailers, should work together to encourage the love for and sale of flowers. Mothers' day is the most sentimental of all floral holidays, and flowers should be so priced as to be within the reach of all who desire them.

Florists or supply dealers who can use tin, zinc, or wooden boxes of various sizes such as were used for holding ammunition and shells, etc, a number of them just right for window boxes and for growing plants such as are usually placed in six inch pots, can get them at almost junk prices, as they are being burned up at the munition factories to get them out of the way.

The allied horticultural trades group in the Victory loan campaign are daily adding to their sales of bonds and have subscriptions for about half their quota of $250,000 now in hand. While the enthusiasm is not apparent in this campaign, yet many are doubling their subscriptions of the fourth loan.

James McLaughlin, manager of the wholesale cut flower department of the J. M. Gasser Co., Cleveland, O., stopped over for a day in this city. He was east, visiting his old home and friends in West Grove, Pa. He reports a splendid Easter business, and general all around good trade.

Edward Reid put a new delivery car on the street last week. A prominent feature is the slogan "Say it with Flowers," which covers the entire side panels.

Wholesale Flower Markets

PHILADELPHIA, May 7.	Per 100
Roses, Beauty, special	40.00@ 50.00
" " fancy	20.00@ 30.00
" Mrs. Chas. Russell	12.00@ 25.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	4.00@ 10.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	12.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1.000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, May 7.	Per 100
Roses, Hadley	3.00@ 8.00
" Killarney	2.00@ 8.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 8.00
" Sunburst	6.00@15.00
Carnations	1.50@12.50
Ferns	4.75@ 5.00

PITTSBURGH, May 7.	Per 100
Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@18.00
" Sunburst	6.00@18.00
" Mrs. Aaron Ward	6.00@18.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
" Ophelia	6.00@18.00
" Hilda	6.00@18.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	8.00
Valley	6.00
Ferns, per 1.000	5.00
Sweet Peas	1.00@ 2.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale
Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, May 7.	Per 100
Roses, Killarney, W. Killarney	6.00@15.00
" Ward	6.00@12.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@15.00
" Columbia	10.00@35.00
" Hoosier Beauty	8.00@15.00
Carnations, assorted	10.00@12.00
Cattleyas, per doz.	9.00
Sweet Peas	1.00@ 2.50
Callas, per doz.	2.00
Snapdragons	1.00@ 2.50
Mignonette	5.00
Calendulas	3.00@ 4.00
Calla Lilies	20.00
Iris	10.00

Earl Mann, of the E. G. Hill Co., Richmond, Ind., is in town, attending the meeting of the florists' club. He brought along a fine exhibit of the new rose, Premier.

John Kuhn is making a hit with his hybrid and shrubby calceolarias. They are a very showy pot plant at this season. K.

New York.

DEMAND CONTINUES QUIET.

Business continued quiet in the wholesale district during the past week, with a light demand and, as a rule, low prices. American Beauty roses were not plentiful, and the best specials brought the rate of $50 per 100, but the special tea roses were very slow. Orchids, too, though not plentiful, were slow. The supply of carnations was not heavy and prices for good stock kept around $5 per 100, with $6—for some good Wards. Sweet peas continue to arrive in large quantities, but the bulk of the stock is short stemmed, and while there is always a movement, it has been hard to clean up. Quantities of cut pansies are on the market, and to a considerable extent, they are replacing violets in palls and other funeral work. There is a normal demand for lilies and callas for the same purpose. There have been quite a number of weddings since Easter, and although but few of the decorations have been very elaborate, they have helped to hold the market together. Business was fairly active May 3. The weather was springlike, and being with many a half holiday, conditions were favorable to counter trade.

May 5.—Unseasonably warm weather is bringing in heavy supplies of stock with consequent falling prices, particularly noticeable in tea roses. In sweet peas, stocks, snapdragons and various minor items, there is a heavy supply, everything moving slowly. The supply of carnations continues rather light, but is likely to be on the increase for the remainder of the week.

NOTES.

J. H. Small & Sons had the decoration and bouquets for the wedding of Miss Ray Slater to Dr. James Murphy, at the New York home of the bride, 270 Park avenue, April 28. The columns and arches were made beautiful with rambler roses entwined. The altar was appropriately decorated and many baskets of Ophelia and Russell roses were placed throughout the mansion. The bridal bouquet was of phalænopsis showered. The bridesmaids carried shower bouquets of rambler roses. At the reception, at the request of the bride's family, Frank Deary of J. H. Small & Son's staff, sang selections from Schubert and Gounod. He has a fine voice and has a permanent engagement with one of the leading churches in the Flushing section of this city. The Slater family own extensive manufacturies in Massachusetts, and it is worthy of mention that all the employes were given a holiday the day of the wedding. Dr. Murphy, a native of the south, is connected with the Rockefeller institute.

William Howland Hussey, who died at his home in East Orange, N. J., May 2, was a man whose passing at the age of 96 years deserves special mention. Born in Broome street, this city, when that part of New York was the fashionable residential section, he was educated at Haverford College, Pennsylvania. In early life, he engaged in the whaling industry, in banking and finally the plumbing business, but throughout he found time to study and enjoy the beauties of nature. It is said of him that when he came to a fine tree he always took off his hat to it. He was a member of the American Forestry Association of New York and the American Geographical Society. He was reared a Quaker.

Captain Gilmore D. Clarke, son of Gilmore Clarke, of David Clarke's Sons, retailers at Broadway and 75th street, returned from overseas the past week where he has been connected with the American Expeditionary Forces, having gone to France soon after our entry into the war. His last station before leaving for home was at Coblentz, Germany. For some time he was secretary to the main staff of the American army. He went over as a second lieutenant and was promoted to the rank of captain. He will resume his profession of landscape architect.

The next meeting of the New York Florists' club will be held in its rooms in the Grand Opera House building, Eighth avenue and 23rd street, on the night of May 12. Reports of the activity of the club's Victory loan committee are likely to be heard. Secretary Young, who has been out on a trip, is expected to be present and have some new stories—at least it is so hoped—and there may be other forms of entertainment. The June meeting will be the last one until September, July and August being "vacation."

In the New York Sun of May 4, Max Schling is quoted in an interview as a champion of Quarantine No. 37. Quite a number of men born in this country, who have since their school days been engaged in the florist business, have conscientiously opposed this quarantine, but they must now see that they have been mistaken. Max Schling, the inspired oracle has spoken, and who is there that can say him nay? However, some of us have lived in Missouri, and there acquired the habit of asking to be shown.

The Horticultural Society of New York will hold an exhibition at the botanical garden, Bronx park, May 10-11, of herbaceous plants, collections of trees and shrubs, tulips, narcissi, orchids, sweet peas, antirrhinums, pelargoniums and calceolarias. The premiums offered are from the income of the William R. Sands fund. Special prizes will also be offered by the society for meritorious exhibits not provided for in the schedule.

The annual meeting of the Cut Flower Exchange was held May 3. Five retiring directors were re-elected as follows: Frank Millang, W. H. Siebrecht Sr., Anton Schultheis, Fred Smith and John Schneider. Inspectors of elections: Adam Greener and Thomas Jackson. The last named will, June 1, have completed 14 years of service as clerk and superintendent of the market.

David Clarke's Sons have arranged quite a number of wedding decorations since Easter. They have also had a large amount of funeral work. On May 2, they arranged a pall in which 8,000 pansies were used.

Frank Spervin, formerly in the retail business at 127 Sixth avenue, Brooklyn, who has been with the American overseas army for the past year, is now with one of its hospital units in Germany.

J. K. Allen, 118 West 28th street, has been exhibiting in his window a handsomely illustrated poster which reads, "Mothers' day, Sunday, May 11. The day to remember one's mother with flowers."

We regret to learn that G. E. Bennett, the retailer at 794 Flatbush avenue, Brooklyn, is in a serious condition from a stroke of paralysis.

Louis Kaiser, formerly a Brooklyn retailer, has opened a good retail store at the corner of Park avenue and East 86th street, Manhattan.

Herman Spitz, the retailer of Knickerbocker avenue, Brooklyn, has taken a new building and is fitting up an exceptionally fine store.

L. B. Coddington, of Murray Hill, N. J., who ships his roses to H. E. Froment, is erecting two new houses, each 60 by 500 feet.

The Yorkville Rosary, 127 East 86th street, is now under new management, and has been christened the D. & D. Floral Co.

James Dalgleish, manager of J. H. Small & Son's Washington store, was a recent visitor to this city.

A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 WEST 28th ST. NEW YORK
Consignments Solicited

Telephone 3532—3533 Farragut.
Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2284 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 7. Per 100

Roses, Beauty, special	25.00@	40.00
" " extra and fancy	10.00@	15.00
" " No. 1 and No. 2	1.00@	5.00
" Hadley	4.00@	20.00
" Hoosier Beauty	2.00@	6.00
" Francis Scott Key	3.00@	15.00
" Columbia	2.00@	10.00
" Prima Donna	2.00@	10.00
" Alice Stanley	2.00@	10.00
" Mrs. Geo. Shawyer	2.00@	6.00
" Double White Killarney	3.00@	10.00
" Killarney	2.00@	6.00
" " Queen	2.00@	6.00
" " Brilliant	2.00@	6.00
" Aaron Ward	3.00@	10.00
" Sunburst	3.00@	10.00
" J. L. Mock	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	3.00@	15.00
" Ulrich Brunner	8.00@	20.00
Cattleya orchids, special	50.00@	75.00
Lilies, Longiflorum and Formosum	8.00@	10.00
Lily of the Valley	6.00@	10.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	3.00@	6.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.50@	2.50
Sweet Peas	.50@	2.00
Mignonette, per doz.	.75@	1.00
Golden Spur narcissus, per doz.	.30@	.50
Tulips, per doz.	.25@	.50
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	1.50@	2.50
Stocks, per doz	.35@	.40
Delphiniums, per doz.	1.50@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET.
Bet. Sixth and Seventh Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

THE POWER OF CREDIT

The First of a Series of Articles on

Prompt Payment of Bills

"The only genuine power which an individual or group of individuals can gain is that arising from the confidence reposed in him or them."

A power whose circuit is too often broken by negligence and carelessness on the part of the florist in meeting his obligations **PROMPTLY.**

The S. A. F. & O. H. today would be a greater power—if—there was instanter response on the part of its members in **PAYING BILLS PROMPTLY.**

CREDIT as a matter of fact is one of the harassing elements in business today. It can either fortify or weaken your business.

CREDIT is for one purpose only—a temporary convenience granted because of confidence and is tendered the buyer just so long as his record for **PROMPT PAYMENT** remains unblemished.

If The Florists

could but realize this, it would help to solve many of the problems in the floral and allied businesses today.

To promptly awaken the florists to the necessity of meeting their obligations **PROMPTLY,** the S. A. F. & O. H. is going to run a series of educational advertisements covering the **PROMPT PAYMENT of BILLS.**

This series will deal with the subject in a manner which will prove beneficial to every member.

ARE YOU A MEMBER of the **S. A. F. & O. H. CREDIT BUREAU**—if not, join immediately. Write **Mr. F. S. Webb, Sec'y, 168 North Michigan Avenue, Chicago,** for further information.

S. A. F. & O. H. Credit and Collection Committee.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.
Gudes'
Members of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.
A. LANGE,
25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.
Louis C. Pajan
FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of Cut Flowers and Plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers.
Out-of-town orders promptly filled.

ORDERS IN OR AROUND

PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER
426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS
FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.
CHAS. EBLE
Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.
O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Chicago.
RONSLEY
17 East Jackson Boulevard
Located in the heart of the loop. Best equipped to handle telegraph orders in Chicago and vicinity

Mention the American Florist when writing

NASHVILLE and CHATTANOOGA
MEMBER Florists' Telegraph Delivery
Joy's

Brooklyn, N. Y.
JAMES WEIR, Inc.
FLORIST
324 Fulton St., cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main

Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.
EYRES
FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS
Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas
Potter Floral Co.
Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER F.T.D.

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

18 Willoughy St., BROOKLYN, N. Y.

Astoria Florist

NEW YORK CITY

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Aberdeen, S. D.—Milady's Flower Shop.
Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago.—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Floral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York.—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heini & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long. Dist., Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2220-2222 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
324 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
E. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770S Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Miller Floral Co.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass. First-Class Stock and Service. Usual Discount.
Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.
Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries
DULUTH, MINN.
to Superior Wis.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.

National Florist
CHICAGO
THE NORTH SHORE FLORAL CO. (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER F.T.D.
Mention the American Florist when writing

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.
Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York. Established 1849
David Clarke's Sons
2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus
Mention the American Florist when writing

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY
Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

ABERDEEN, S. D.

Miladys Flower Shop

QUALITY FLOWERS FOR ALL OCCASIONS

MRS. FAGG WILLIAMS, Proprietress

Member of Florists' Telegraph Delivery.

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

For St. Louis.

WIRE

Grimm & Gorly

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

verything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-theMinute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago May 7, was $47.00.

NEW YORK.—Peter Henderson & Co.'s advance import bulb catalogue is out.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., is in New York this week.

VISITED CHICAGO. Jacques Courtine, representing A. & L. Bremond Freres, Ollioules, France.

MILWAUKEE, WIS.—Several carloads of yellow onion sets were consigned to this market last month.

THE spring meeting of the Wholesale Seedsmen's League will be held at the Hardware Club, New York, May 22.

CINCINNATI, O.—J. Charles McCullough has returned from his Palm Beach winter home; no more dips in the gulf stream at sunrise.

THE Chicago office of the Stecher Lithographic Co., of Rochester, N. Y., is now located in the State-Lake Building, State and Lake streets.

CHICAGO commission houses are bidding 55 cents per bushel for onion sets, but warehousemen say the stock cannot be repicked for this price now.

SNOW.—Five inches of snow which remained on the ground fell in the vicinity of Ely, Minn., May 6, and similar conditions are reported from other parts of the iron belt.

"NICHOLSON'S NOTES," issued May 1 by Robt. Nicholson, of Dallas, Texas, are at hand and include many interesting items, with a forceful plea for investment in Victory bonds.

BOSTON, MASS.—The entire stock of the Ames Plow Co. will be offered at public sale May 12-17. This firm has been located in the one salesroom, Quincy hall, over Faneuil hall market, 73 years.

TOLEDO, O.—The clover market closed steady, May 5, at $26.50, registering a drop of $3.50 during the preceding seven days. October was quoted at $19.75. Timothy was firm, cash being offered at $5.15, May $5.15, September $5.95 and October $5.77½.

THE Everette R. Peacock Co., Chicago, reports mail order and wholesale business five times greater than last season and retail store trade promises an increase of several times last year's volume. Onion set sales have been very satisfactory, with supply about balancing the demand. A large force is now busy planting onion on the company's 150 acres at Norwood Park.

THE ruling of the federal trade commission last June, that Sears, Roebuck & Co., Chicago, must not sell sugar at less than cost has been modified by the United States court of appeals, who, while sustaining the commission's contention that the company must not injure competitors by advertising low prices were due to large buying power, held the concern could sell at any price it chooses.

LEONARD H. VAUGHAN, chairman of the Chicago seedsmen's division in the Fifth Liberty Loan campaign, reports his quota, $120,000 over subscribed. This does not include board of trade seedsmen, who are in another division.

Freight Rates Reduced

FROM PACIFIC COAST TO EAST.

A rate of $1.50 per 100 pounds in carlots, and $2 in less than that amount has been named by the railroad administration on bulbs, plants, etc., from the Orient, between the Pacific coast and eastern territory. The rate on seeds from the Orient is placed at $1.25 per 100 pounds.

Teneriffe Onion Seed.

A 50 per cent destruction of the Teneriffe onion seed crop is reported. In 1917 and 1918 over 90 per cent of this crop was exported to America; the value in 1917 being $133,264 and in 1918 $99,036. The new crop was caught in full bloom by the drought and a great deal of it was badly burnt by southerly winds. Although this is largely an irrigated crop, the plant can not reach its best condition without rain.

French Bulbs.

Cable advices of May 1, indicate that French Syndicate growers of Ollioules have fixed White Roman hyacinth prices, whole crop, 180 francs per 1,000; Paper White narcissi, 13 cm., and up, 50 francs; 14 cm., 55 francs. The foregoing figures indicate an advance of at least 30 per cent above 1918 prices. Following the price fixing by the growers, jobbers and dealers in these bulbs make their own trade rates. The jobbing prices are not yet definitely settled.

Paper White narcissus freights on the 1250 to the case size, figure between $3.20 to $3.75 per case laid down from growing district to New York. The next size, 14 cm., runs about $4.30 to the case.

Bean Growing in Michigan.

A well-known bean specialist writes as follows: "I note in the Seed Trade Department of the issue of May 3 that Michigan bean contracts are being written with farmers at $6.00 and $7.00 per 100 pounds. This may be true in some instances, where farmers have not the money to buy seed and where the ground is more or less impoverished and unfit for beans. The better class of farmers will not grow garden beans for less than eight, nine and ten cents a pound, and they are receiving these prices from some seed concerns, therefore, your article would be misleading to the trade and we think it should be corrected. Another thing I might mention, that in addition to the contract prices paid farmers, there comes the cost of hand picking and other expenses which is not less than one cent a pound and more often two and three cents a pound. You can readily see that some small dealers might think the grower was making too much profit when he figures that contracts are being written at six cents a pound and he is paying his grower 12 to 14 cents per pound."

[Seedsmen reached by THE FLORIST, we believe, understand that farmers' growing prices are never the same as those of the contract dealer, for reasons stated above and others.—ED.]

Insurance.

MOST POLICIES NEED REVISION.

Merchants who own the property in which their stores are located should protect themselves from serious fire loss by keeping their insurance at an amount as nearly as possible commensurate with the cost of replacement. Most of the fire insurance policies now effective throughout the country, according to experienced insurance men, are for amounts for which the properties were originally underwritten prior to the war, although the cost of build-

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen.
PRICE $1.00, POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

ing is today more than 50 per cent greater than at that time.

Recent large fires have demonstrated the wisdom of keeping insurance policies up to date. In several instances, property destroyed was originally insured for from 75 to 80 per cent of its value; when the policy was paid, however, it was found that it would cover less than 50 per cent of the cost of replacing the property destroyed.

Building construction has increased 50 to 80 per cent in cost, yet most owners have not increased their insurance. Insurance men, in communications to clients, have sent brief notices hinting at the advisability of a revaluation of buildings and replacement cost of other property, especially machinery, and fire insurance companies, it is declared, fully recognize the increased value of buildings, owing to the costs of material, labor and other items entering into construction, and will accept additional insurance.

Before increasing insurance, however, property owners should consult builders or friends who understand values and the appreciation in buildings, in order not to overinsure. As a general rule, however, any building not depreciating too greatly from age, is worth not less than 50 per cent more today than three years ago.

Reports from material manufacturers indicate that the cost of lumber and other basic construction materials will advance in the near future, while union labor is also demanding higher wage scales. The outlook, accordingly, is that the present high property values will continue for at least a year or more, and property owners should protect themselves from the serious loss which would result from the destruction of property insured under pre-war values.

B. F. L.

Imports at New York.

Horticultural goods were received at the port of New York for the week ending May 3, as follows:

Via S. S. Lake Copley from Cartagne—
Maltus & Ware and others, 78 cases plants, probably orchids.

Via S. S. Chicago, from Bordeaux, Fr.—
John Scheepers & Co., 16 cases plants.
McHutchison & Co., 72 cases plants.
Louis Dupuy, seven cases plants.
To others: 136 cases and one barrel plants, 16 cases seeds.

Via S. S. Hellig Olav, from Copenhagen—
L. Larsen & Co., 300 bags grass seed.
Lancaster County Seed Co., 15 bags turnip seed.

Via S. S. Tarantia from Leghorn, Italy—
T. W. Wood & Sons, four bags seeds.
To others: 16 bags seeds.

Ever Been To Our Place?

The easiest thing in the world is to pick up your telephone receiver and give us your order for anything in the way of Seeds or Accessories required by the Greenhouse man and Florist.

If you have never been to our place come and see us if you can. If not telephone Kildare 3710, and please remember that we are always glad to deliver anywhere in the city.

Garden Seed—Flower Seed—Fertilizer—Insecticides
Stop In—Write Or Telephone For 1919 Catalog
4013 Milwaukee Ave. (Near Irving Park Blvd.)

EVERETTE R. PEACOCK COMPANY

CHICAGO

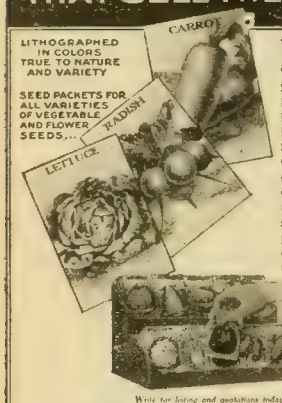
BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing

Western Seed & Irrigation Co.
Wholesale Seed Growers and Dealers
SPECIALTIES:
Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, NEBRASKA.

Mention the American Florist when writing

SEED PACKETS
THAT SELL THE SEED



We also make a Specialty of

Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N. Y.

ONION SETS

Yellow and Red, at...$2.85 per bushel
White, at..... 3.25 per bushel

Prices for large quantities on application.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

via S. S. Defiance, from London, Eng.—
Cronnan Bros., 20 bags seeds.
J. M. Thorburn & Co., four bags seeds.
Gress Bros. & Co., 35 bags seeds.
T. W. Wood & Sons, 22 bags seeds.
Stumpp & Walter Co., 22 bags seeds and two sacks beans.
Hart Seed Co., 18 bags seeds.
Comstock, Ferre & Co., 29 bags seeds.
T. S. Todd & Co., 103 bags seeds.
F. E. Signer & Co., 55 bags seeds.
To others: 25 cases nursery stock, 9 cases plants and 149 bags seeds.
Via S. S. Nieuw Amsterdam from Rotterdam—
Henry A. Dreer, one case flower seed.
D. M. Ferry & Co., 1,416 bags and one case flower seeds.
To others: 28 cases plants and trees.
Via S. S. Philadelphia, from Curacao, W. I.—
Maltus & Ware, 26 cases wild orchids.

A. F. F.

Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

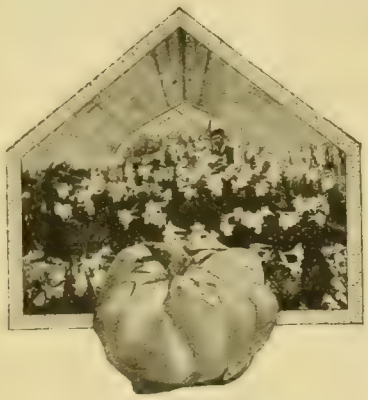
Imported Forcing BULBS

FRENCH
DUTCH
JAPANESE

As well as

Bermuda and California Stocks

Favor Us With
Your
List for Prices.



Our delivery record of imported bulbs in the difficult season of 1918 has not been excelled by any importers.

30 YEARS Record Here in the U. S. of Satisfactory Bulb Importations.

30 YEARS of established Trade and CREDIT with the most reliable Foreign Growers and Jobbers.

First to offer Star Brand (14 cm.) Paper Whites.

Record for earliest French deliveries.

CHICAGO **Vaughan's Seed Store** NEW YORK

RADWAY BRAND

SHADY LAWN GRASS MIXTURE

$15.00 per 100 pounds

POULTRY AND BIRD FOODS

VETCH RAPE CRIMSON RED TOP

T—CARLOTS—TON LOTS—FUTURES

JOBBERS—WHOLESALERS—IMPORTERS—EXPORTERS

I. L. RADWANER-Seed Merchants

83 Water Street, New York City, U. S. A.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS

IMPROVED VEGETABLE SEEDS

IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE

ENVELOPES—RETURN ENVELOPES.

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Mention the American Florist when writing

Gladioli Bulbs

Ready for immediate shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Mention the American Florist when writing

Hydrangeas

ROOTED CUTTINGS.

Ready immediately after Easter. All cuttings taken from the best selected wood. **French Varieties and Otaksa.**

Radiant, Chantaud, Bouquet Rose, Baby Bimbinette, Mme. Mouilliere, Otaksa, $4.00 per 100; $35.00 per 1000.

C. U. LIGGIT

Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatalaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed, and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

Seasonable Stock

2½ in. except noted.

	Per 100
Ageratum, Blue Star	$3.50
Abutilon, Daydawn	5.00
Calla, Ethiopica, 3-in.	20.00
Canna, Standard sorts, Red and Yellow, 3-in.	6.00
Canna, King Humbert, 3-in.	7.00
Daisy, Mrs. Sanders	4.00
Daisy, Queen Alexandria	4.00
Fuchsia, assorted varieties	4.00
Grevillea Robusta	5.00
Heliotrope, Purple, in five varieties	3.50
Weeping Lantana	4.00
Petunia, Giant Ruffled and Rosy Morn	3.50
Salvia Splendens, Zurich and Bedman	3.50
Snapdragon, Keystone, Silver Pink, Garnet, etc.	4.00

The Storrs & Harrison Co., Painesville, Ohio

RAFFIA

The same old dependable brands

RED STAR BRAND
XX SUPERIOR BRAND
A. A. WEST COAST BRAND

Bale lots or less. Write for prices.

McHUTCHISON & CO., The Import House, **95 Chambers St., NEW YORK**

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.
WHOLESALE SEED GROWER

Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabtages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

New Albany, Ind.—Anders Rasmussen recently disposed of one truckload of lettuce weighing 1,000 pounds for $290, indicating that while labor is scarce and high the crop pays better than flowers. Eight houses, 35x300 feet, were devoted to lettuce during the past winter.

Prices of Indoor Fruits and Vegetables.

Chicago, May 6.—Cucumbers, 2-dozen boxes, $2.00 to $3.25; celery, Florida, crate, $5.00 to $6.50; leaf lettuce, per box 32½ to 35 cents; radishes, per bushel box, 75 cents to $1.00; tomatoes, 6 baskets, $3.50 to $6.00.

New York, May 5.—Celery (Florida), per case $4.00 to $6.50; cucumbers, $1.00 to $1.50 per dozen; mushrooms, 75 cents to $2.75 per three-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, per package, 60 cents to $2.25; radishes, per 100 bunches, $1.25 to $2.75.

Vegetable Markets.

Fairly steady prices and an average movement prevailed during the period, April 30-May 6, as indicated by reports received by the bureau of markets, United States department of agriculture. Potato prices registered losses varying from five to 25 cents which about offset the average gain of the previous week. No. 1 northern white stock, sacked, closed 20 cents lower at Chicago at $2-$2.15. The range in middlewestern markets was about steady and southern markets held firm closing at $3.25-$3.50 in New Orleans and $2.85-$3 at Atlanta. Michigan shipping points quoted No. 1 sacked whites at $2.10-$2.15. Cabbage continued fairly steady in producing sections, generally close to $5 per barrel crate. Texas Flat Dutch continued nearly steady in middle western markets at $120-$140 per ton and $6-$6.50 per 100 pounds at Kansas City. Florida stock is nearly out of the market but weakened slightly in consuming centers to $5.50-$5.75. California Winningstadt declined further in producing sections, ranging $50-$60 per ton with demand slow and market unsettled. New onions declined slightly, consuming markets ranging 50-75 cents below the previous week. Texas No. 2 yellow Bermudas continued to hold at $2.40-$2.65 per crate f. o. b. shipping points, closing with sales mostly at the high point. Old onions were in light supply and the price of sacked yellow stock tended to advance considerably ranging $5.50-$6.75 in the east, while Chicago quoted $4-$5. Red stock ruled $6 in Kansas City. Good Florida tomatoes followed a slightly stronger range closing at $4.25-$4.75 per 6-basket carrier f. o. b. shipping points. The range in northern consuming markets strengthened to $4-$6 with considerable inferior stock offered. Celery still sold at $6-$6.25 per crate at shipping points but continued rather weak in consuming centers at $5.50-$7. Florida White Spine cucumbers declined about 75 cents and ranged $2-$3.25 per hamper in northern markets with slow movement. Lettuce was considerably lower than the previous week in consuming markets.

Fort Wayne, Ind.

SOCIAL EVENTS AID IN GOOD BUSINESS.

Business during the last week of April was fine, partly on account of the continued celebration of Easter week in the form of dances, parties, etc., and also from an increase of funeral work, which had been light for the past several weeks. Decorations and corsages formed the chief demand, and every available flower was used for the corsage work. Flowers are scarce and prices are high. Carnations are especially short, and callas and snapdragons are also behind the demand. Sweet peas are far from plentiful on account of the continued dark weather. Cattleyas are having an excellent call for corsages. Azaleas are being offered at $3 to $5 each. Rhododendrons will be on the market for Mother's day. Pelargoniums are meeting with a brisk demand. Some fine Lorraine begonias and pansy plants are also offered.

NOTES.

Miss Helen F. Patten, of the Patten Flower Shop, Toledo, Ohio is in this city visiting her mother, Mrs. Mary B. Patten, at the Flick home. Miss Patten is highly pleased with her Easter business, and says it was far out of proportion with the Easter trade of any other year.

Mrs. Henry Freese is back at the store of the Knecht-Freese Co., after an illness of several weeks, during which she suffered from a severe attack of bronchitis. A fine line of bedding plants, including some excellent pansy plants, are being shown at this store.

Preparations for a record-breaking Mother's day trade are being made here. The florists' club is advertising in a co-operative way in all of the daily papers, and individual firms are also advertising this great occasion.

The Flick Floral Co. had a record demand for flowers for funerals and social occasions. French hydrangeas are meeting with a good sale here, and a fine lot of Lorraine begonias were also noted at this store.

All kinds of spring bedding plants, and some excellent pansies are being shown at A. J. Lanternier's flower shop. Corsages have been especially numerous here during the past week.

Edgar Wenninghoff had a heavy amount of funeral work last week, being obliged to work all day Sunday to get out the orders.

H. K.

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, $3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

SPRING STOCK

NOW READY

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	**Alyssum**, Double	$ 3.25	$30.00
2 in.	**Aster Plants**, Sep. Colors..	3.00	25.00
3 in.	**Cannas**, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	**Centaureas**, Dusty Millers	4.00	35.00
2¼ in.	**Chrysanthemums**, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	**Coleus**, Red and Yellow.	3.25	30.00
2¼ in.	**Cupheas**, Cigar Plants....	3.00	25.00
3¼ in.	**Cyclamens**, 8 varieties....	8.00	75.00
3½, 5, 6 in.	**Dracaena Indivisa**,... ....$15, $35,	50.00	
2¼ in.	**Fuchias**, 12 varieties.....	3.50	30.00
4 in.	**Fuchias**, 12 varieties.....	15.00	135.00
3½ & 4 in.	**Geraniums**, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	**Ivy Geraniums**, 8 varieties	12.50	100.00
2¼ in.	**Heliotropes**, White, Light & Dark Blue	3.50	30.00
3½ in.	**Heliotropes**, 3 varieties...	15.00	140.00
2¼ in.	**Pansies**, Asst.	3.25	30.00
2¼ in.	**Salvias**, Bonfire & Splendens	6.00	60.00
2½ in.	**Stocks**, Princess Alice, or Beauty of Nice........	3.50	30.00
2½ in.	**Verbenas**, Fine Plants....	3.25	30.00
2¼ in.	**Vincas**, Variegata	4.00	38.00
3½ in.	**Vincas**, Variegata	12.50	120.00
2¼ in.	**Marguerites**, White, Yellow, Mrs. Sanders......	4.00	35.00
3½ in.	**Marguerites**, White, Yellow, Mrs. Sanders......	10.00	90.00
2¼ in.	**Tomato Plants**, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

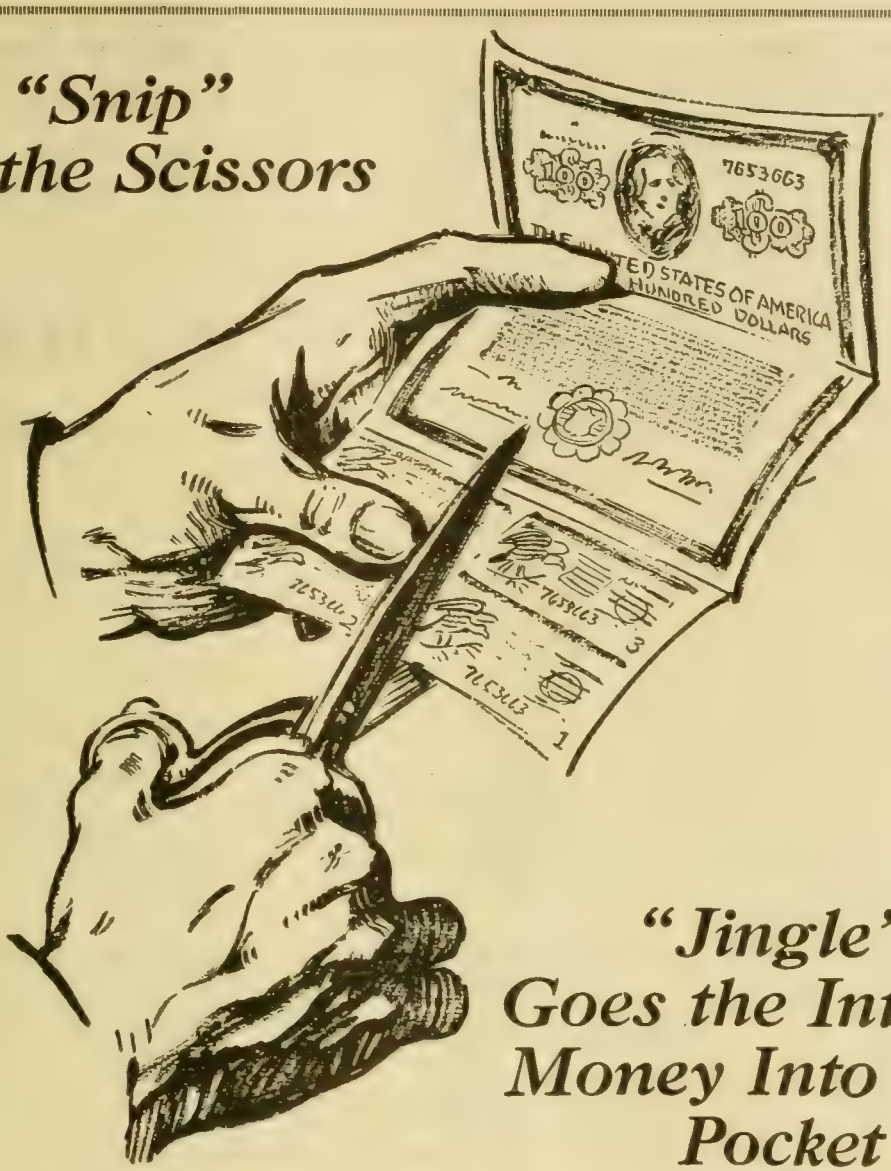
De Graaff Bros.

(Inc. with S. A. Van Konijnenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

"Snip" Go the Scissors



"Jingle" Goes the Interest Money Into Your Pocket

I'm a bond-holder. Time was when I saved a few dollars, drew the money and spent it on some needless affair. It's quite different now—I own six Liberty Bonds. I collect the interest with the feeling of a youngster at a Christmas tree. I walk about among my fellow men with a well-founded pride. I'm a substantial citizen—I'm a bond-holder.

I'm going to subscribe to the Victory Liberty Loan—it's the best savings proposition I have ever heard of.

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

RIPLEY, O.—Victor Thomas, well known nurseryman, and Miss Minnie Lauerman were married April 10.

SALT LAKE CITY, UTAH.—Horticulturists in this city aided by the Utah Automobile Association are making plans for the planting of flowers along the canyon roads adjacent to this city.

THE proposed rigid quarantine for all herbaceous plants, etc., on the states of Massachusetts and New York on account of the cornstalk borer, has been modified, it is reported, and such local action as may be necessary is left to the discretion of the state commissioner of agriculture.

DENVER, COLO.—An elaborate exhibition of chrysanthemums, carnations and cut roses will be held in this city the first week in November under the auspices of the Denver Society of Ornamental Horticulturists. Park Superintendent Adam Kohankie has been appointed general manager.

Foreign Countries Agree on Inspection.

The following are among the leading countries which have provided for inspection of nursery stock in accordance with the requirements of the United States: Australia, Belgium, Bermuda, Canada, Cuba, Denmark, England, France, Germany, Holland, Hongkong (China), Ireland, Jamaica, Japan, Scotland, Spain and Switzerland.

Prunus Concinna.

The earliest cherry to bloom in the Arboretum this spring was Prunus concinna, a small tree discovered by Wilson on the mountains of central China. In the Arboretum it first flowered when less than three feet high; it is perfectly hardy, and although the flowers, which are white with a wine-colored calyx, are less beautiful than those of several other Asiatic cherries it does not seem possible for any plant of its size to produce a more abundant crop. There has always been misunderstanding about this plant in gardens as it was distributed by a London firm of nurserymen as Prunus subhirtella.—Arnold Arboretum Bulletin, May 1, 1919.

Grape Grafting in Florida.

J. Peitro, of Walton county, has grafted seven varieties of native wild grape stock with favorable results, which he describes as follows:

"America is very prolific, black, pulp melting, juicy; Armalaga produces fine robust clusters, large and compact, clear, yellowish white, skin thin but tough and does not crack; Muscat of Alexandria, cluster and berry very large, color greenish yellow, of highest quality, both in sweetness and peculiar rich flavor; Ciresa de Piedmonte, comparing favorably with the black Hamburg fruit, black, firm, meaty, of excellent quality; Fern Munson, black, catawba; Carmon, black, with fruit of pure, rich quality, much superior to Concord and hanging on vines many days after ripening without deteriorating, and lastly, Ellen Scott, exceedingly promising as a splendid commercial variety of which a most luxuriant yield is expected. This variety is unexcelled as a dessert fruit with a translucent violet color. On one vine are 90 branches of these grapes with all clusters very large and from five to nine inches long. The estimated yield from each vine of Ellen Scott is 30 to 40 pounds."

The treatment of the soil, according to Mr. Peitro is important. Ditches two feet wide and two to three feet deep are dug along the line of the rows and these are filled half way up with brush, palmetto roots and top leaf mold, after which the soil is plowed back to fill the ditches. After waiting a few days for the dirt to settle, plantings are made.

WENATCHEE, WASH.—C. H. Roney, well known in the trade, now assistant superintendent of the Pacific-Dearborn Co., motor truck distributors here, says he has never seen business in all lines throughout the entire Pacific coast in such a flourishing condition. Fruit growers have done well the past two years and prospects at present look bright for heavy crops and good prices. Money seems to be plentiful and is spent freely.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.50.
American Florist Co.
440 S. Dearborn St., Chicago

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Mention the American Florist when writing

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc', Introducers of BOX-BARBERRY NEW HAVEN, CONN.

BOXWOODS
Extra Selected Stock

PYRAMIDS	Each
30 inches high	$2.25
42 inches high	4.50
48 inches high	5.00

BUSH SHAPED	Per 100
12 inches high	$35.00
15 inches high	45.00
18 inches high	60.00
24 inches high	each, 1.00
30 inches high	each, 2.50

GLOBE SHAPED	Each
15 x 15 inches high	$3.50
18 x 18 inches high	6.00

Packing at cost. Tubs 50 to 75 cents extra.
CHICAGO **Vaughan's Seed Store** NEW YORK

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1, $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $1.00 per 100. ODOR GREENHOUSES, Iola, Kan.

BOXWOOD.

Boxwood. Extra select stock. Pyramid, bush and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Boxwood. Fine, well shaped plants, bush, ball and pyramid shape. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 North Wabash Ave., Chicago.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum. 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. 3-in. pot plants, Wyoming. Uncle Sam. Florence Vaughan, Maros. Feuermeer, Gustave Gumpper and Rubin. $1.00 per doz. $5.00 per 100. R. Vincent Jr. & Sons Co., White Marsh, Md.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½-in., $6.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

CANNA, WYOMING. Established, 3-inch pots, 10 to 15 inches high, $7.00 per 100. The Wagner Park Nursery Co. Sidney, O.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CAPE JESSAMINE.

Cape Jessamines. For sizes and prices see display advertisement elsewhere in this issue. Benson Floral Co., Alvin, Tex.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CARNATIONS—ROOTED CUTTINGS

$4.00 per 100; $35 per 1,000

2,000 Herald, 1,000 Pink Enchantress
4,000 Matchless, 500 Alice
500 White Enchantress

J. S. WILSON FLORAL CO.,
Des Moines, - - - - - - Iowa

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings

Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$22.50
Marigold	2.50	22.50
Halliday	2.50	22.50
Chas. Razer	2.50	22.50
Smith's Ideal	3.00	25.00
P. Chieftain	2.50	22.50
Seidiwitz	3.00	25.00

POMPONS.

	100	1000		100	1000
Golden Climax	$2.50	$22.50	Lulu	$2.50	$22.50
Golden Wedding	2.50	22.50	Mensa	2.50	22.50
Baby	2.50	22.50	Mrs. Beu.	2.50	22.50
Quinola	2.50	22.50	E. D. Godfrey	2.50	22.50
Aster	2.50	22.50	Mrs. Buckingham	2.50	22.50
Klondyke	2.50	22.50	Billy Primrose	2.50	22.50
Baby Margaret	2.50	22.50	Lilia Red.	2.50	22.50
			Sabey	2.50	22.50

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave.
CHICAGO.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—ROOTED CUTTINGS

Choice stock, $3 per 100; $25 per 1,000

2,000 Crystal Gem, 500 Dr. Enguehardt
1,000 Moneymaker, 500 Maud Dean
2,000 Golden Queen, 1,000 Pink Chieftain
3,000 Golden Glow, 1,000 Unaka
500 Diana, White Pompon

J. S. WILSON FLORAL CO.,
Des Moines, - - - - - - Iowa

Christmas Gold. A golden yellow button that will be in all the markets next Christmas. $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamen seedlings, transplanted, ready for 3-in. pots; blood red, white with eye, Rose of Marienthal, Daybreak, brilliant red, pink with eye, light lavender; 15 per cent salmon will be included in each order; 4 to 6 leaves, $6.00 per 100, $55.00 per 1,000; 3 to 4 leaves, $4.50 per 100, $40.00 per 1,000.

Peter Pearson, 5742 Gunnison st., Chicago.

DAHLIAS.

NOT THE QUANTITY BUT THE QUALITY.

The best cut flower and garden varieties. Get our prices for best quality stock.

LYNDHURST FARM, HAMMONTON, N. J.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern	8.00	.90	.10
Asplenium Thelypt, silver spl..	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton...	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy. $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

Ferns. Boston and Scotti, 50c each; $4.80 per doz.; $35.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns. An almost unlimited supply of the best quality fancy ferns. Write for prices. H. C. Willis, Kinston, Ala.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GERANIUMS.

GERANIUMS

Mixed lot up to 4-inch. Write for prices. All first class stock.

F. J. BENTHEY

New Castle Ind.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent Jr. & Sons Co., White Marsh, Md.

GLADIOLUS.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

HYDRANGEAS.

Hydrangeas, rooted cuttings. Ready after Easter. Radiant, Chautrud, Bouquet Rose, Baby Bimbinette, Mme. Mouliere, Otaksa, $4.00 per 100, $35.00 per 1,000. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

French Hydrangeas. Best varieties, 3-in. mixed, $12.00 per 100; $100.00 per 1,000. Carl Hagenburger, W. Mentor, O.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

ONION SETS.

Onion Sets. Yellow and Red, $2.85; White, $3.25 per bushel. J. M. Thorburn & Co., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

ROSES.

Roses. Two-year-old, field grown. English grown, $15 per 100; $125 per 1,000. White Dorothy Perkins, Silver Moon, Christine Wright, Dr. Van Fleet, Climbing American Beauty.. In perfect dormant condition.

E. F. WINTERSON CO.,
166 N. Wabash Ave., Chicago.

2-YEAR OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 8.00	$ 75.00
White Killarney	8.00	75.00
Sunburst	9.00	85.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

BENCH ROSE PLANTS.

	100	1,000
600 Russells	$16.00	.....
White Killarney	9.00	$80.00
Killarney Brilliant	9.00	80.00

BASSETT & WASHBURN,
Greenhouses Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

CRIMSON RAMBLER ROSES.

Extra heavy stock fresh from abroad. 50 for $16.00; 100 for $30.00. Packing free.

PETER PEARSON,
5734 Gunnison St., Chicago.

Two new roses of which we have a surplus stock: Roselind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

SALVIA SPLENDENS and BONFIRE. Established from 3-inch pots, $8.00 per 100, $75.00 per 1,000. The Wagner Park Nursery Co., Sidney, Ohio.

SEEDS.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetables of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onion, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette E. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R & M. Godineau, Angers, France.

Seed. Flower and garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

SEEDS.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

SPHAGNUM MOSS.

Sphagnum Moss. Wisconsin size bals., $1.00; Leaf mould and peat, live moss, lump moss, $1.00 per bag each. Cash. JOS. H. PAUL, Manahawkin, N. J., Box 156.

STRAWBERRY PLANTS.

STRAWBERRY PLANTS. An extra fine lot of plants from new beds, Senator Dunlop, Warfield, Uncle Jim, Sample. 25 of each of the four kinds for $1.00, 100 of each for $3.00. $5.00 per 1,000 for any variety. All prepaid by Parcel Post. CHARLES NASH NURSERY, Three Rivers, Mich.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.

Peppers, large, ready for field, $3.00 per 1,000; transplanted, $4.00 per 1,000.

ODOR GREENHOUSES.
Iola, Kansas.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

TULIPS.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot, $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting. $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

VINCAS.
3-inch and 4-inch stock.
Write for prices.
F. J. BENTHEY
New Castle Ind.

MISCELLANEOUS.

Ageratum, 2¼-in., 3c; Verbenas, red pink, white red, 2¼-in., 3c; Snapdragons, pink, white, yellow, red, 2¼-in., 4c; Salvia, 2¼-in., 3c; 3-in., extra, 5c; Lobelia, 2-in., 2½c; Stock, Beauty of Nice, 2-in., 3c; Asparagus Plumosus seedlings, 1c; Asparagus Sprengeri seedlings, 1c; Vinca Rosea, 2-in., 3c. All above are fine plants. WRIGHT'S GREENHOUSES, Pittsburg, Kans.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

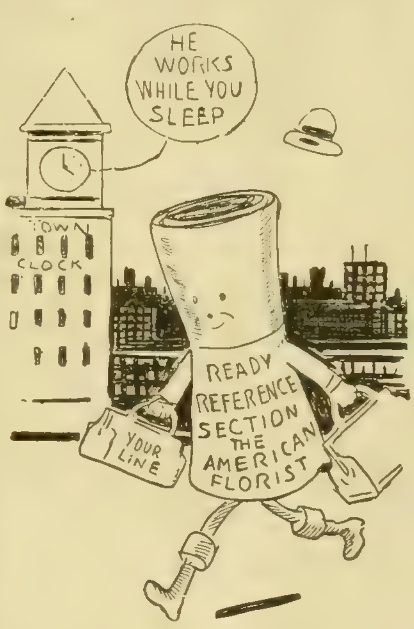
Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.



Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Rito, the energizer for soil bacteria, $5.00 per 100 lbs. Cash with order. The Molassine Co., Ltd., East Greenwich, London, Eng.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

MISCELLANEOUS.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything for the florist. Artificial boxwood and ornamental plants, supplies and sundries. Gilbert P. Josephson, 54 West 28th St., New York.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc. everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Augermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend you split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

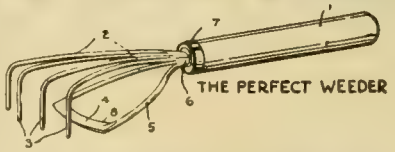
WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at thesame time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

DREER'S

Florists' Specialties

New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST
¾-inch, per ft ... 19c
Reel of 500 ft.....18 c
2 Reels, 100 ft.....18c
½-inch, per ft 16c
Reel of 500 ft ....15' c
Couplings furnished, without charge

HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Augermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Welland & Risch Co., Chicago.
Wietor Bros., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Wittbold, Geo. Co., Chicago.
Zech & Mann, Chicago.

Bailey's New Standard Cyclopedia Of Horticulture

Six Splendid Volumes

This work is Prof. L. H. Bailey's latest and greatest achievement and will undoubtedly stand as a monument to him. This is not a revision of the old Cyclopedia but a brand new work containing features not dreamed of at the time of publication of the original cyclopedia which was a pioneer work. The old cyclopedia of Horticulture, it will be remembered, was a cyclopedia in fact as well as in name, whereas the new **Standard Cyclopedia of Horticulture** is a gardener's manual as well as a cyclopedia and contains features that make it equally adapted to the amateur and to the professional, to the man without education or the man with high literary tastes.

PRICE, $6.00 PER VOLUME

Carriage paid to any part of the United States.

American Florist Co.,

440 So. Dearborn St.,
CHICAGO, ILL.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The Boiler of **Unequalled Fuel Economy**

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes

TUBELESS BOILER

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subcription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY ENGLAND.

Mention the American Florist when writing

REED & KELLER,
122 W. 25th St., NEW YORK

FLORISTS' SUPPLIES

We manufacture all our Metal Designs, Baskets, Wire Work and Novelties, and are dealers in Glassware, Pottery, Decorative Greens and Florists' Requisites.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE $1.60.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.60.

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10.000, $2.25; 50.000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample free. For sale by Dealers

Index to Advertisers.

Advance Co III
AlfredLozierRosery.820
Allen J K 815
Alpha Floral Co.....819
American Bulb Co .. I
Am Mutual Cyclone & Hail Ins Co.....836
Amling E C Co.....811
Anderson S A 819
Angermueller G H Co..... 812
Aphine Mfg Co.....835
Astoria Florist 818
Avenue Floral Co...820
Baer Julius.....819
Barnard W W Co.. 826
Bassett&Washburn.804
Baumer Aug 821
Baur Window Glass Co.....IV
Bayersdorfer H&Co.813
Begerow's.....818
Benson Floral Co...798
Berger Bros.....812
Berning H G.....812
Bodger J & Sons Co.824
Boland J B 821
Bolgiano J & Son...826
Bramley & Son.....821
Braslan Seed Growers Co.....822
Breitmeyer's J Sons.818
Briggs Floral Co....820
Broadway Florist ..819
Brown A J Seed Co..822
Brown Bag Filling Machine Co 826
Bryan Alonzo J.....828
Buchbinder Bros....836
Buckbee H W.....820
Budlong Co J A.....808
Bulls J C Mfg o.. II
Burpee W A Co.....823
California Florists...819
Central Floral Co. ..821
Chicago Feed & Fertilizer Co.....836
Chicago Flower Growers Assn. .. 811
Clark E B Seed Co..826
Clarke's Sons D.....820
Clay & Son.....835
Coan J J..... . 815
Conard & Jones Co..830
Cooke Geo H.....821
Cowee W J.....835
Coy H C Seed Co....826
Craig Robt Co.....827
Danker Fred A.....820
Dards Chas. 817
De Graaff Bros 828
Dietsch A & Co.....IV
Dominion Floral Co.818
Dorner F & Sons Co 827
Drakos Co.....817
Dreer H A.....834 836
Duluth Floral Co...820
Dunlop John H 818
Dwelle-Kaiser Co...III
Eble Charles.....817
Edwards Fold'g Box III
Elm City Nurs Co. 830
Erne & Co 810
Excell Laboratories. II
Eyres H G.....817
Fallon Florist.....817
Florist Specialty Co.809
Foerster Co Joseph .810
Foley Greenhouse Mfg Co.....III
Ford M C.....815
Ford William P.....815
Fox J M & Son Inc..819
Frauenfelder C.....820
Freeman Mrs J B .. 819
Frey C H.....820
Frey & Frey 820
Friedman 821
Froment H E..... 815
Futterman Bros.....814
Galvin Thos F.....819
Gasser J M Co 818
Gnatt Ove Co The...812
Giblin & Co.....835
Godineau R & M....827
Goldstein I..... 815
Gorham Printery Inc III
Grakelow Chas H ..818
Grand Rapids Flo Co.820
Grimm & Gorly.....820
Grossberg-Tyler-Finnermann Co...810
Gude Bros 817
Habermehl'sSons JJ.817
Hagenburger Carl...798
Hardesty & Co.....819
Hart George B ... 815
Hart Henry..... ...818
Haven Seed Co The.824
Heacock Jos Co.....827
Heinl John G & Son.820
Henderson A & Co.. I
Henderson Lewis....818
Henry Co The John.811
Henshaw Floral Co.815
Hentz & Nash.....814
Herr Albert M 827
Hess & Swoboda....818
Hession 819
Hews & Co A H.....III
Hill D Nursery Co. 83)
Hollywood Gardens 818
Holm & Olson.....818
Holton & HunkelCo.813
Hort Advertiser.....836
Hort Trade Journal .835
House of Flowers...817
Hurff Edgar M.....827
Hurst & Son 826
Ickes-Braun Mill Co.IV
Idlewild Greenhs....821
Jahn Hugo 818
Jones Percy 806
Joy Floral Co.....817
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
KellerSons J B.....819
Kelway & Son.....826
Kennicott Bros Co..808
Kervan Co The.....815
Kessler Wm.....815
Kottmiller A.....817
Kroeschell Bros Co.835
Kruchten John 811
Kuehn C A.....813
Kuhl Geo A 827
Landreth Seed Co ..826
Lang Flo & Nurs Co.820
Lange A.....817
Levine & Co 797
Liggit C U..... 827
Littlefield Florist. ..820
Locklard Lum Co..835
London Flower Shp 821
Long Island Flo Co 818
Louise Flower Shop.819
McCallum Co 813
McGill R C & Co....824
McHutchison & Co 798 826 827
Mackie William.....815
Malandre Bros.....820
Mangel.....821
Matthews the Flo'st 819
Matthewson J E.....817
May & Co L L.....821
Meconi Paul.....815
MetaireRidge Nurs .820
Michell Henry F Co 798
Michigan Bulb Farm826
Michigan Cut Flower Exchange..... . 811
Milady'sFlowerShop821
Millang Joseph A... 814
Miller Floral Co....820
Miller & Musser 811
Motassine Co The...801
Moninger J C Co.....IV
Murray Samuel.....821
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 812
Newell A 820
N Y Cut Flower Ex 815
N Y Floral Co 821
Niemoth Theo 834
Niessen Leo Co 812
North Shore Flo Co 820
Orchid Florists.....820
Pajan Louis C.....817
Palmer W J & Son..819
Pappas D J.....819
Park Floral Co.....819
Peacock Dahlia F'm.820
Peacock E R Co 823
Pearson E W.....819
Pedrick G R & Son..826
Penn the Florist 821
Peters & Reed Potty.III
Philadelphia Wholesale Floral Ex.....813
Philips Bros.....820
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....822
Pikes Peak Flo Co..820
Pillsbury I L.....III
PittsburghCutFloCo812
Podesta & Baldocchi821
Poehlmann Bros Co. 800 803
Pollworth C C Co...813
Polykranas Geo J ...815
Potter Floral Co 817
Pressing Seed Co W C.....822
Pulverized Manure Co The.....III
Pyfer A T & Co.....807
Radwaner I L 826
Raedlein Basket Co.810
Randall A L Co.....811
Randall'sFlowShop 821
Randolph & McClements 820
Rawlings Elmer .. 830
Ready Reference....831
Reed & Keller 835
Regan Ptg House....III
Reid Edw 812
Reinberg Geo.....811
Reinberg Peter. 805
Rice Bros..... 813
Rice Jerome B Seed Co.....823
Riedel & Meyer.....815
Robinson J C SeedCo 827
Rock WmL Flwr Co.820
Rodgers J W 817
Rohnert Waldo 827
Ronsley Florist.....817
Rosery Floral Co ...821
Routzahn Seed Co ..826
Rusch G & Co 813
Saake O C.....817
Salzer Seed Co 821
Sceery Edw 819
Schiller the Florist..819
Schillo A Lum Co...IV
Schmidt Chas L.....821
Schlatter W & Son.. .....819 836
Shaffer Geo Co.....821
Sharp Partridge & Co.....836
Sheppard H W.....821
Sheridan Walter F. 815
Siebrecht George C..815
Simon & Son I N....827
Situations & Wants.797
Skidelsky S S & Co.. I
Smith A W & Co....818
Smith & Co E D 827
Smith & Fetters Co 820
Smith Henry.....820
S A F & O H redit ollection om....816
Stecher Lithogra Co.824
Storrs & Harrison...827
Stumpp G E M.....818
Thorburn J M & Co 824
Tonner O A & L A..804
Totty Chas H.....827
Traendly & Schenck 815
Traveling Wholesale Florist,.....814
Trepel Bros.....819
Turner Bros.....III
United Cut Flo Co..815
Vaughan A L Co .. 807
Vaughan's Seed Store .....I 825 830
Vick's Sons Jas.....824
Victory Loan.....829
Vincent R Jr & Sons Co I
Walker F Co.....817
Weber F H.....820
Weidemann H G....819
Weiland & Risch ...811
Weir James 817
Westerbeek & Klyn.826
Western Seed & Irrigation Co.....823
Wietor Bros.....806
Williams Mrs E A...821
Willis H C 804
Winterson Co E F.. 810
Wittbold G Co.....817
Wolfskill Bros & Morris Goldenson.817
Wonder Plant Irrigator Co.....806
Woodruff SD & Sons.827
Yokohama Nurs Co.826
Young A L & Co....814
Young John & Co...815
Young Plant Co..... 828
Zech & Mann...809 811

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
Before After
422 Main Street, Springfield, Mass.
Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.," LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S.La Salle St., Room 731, CHICAGO, ILL.

NICOTINE MFG. CO. ST. LOUIS, U.S.A.
NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG.CO.
ST. LOUIS.

INDIANA GREENHOUSE OWNERS
May now safely insure their greenhouses and their contents against damage by
CYCLONE and HAIL
IN THE REORGANIZED
American Mutual
Cyclone and Hail Insurance Co.
OF MUNCIE, IND.
DILLON MYERS, President
A mutual insurance company controlled entirely by greenhouse owners.
Full particulars may be had by addressing
American Mutual Cyclone and Hail Ins. Co.
MUNCIE, IND.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC BRAND FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. CHICAGO AND NEW YORK, MAY 17, 1919. No. 1615

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thir y-sixth annual convention at Cleveland, O., 1920.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

Of Gardens.

Oh, Mary, give my garden grace
To be his fit abiding place.
I would not have his small heart miss
One least thing of thy garden's bliss,
Nor know regret in any wise
For the starred lawns of Paradise.
That sweet enclosure where you sit—
Oh, tell me what blooms flower in it!
There will be lilies there I know,
Tall silver trumpets, row on row,
And roses blowing white and red
(All tender words of lovers, said
On Earth, gone up to Heaven to be
Thy garden's joy eternally),
And humbler blossoms as beguiled
The laughter of Another Child,
Where his dear stumbling feet shall pass
I will set daisies in the grass,
Pied, tender things of pink and white,
And jonquils for his quaint delight.
There shall be borders proud and fair,
With clove-pinks spicing the clear air
Beneath the larkspur's azure lance,
And gilly flowers and Maids of France:
Here the white foxglove spires and there
The clouds of misty lavender.
And all day long a golden bird
Within the hawthorne shall be heard.—Anne Atwood Dodge in North American Review.

MEMORIAL DAY PREPARATIONS.

Memorial Day.

The 30th of May, which this year falls on Friday, furnishes another golden opportunity, this season greater than ever, for the trade all over this broad land, from the Atlantic to the Pacific.

Memorial day was founded in 1868 by the Grand Army of the Republic, the veterans of our Civil War, who selected May 30 each year when in many localities there was an abundance of shrubbery in blossom for the decoration of the graves of their fallen comrades with flowers. It was but a step from this to the placing of flowers on graves of other loved ones, and then in some localities the custom became general, until it seemed as if one deserved reproach for neglect of this duty. The center of this great observance is the New England states where in all the large business centers, notably the city of Boston, there is a phenomenal sale of all kinds of flowers for this purpose. Large stocks of flowers are grown and timed for this holiday, all of which are sold at good prices.

Mainly to be able to prepare stock in advance and that could be shipped without danger in case of delay, the enameled tin, very lifelike flowers in wreath form, had a large sale, followed by the less expensive magnolia leaf wreaths, decorated with waxed paper flowers. These latter artificial absurdities, notwithstanding they are purely make-believe, have had a remarkable sale. The public appears to look at the general effect and the fact that they are cheaper and accept them as satisfactory. It is generally conceded where they have been most used that they have emphasized the custom and opened the way for a larger sale of natural flowers. Throughout New England, these artificial wreaths and sprays are now extensively advertised and sold in the department stores, who find them, on account of their imperishable nature, a profitable stock to handle.

The patriotic sentiment for the decoration of soldiers' graves with flowers, is a custom which is of distinct advantage to the florist business, a pure gift, coming to them without any effort on their part. As demonstrated in Boston, however, it is but a stepping stone to something far greater, that of the decoration of all graves, and the putting of all cemetery lots in order.

If it were possible that the business of this holiday was in the hands of one firm, as are many nationalized industries, how it would be fostered, prepared for, advertised and so featured, that the custom would become universal and sales phenomenal.

Every community should plan a campaign to exploit this event, which has the greatest possibilities. Each, in his way, should push the sale of plants and flowers, featuring the day well in advance, not half-heartedly, but enthusiastically and earnestly, because it is a good thing to do, and sure to prove profitable. In addition, there must be newspaper service, both educational, in the reading columns, and well worded and illustrated advertisements calling attention to the character of the decorations. This the trade is to do collectively. It may be difficult to get such movements started in some localities, but if this became general all over the country, the custom would grow by leaps and bounds, with results wonderfully satisfactory to all concerned.

The G. A. R. would assist in the educational work, while the cemetery associations, who would also be greatly benefited, would no doubt contribute to the florists' advertising campaign.

It is good business to furnish flowers, and in other ways help the G. A. R. The members still living are feeble, and it will soon fall upon the new veterans of the European war to take their places.

It is well on all holidays to have just a few specials which have features that are not to be seen everywhere. A certain sized crescent, and a full round wreath of oak or of magnolia leaves, to be decorated with fresh flowers, or others with boxwood and small flags or bow of red, white and blue ribbon, are stock which will show a good profit. These wreaths are, of course, to be prepared long before, to have the finishing touches put on when they are ordered. Palm leaf sprays can also be tied up before, ready as a background for peonies, or other flowers. Palm leaves with Japanese snowballs and greenhouse flowers, where a red, white and blue bow is tied, makes a good spray and is quickly gotten together.

Peonies play a large part in the Memorial day demand, they frequently being sold by the dozen, to be laid loosely on the grave. A red, white and blue vase basket, with a high handle, and a tin that holds water, when filled with peonies, is a good seller. This will require several stout wires with a square hook at the end to catch the rim of the basket, which, when stuck in the ground, prevents it from falling over.

Avoid, as far as possible, all orders for set pieces, corps marks, badges, shields, etc. These, unless the orders were secured well in advance, take a lot of valuable time; dozens of sprays and clusters of peonies and outside flowers, can be made and wreaths decorated, while one of these tedious designs is being worked out.

THE CEMETERY FLORIST.

It is the big week of the year for the florist who enjoys a cemetery trade. Every lot must be in order, with grass cut, vase or hanging basket filled, and in place, and bedding, if any, planted, all finished for Memorial day. Pans of all geraniums, and others made up of variety stock, will be found in demand for grave decoration. These being low and flat, do not dry out soon, and will not overturn in the wind.

Memorial day's trade is not one of high prices; it is not a day of gifts. Friends do not send flowers to one another at this time. All purchases are made for the decoration of the graves, and the demand is generally for sums of from $1 to $3, and as high as $5. The spray of 12 peonies for from $1.50 to $3, and the magnolia or oak leaf wreath from $2.50 up to $5, is about the average. Small flags will sell, as they can be combined nicely with any of the arrangements and add a patriotic tinge.

The decorations of the store and window should begin two weeks before the event to call attention to it, and for the last seven days it should be particularly strong. Flags as a background, and decorated wreaths of the size one is featuring, can be arranged in good combination. A vase or two of choice peonies, with tricolor ribbon bow and long streamers, is showy. Red, white and blue tumbler baskets, with a few flowers of the same colors and tied with a small bow of tricolor ribbon, will attract attention. A framed copy of Lincoln's Gettysburg address, draped with a flag, makes a good window center. A handsome magnolia or oak leaf wreath, on an easel, tied with a large bow of red, white and blue ribbon, is a showy window piece, or placed in a prominent place in the store. Several neat cards, with the inscription, "Memorial day, Friday, May 30th," with a pompon of tricolor ribbon on one corner, are good to place on any select pieces.

A neatly printed flag post card, or a well worded card that can be mailed for one cent, announcing the day and your readiness to fill orders for all kinds of cemetery decorations, should be mailed to all in the store list. It is almost sure to bring a good response, and at any rate shows the customers that you are there, waiting to serve them.

The Plant Trade.

The man who grows bedding plants in quantity, whether it be for cemetery planting or for his customer's home garden, is a busy man at this season of the year. Memorial day, designated as a day by which the planting on the graves and lots of the cemeteries shall be completed, has also become to be accepted by most people as the time when the flower beds of their homes shall be planted as well. Consequently, as soon as the weather will permit, it is one big rush to get the orders finished up. In some parts of the eastern states, planting out commences soon after May 1, but in the central states and lake regions, very little planting outdoors of the so-called bedding plants should be attempted before May 20, and for the more tender plants, such as coleus, begonias, etc., June 1 would be much safer, but a majority of the customers persist in wanting their work done by May 30. It is, therefore, up to the florist and gardener to accept the situation and do the best he can.

The weather at time of writing these notes is more of the variety of early March than the first week of May, and does not present a very favorable outlook for early planting. Cold, dark days with lots of rain prevail, so that much time is lost in not being able to prepare the ground and beds. These dark days are also hard on the plants that are standing crowded together in the greenhouse. Usually by this time, quite a few of the stock plants of the hardier kinds, such as carnations, vincas, asters and stock geraniums are planted out, releasing a lot of space on the benches as well as in the cold frames, giving a chance for the crowded plants to have more room, but so far this work has been held up by bad weather and cold wet ground.

Advantage should be taken of the delay in outside planting by attending to everything that can be done under glass. One of the most important jobs is to keep the plants clean. Under crowded conditions and dark weather, a good many of the lower leaves will turn yellow. These should be removed, not only to add to the appearance of the plants, but also to give them the benefit of a little more air. Geraniums are especially referred to as regards their lower leaves becoming yellow when crowded. It spoils the appearance of the plants and a few days hence, when the selling season is at its height, there will be very little time for cleaning the plants, so that any of

MEMORIAL DAY WREATH,
Oak Leaves, Callas, Tulips, Daisies and Peonies.

the work that can be done now is time well spent. Another job that can be done before the rush commences, is to see that every plant that needs it is properly staked up to give them time to straighten themselves before being offered for sale. Four-inch pot plants of fuchsias, heliotrope and petunias are among those that need a light stake to support and hold their branches in place. The larger plants of rambler and other roses should also be neatly staked. The same applies to the hydrangeas; a neat stake to each branch with their large heads of bloom, will keep them from topping over and greatly improve the appearance of the plants, but all staking should be done neatly so that it will not give the plants a rough and ungainly appearance.

Pay particular attention to keeping the weeds down. This most particularly applies to the hot-beds. The weeds are always very plentiful where there is a good bottom heat, quickly crowding out the young plants, causing them to draw up and become spindly as well as bringing on a good deal of plant rot. It will also be a good plan to nip out the tips of any coleus, achyranthes or any other quick growing plants that are inclined to be drawing up and becoming lanky. This should not be necessary when the plants have received proper attention in this respect, as they have been growing along, but under the best of care, a shoot will get away here and there and spoil the general appearance of the plants. The growth of these shoots is very rapid at this time, it taking only a very few days for them to get beyond bounds.

It is very important that the plants be well in bloom at time needed for sale. To be sure of this, close attention must be given to the temperature and airing of the houses, avoiding as much as possible the extremes of high or low temperatures, especially during times of dark, cold, wet weather. As soon as it can be done safely, the artificial heat on all kinds of bedding plants should be done away with to harden them off so that they will stand the transferring to the outside with as little check as possible, but while it is necessary to use any heat at all, the temperature can be kept moderate by the free use of the ventilators.

The show houses are a very important part of any establishment where a large number of customers come and select their own bedding plants. They should be so arranged that a good display of all the stock to be sold can be kept on view, thus saving a lot of time by not having to take the customer to the other end of the place for any certain kind of plant. The stock for the planting orders can then be reserved in the other houses without reducing them beyond the number necessary for the orders on hand, and also saves drawing on the stock in the show houses when an order has to be planted. The best way to handle pansies, bellis and other plants of similar nature from cold frames, is to put them up a dozen in a basket, getting up enough baskets every morning for each day's requirements. This makes a fine display for the customer to see, and saves a lot of time by not having to go to the frames for every sale. The man that fixes up the baskets of pansies should be instructed to be particular in the selection of varieties put in each basket so that they do not contain too many of one color, unless they are intended to be all of one variety. Many customers prefer to do their own selecting of bedding plants, carrying them and planting them. A good supply of market baskets should be provided for them to carry away the plants, a small fee being charged for the basket to be refunded if basket is returned.

MEMORIAL DAY SPRAY.
Cycas Leaves, Callas, Peonies, Tulips and Daisies.

One of the important tasks is to keep the plants arranged properly in the show house so that the necessary watering can be attended to in good order. After each day's business, the benches should be gone over, the plants rearranged, and a fresh lot put in to fill up the empty spaces so that there will be a good display for the next day's business.

Memorial Day Clusters and Designs.

To get the most out of Memorial day, or in fact any time of great demand, one must look well ahead, plan out the work, and be prepared with a good stock of designs, as nearly complete as possible, requiring only the finishing touches. For this occasion, the call is for articles of medium price, and as nearly everything is for the decoration of the grave, wreaths and clusters are most in demand. The prepared magnolia or oak leaf wreaths are the most profitable items, as these can be made up long before; in fact, many stores put in their dull summer time in making up almost enough wreaths to last the entire season.

Galax can be stemmed up and kept in a cool place, free from drafts, for about two weeks, but soon dries out in the air and cannot be delivered to the cemetery before the day or they will shrivel. Palm leaf sprays can be tied totgether to be used as a backing for natural flowers and save time when every minute counts.

The laying out of the work, and arranging for the special wreaths or sprays to be featured, depends, in a measure, on the season. The great outside flower is the peony. When this is in full flower, it is the foundation of much of the work. A half dozen or dozen of these can be jabbed into a prepared wreath in a minute, or in the same time made into a spray for a palm leaf background. Sprays of Japanese snowball make a white ground for peonies, Darwin tulips, carnations or roses, depending on the price. Spiræas, deutzias and Wiegelias are also very good shrubbery. Flags and tricolor ribbon give a patriotic touch and add much more to the pieces than they cost. The supply houses have intro-

duced a red, white and blue basket that fills up to good effect. Red, white and blue ruscus can be used to take the place of immortelles, which this year are very scarce. The accompanying illustrations give examples of arrangements suitable for Memorial day.

There is no question but the demand will be much greater this year than ever before on account of the many who have died so nobly for their country, whose friends and relatives will decorate a place for them in their home cemetery lots. There were also many soldiers died in camp here of influenza who were buried in their home cemeteries, and thousands of fresh graves of the civilian population, due to the ravages of that dire disease, all of which will no doubt receive this floral decoration.

Everything of a publicity nature to feature the day, should be done, both individually and collectively by the trade. The opportunity is here, and the custom of decorating all graves, civilians as well as those of soldiers, can be brought about if the idea is intelligently handled. It must be talked up in the newspapers. Every office has its writers, who for a compensation paid for by the trade, would prepare good reading matter, which would find free access to the columns of the paper. Backed up by appropriate advertising, well illustrated, there is no question but the effect would be beneficial. To be successful, however, it must be taken up with enthusiasm. Half-hearted, "wonder if it will pay?" methods will not do. Make up your mind to do it, and do it right, and then go at it with all your might, and success is sure.

Postal Changes Coming.

"The little old red 2-cent stamp is coming back. Told a year and a half ago that he was no longer considered heavy enough to carry letters from city to city, he turned over his keys, moved to a plainer section of the post office and accepted temporary work carting post cards about the country and letters within the municipalities," says the Chicago Journal. "But his friends were loyal. They wanted him back. His successor, they said, was a profiteer. They brought Uncle Sam to see it their way and on July 1 the little red sticker will move back to his old cubby hole, while the 3-cent usurper will be left to shift for himself. With the return of the 2-cent letter carrier will come that of his little green brother, who for months has been doing odd jobs here and there as a helper—sometimes doubling to get a post card through and at other times helping the red one with a letter in the absence of the blue 3-center. Now he is to have the postcard as his own. The extent of the resultant decrease in postal revenues with this change can only be estimated. From tests made over a period of six months after the postage rate increase became effective it is figured that stamps are cancelled on 40,000,000 letters a month at the Chicago post office. One cent off per letter would mean a loss of about $400,000 per month, or $4,800,000 in a year."

TERRE HAUTE, IND. — The Terre Haute Rose & Carnation Co. and the Rosary Flower Shop have filed final certificates of dissolution.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Refrigerator Cleaning.

Many people who thoroughly believe in the sanitary qualities of paint, never think of giving the interior of their refrigerators a coat, notwithstanding paint dealers sell an enamel especially intended for refrigerators. It is difficult to think of anything which it is more important to keep thoroughly clean and sanitary than a refrigerator. Of course, this advice to paint applies particularly to refrigerators having galvanized iron linings; those having porcelain or enameled linings require only frequent washing with soap and water to keep them clean and sanitary.

Next Week in the Flower Shop.

Now that we are nearing the last holiday of the season, it is necessary to speed up, if one is to make the most of it. For all such events as Memorial day, it is preparedness that counts; to be ready when the rush comes with stock on hand to fill orders as received, greatly expedites the business. There is still time the coming week to work up stock that needs replenishing or get supplies that may be running low. One of the popular pieces for grave decoration, for those who desire natural flowers, is the spray. This can be backed up with sago leaves to look much larger and command an added price that makes their use as profitable as the flowers. Prepared sago leaves are now made to look so natural that they are accepted as fresh by most people. A good stock of these should be assured, as there is no waste, if any are left over.

The publicity of Memorial day is a great factor to its success, particularly from the florists' point of view. The observance of the day is with flowers; they are taken to the last resting places of the heroes, those who gave their lives for their country, and placed upon their graves, or used to decorate the monuments erected to those high in command who won distinction. This is a beautiful custom which it is to be hoped will never die out. There must, however, be a spirit of love and devotion as well as patriotism, to keep alive this sentiment which has established and perpetuates the day.

The graves of the soldiers are, however, numerically very small. Not over five per cent of those buried in other than military cemeteries are soldiers. But through this patriotic custom, there is an opportunity to extend the decorative feature to all graves. The soldier or sailor is no more loved by his family or friends than are other near relatives, whose graves are not to be neglected, and it is this feature of the day, that if the observance could be made general, would be of enormous value to the trade.

Now this can be done. It is no experiment as in some parts of the country, notably in the New England states, it is so general that Memorial or Decoration day is their best floral holiday of the year. The florists in every community should get together, and by all the means in their power encourage the use of flowers for this purpose. No one appears to know just how it has been brought about in New England. The patriotic spirit was very strong in

CALCEOLARIA STEWARTII. 8-INCH POT.

the early days, from the first shots at Lexington on. There is the record of throwing the tea overboard in Boston harbor. "Don't shoot until you see the whites of their eyes" at Bunker Hill, Paul Revere's ride, the associations of Old Faneuil hall, etc. There is now, with the returning victorious heroes, and patriotism rampant everywhere throughout the land, a grand opportunity to awaken a new spirit, which if it could be made to find expression in this way, and there is no question but what it can be brought about, if everyone in the trade becomes enthusiastic and thoroughly imbued with the idea and then work together until the end is attained.

There appear to be a goodly number of weddings for the month of May, and June promises to be a record period in this respect. To be up-to-date on everything pertaining to these important events so as to receive and offer suggestions, and show that all phases of the work are thoroughly understood is very important in these days of close competition. Many an order is lost because of delays in preparing plans and estimates and determining prices. The well informed salesman has all details so at his fingers' tips, that they are furnished at once, and the order given and off the mind of the customer, almost at the first interview.

It is still window box time, and many orders for these house adornments can be secured, if possible customers are shown how much their properties will be improved by these flowering plants and vines. It is business well worth the trouble of securing, as many valuable customers are added in this way.

Go over the accounts and get after any slow ones before they get out of town, as the summer exodus is now about due. Courteous, well-phrased letters are better than soliciting, but they must be closely followed up by others, if there is no response. Use plain envelopes for all such work. Uncle Sam is usually a welcomed visitor. His service will get your message across, which will in most cases, bring the desired answer.

Put some of last winter's profits into the S. A. F. publicity fund so as to insure another good season. Secretary Young is now touring the country with good results, but do not wait for him. Send in your quota at once. The more you give, the more interest you will take, and the greater your return. Say it with money, and do it totday.

Atlantic Steamers of the Future.

Great changes are taking place in trans-Atlantic travel. No new leviathans of the type of the torpedoed White Star liner Britannic, of 48,000 tons gross register, and the Cunard liner Lusitania, of 32,000 tons, are being built. The White Star had under construction the Homeric when the war broke out, but apart from this single exception the building of great liners is not in contemplation by any British company. A standard vessel of the Franconia type has been adopted by the Cunard, carrying both passengers and cargo, and probably oil driven. This kind of vessel will be put in the Liverpool-New York service when the Aquetania and Mauretania have been transferred to the Southampton-New York service. The next additions to the White Star fleet will be five vessels ranging from 10,000 to 24,000 tons each. Luxury travel is not to be the first consideration.—London Daily Mail.

MEMORIAL DAY WREATH.
Oak and Cycas Leaves, Flags and Red, White and Blue Chenille Wreathlet.

PLANT NOTES.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphis and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plants all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation, such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Pansies.

The sale of pansy plants will soon be at its height and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket, who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or June planting when the older plants are either sold or have become too large for bedding purposes.

Primulas.

For plants of both P. sinensis and obconica for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if it is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seed is very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be

done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation and until the plants begin to make growth keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry; yet they are easily over-watered and will not make a good growth if continually kept soaked. Frequent and light waterings are the best. A light shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for a free circulation of air is the best location for summer culture.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, the success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveled. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting give the young plants a thorough watering and if in boxes or on the bench, cut through the rows with a knife a day before planting. Lay the field out in rows from 15 to 20 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.
Suggestions for may 24

NEWARK, O.—The flower store of Kent Bros., West Church street, has been remodeled and improved.

PORTLAND, ME.—Mrs. M. V. Smith, for the past 22 years with the J. W. Minott Co., has opened a very attractive flower shop at 646 Congress street.

THE CARNATION.

Planting in the Field.

The wet, cold weather during the latter part of April has delayed the planting out of the carnation plants, and in many sections of the country the land is in such a wet condition that it is impossible to plough and get it into fit shape for planting. While the weather remains as wet and cold as for the past three weeks, it is better for the plants to remain in the cold frames or cool house, but the first opportunity should be taken of any improvement of the weather conditions and the plants transferred to the field as soon as possible. Every day the planting has to be delayed shortens the field season for the plants, which is none too long, even if we should have the most favorable weather from now on. Be sure that the drains or ditches on the land are opened up, to give the water a chance to drain away and help the soil to become workable. There will be nothing gained by working the land while it is very wet, because it will dry out lumpy and remain so for the balance of the season. It will be far better to take a chance and wait a few days until the ground becomes a little drier and can be made finer and better for planting.

When preparing the planting ground be sure that all the low places are filled up even and level with the rest of the land so that there will not be any chance for the water from heavy rains to remain in pools and cause the plants to become too wet, a condition that is sure to bring on disease. The distance apart to plant in the field is governed to a great extent by the area of ground at the growers' disposal, but there is nothing to be gained by very close planting, especially if the plants are to remain in the field until late in August. Under the plan of setting the plants in rows, with the idea of cultivating the ground with a hand cultivator, they can be planted 12 to 14 inches apart in the rows and the rows 16 to 18 inches apart. When the grower has only a limited amount of space at his command, and the plants have to be planted in beds, depending on the use of the hoe to do the cultivating and keep down the weeds, the plants can be set in rows 12 inches apart and 12 inches in the row, leaving a space of 18 inches at every third or fourth row for working and a walk, thus forming beds three to four feet wide, which allows for the work of topping and anything else that is necessary.

Do not neglect the young plants while they remain in the frames or house. They will need close watching as regards watering, wiring and keeping free of insects. It is often the case, that unless the young shoots that are opening up on the plants are examined occasionally, the aphis are very likely to get a foothold down in the heart of the growth before they have a chance to unfold. This will cripple the growth, giving it a check that will take considerable time to remedy. The topping of the growths should also be watched closely and not allow any shoot to draw away to an unreasonable length before pinching out its

WREATH OF IVY LEAVES.

Spot of Cattleyas.

top. Allow plenty of air on the frame or house both day and night so as to keep the plants in a sturdy, hardened condition. Any element that has a tendency to soften up the growth of the plants will react against them after they are transferred to the field.

When the weather conditions will permit, be prepared to finish up the planting in as short a time as possible, putting enough help on the job to knock the plants out of the pots, setting them in flats not too large, but what they can be carried easily. This work should be done at the frame or greenhouse, and the flats of plants carted to the planting field. Then see that the planters are furnished enough plants to keep him busy at planting and not have to get or lay out their own plants. Be sure that the plants are planted firmly and in straight rows. Then after a reasonable number of rows have been planted, give the ground a shallow cultivating to loosen up the surface.

CARE OF THE OLDER PLANTS.

The older plants now in bloom on the benches should still receive the best of treatment. The demand for good carnation blooms takes every one at a good price that can be produced, and the prospects appear to be good for these conditions to last throughout the next eight or 10 weeks, so that any encouragement given the producing plants will more than repay itself. The plants are now in a higher state of vigor than at any time during their existence, but at no other time will they more quickly get out of control unless given the closest attention. The growth is now more rapid, and the shoots much stouter than earlier in the season. This refers not only to the main branches, but to the side growths as well. Therefore, unless the side surplus buds and shoots are kept picked off, the main bud is bound to suffer and the flower be undersize. Careful watering of the plants also goes a long way toward keeping up the plants' productiveness. They should be watered every time they need it, but they should never be allowed to become extremely dry or carried to the other extreme by flooding the soil before the plants are in need of watering. Another important point is to maintain, as near as possible, the regular carnation temperature. This, of course, cannot be done during bright, warm weather, but plenty of ventilation can be given, and the temperature kept as low as possible to prolong the plant's usefulness. Just as soon as a high temperature continues for any length of time, carnation blooms commence to deteriorate. Unless the beds have been mulched recently or the plants highly fed with liquid manure, it will be a good plan to put on a mulch at this time to add stimulation to the plants and give the roots fresh material to work in.

It seems hardly necessary to touch upon the care of cutting the flowers, but it is a very important item in connection with the care of the plants at this season of the year. The flowers should be cut before they become fully matured or, in other words, when the outer petals have developed out to correct form and the center ones about two-thirds expanded, and every flower that is under grade or beyond its freshness, should be removed from the plants. Do not allow the flowers to remain out of water for any length of time after being cut, but get them into vases of fresh, clean water and placed in the cellar as soon as possible. When the weather becomes very hot, it will be necessary to shade the glass, but during the dark, wet weather which we are having at this time, the plants are better off without any shading.

WREATH ON EASEL.

Carnation Planting.

ED. AMERICAN FLORIST:

Will you kindly inform me whether now would be the proper time to put carnation plants in their permanent places in the greenhouse or should they be placed in the field until August?

New York. R. S.

If the inquirer is familiar with the method of indoor culture of carnations, the plants can be put in their permanent places in the greenhouse at this time. If not, I would advise planting in the field, and lifting the plants late in July or early in August.

There are two very important questions that should be considered before deciding on indoor culture of carnations during the summer months. First, are the plants specially prepared for the purpose, by being at this time (May 15) strong, healthy plants in 3- or 4-inch pots with an abundance of shoots breaking away? Second, has the grower the space ready, so that the plants can be given their permanent quarters before June 10 at the latest, without too much of a sacrifice on any other stock? To these questions, should be added the knowledge of indoor culture. Otherwise, I would advise planting in the field for the summer.

C. W. JOHNSON.

LODI, O.—The Lodi Greenhouses plan to add one house to their range here.

ST. CHARLES, ILL.—S. W. Pike reports excellent wholesale plant trade in bedding stock.

PORT DOVER, ONT.—T. A. Ivey & Sons are adding one Lord & Burnham house, 70x300 feet, to their range.

AUSTIN, TEX.—Hillyer's Flowers is adding a conservatory to its store and has finished two houses 40x80 feet.

SPRINGFIELD, ILL.— Mrs. Clara L. Janssen has filed suit for divorce against H. Fred Janssen, well known florist.

PEORIA, ILL.—Fire of unknown origin caused a loss of approximately $1,500 at the range of L. J. Becker April 29; no insurance.

AKRON, O.—The McClauslen Flower Shop, under the management of F. E. McClauslen, formerly of Steubenville, opened for business April 12.

HALIFAX, N. S.—The Fraser Floral Co., of Moncton, N. B., and the Fenwick Nurseries of this city have been merged under the name of the former and will make additions to both ranges. The main office will be in this city under the management of Carl C. Fraser. R. P. R. Fraser will be in charge of the Moncton establishment.

THE S. A. F.

Detroit Convention Plans.

Before starting on a trip in the interests of the national publicity campaign, the secretary, April 23, visited Detroit for the purpose of laying out a floor plan of Arcadia Auditorium to cover the requirements of the convention and trade exhibition. In this work he was rendered material assistance by Vice-President E. A. Fetters, and Wm. Dilger, of the Breitmeyer Landscape & Nursery Co.

The preparatory work in connection with the housing of the convention and its auxiliaries is well under way, and the various details necessary for the success of the meeting and the comfort and enjoyment of the visitors are in course of arrangement by Vice President Fetters, Philip Breitmeyer and others among our Detroit enthusiasts.

Arcadia Auditorium is an ideal building for purposes of the convention, as it presents an opportunity for holding the meetings and the trade exhibition on the same floor, without interference of one with the other, yet at all times connecting. It may be necessary, however, to locate the cut flower exhibits, and the offices of affiliated organizations on the second, or balcony floor.

Floor plans showing available spaces in the trade exhibition will be issued this month, and the outlook at present is that every square foot will be reserved long in advance of the time of opening.

JOINT PUBLICITY COMMITTEE MEETING.

Pursuant to a call by President Ammann, a joint meeting of the publicity finance committee and the publicity committee was held at the Hotel Sinton, Cincinnati, O., May 1, at which the following were present: President J. F. Ammann, ex officio, member of both committees, Publicity committee; Henry Penn, Boston, chairman; Thos. H. Joy, Nashville, Tenn., and Guy W. French, Morton Grove, Ill., Publicity finance committee; George Asmus, Chicago, chairman; Herman P. Knoble, Cleveland, O., and Secretary John Young, New York. There were also present, Director Charles E. Critchell, Cincinnati; Director Joseph H. Hill, Richmond, Ind.; J. A. Peterson, Cincinnati, and Major P. F. O'Keefe, Boston, Mass.

The session lasted continuously from 9:30 a. m. to 6:30 p. m. The visitors were entertained at lunch by Director Critchell, the repast being served in the same room, so that the proceedings were unbroken by adjournment. At the conclusion of the meeting all present were guests at a dinner given by Director Hill at the Hotel Gibson.

In opening the proceedings, President Ammann announced that the meeting had been called at the suggestion of Chairman Asmus and himself. As far as the publicity work itself was concerned, he said, it was well organized and was working splendidly, but, in his opinion, organization on the matter of procuring subscriptions to the fund was weak, and the meeting was considered necessary in order that some plan might be devised whereby this part of the work could be advanced. All knew of the variety of ideas which had been presented looking to this end, but, it seemed to him, there were big enough men available to formulate a plan that could be worked out either from the executive headquarters or through committees, tending to bring about greater uniformity in the solicitation of funds. The publicity work was a great thing, and, he said, none need have any hesitancy in approaching anybody in reference to it.

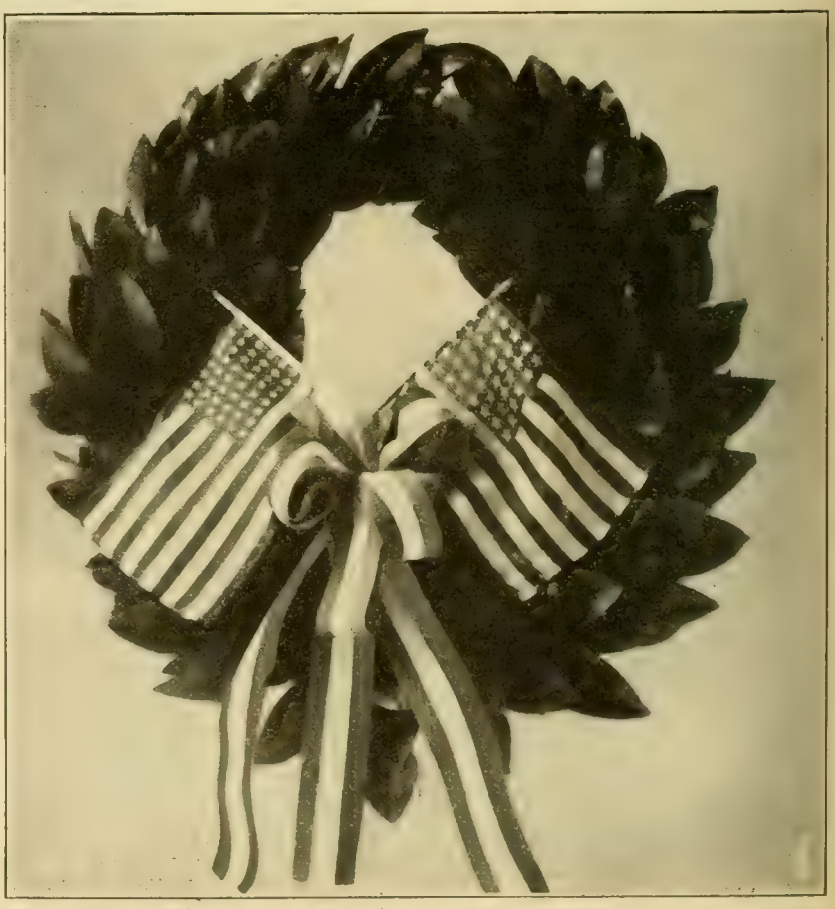
The president's remarks started a very lengthy discussion, in which all in attendance took part. Of many suggestions made a few were held for further consideration. The chair proposed that the proper way to get definite action in the matter would be to designate a committee of two or three to formulate a plan on a percentage basis, such as had been repeatedly suggested during the discussion, and particularly by Herman Knoble, and there being no objection he appointed Messrs. Asmus and Knoble such committee. On the suggestion of Henry Penn, Joseph H. Hill and C. E. Critchell were added to the committee as representing growers and wholesalers respectively, and the committee was directed to report during the afternoon.

The meeting then proceeded to discuss a suggestion emanating from Major O'Keefe, that in order to intensify the work of collection of funds, four representatives of the society be empowered to start out in different sections of the country to work on lines such as followed by the secretary on his recent trips. This plan appealed to the meeting for the reason that if successfully carried out the 1919 fund would be completed, and any other plan formulated could, if found acceptable, be put in operation for another campaign. Mr. Asmus was particularly earnest in his support of this plan, which, he said, he had anticipated to an extent sufficient to warrant him, as chairman of the publicity finance committee, to enlist the services of two capable representatives for this very purpose. Rising from lunch, the committee appointed to formulate a plan for especial discussion retired to engage in the work. Meanwhile the remainder of the meeting went into committee to further consider the plan of sending our representatives.

Later in the afternoon, the two committees having ended their deliberations, the meeting proceeded as a whole. The meeting adopted the plan covering the sending out of representatives, and made provision for the necessary expense. The details in regard to this work were placed in the hands of the chairmen of the two committees, Messrs. Asmus and Penn, in connection with the president and secretary.

The committee on apportionment, through Herman Knoble, chairman, presented a report which showed careful thought on the part of the committee to the business entrusted to it, and its adoption was, on motion, unanimous. The figures, however, are considered to be tentative until the committees report at the Detroit convention. The meeting then took up the matter of a continuance of the magazine advertising, and an appropriation was voted to cover a series of advertisements in the magazines to keep the slogan "Say it with Flowers" constantly before the public during the summer months. The meeting then adjourned.

It may be added that the calling of this meeting should in no way be considered as a reflection on the work of the publicity finance committee, which has been most ably conducted and carried out. Chairman Asmus' idea in



MEMORIAL DAY WREATH.
Magnolia Leaves, Flags and Ribbon.

urging the holding of the meeting was to accelerate the collection of the fund by more intense work, the scope of which must necessarily be decided by the committees jointly.

The Cincinnati Meeting.

There was an enthusiastic meeting of the florists of Cincinnati and vicinity, at the Hotel Sinton, on the evening of May 1, with a splendid attendance. Director C. E. Critchell opened the proceedings with a rousing address of welcome, putting the audience in a good humor which lasted for the remainder of the evening. Addresses were made by President J. F. Ammann, Chairman George Asmus of the publicity finance committee, Chairman Henry Penn of the publicity committee, and Major P. F. O'Keefe, of the P. F. O'Keefe Advertising Agency, Boston, Mass., who outlined the programme for magazine publicity to be followed until the opening of the fall campaign. Director Jos. H. Hill, Richmond, Ind., Herman Knoble of Cleveland, O.; T. H. Joy of Nashville, Tenn., Guy French of Morton Grove, Ill., Secretary Young and others also took part in the proceedings. The main topic discussed was, of course, the publicity campaign, and in the end annual subscriptions for four years amounting to $450 were forthcoming. Several applications for membership in the S. A. F. were received, including two life memberships. Director Critchell assured the publicity committees that a much more generous financial support could be counted upon from the Cincinnati interests in the very near future. The meeting adjourned at a very late hour. The success both of this meeting and the meeting of the publicity committees held throughout the day was remarkable, as showing the intense interest taken in the campaign.

National Publicity for Flowers.

Leaving Detroit, Mich., the secretary, April 24-25, was in Toledo in the interest of the campaign fund. The genial Thomas Magee, of the Scottwood Greenhouses, gave generously of his time in escorting the secretary to the establishments of various growers in the vicinity, all of whom subscribed to the fund. Calls were also made on all the retail florists of the city, and many glass and other signs covering the slogan, "Say it with Flowers," will hereafter be on display. The Toledo florists evinced considerable enthusiasm over the large Easter business accomplished, much credit for it being given to the work of the campaign. Several new members were secured for the Society of American Florists.

In Columbus, O., next day, the secretary was in charge of H. Wilson and Carl O. Jagsch, who devoted much time in an effort to see that as much territory as possible was covered, and all in the trade in Columbus called upon. Several substantial subscriptions to the fund were recorded, and requisitions for the various aids provided by the promotion bureau booked. Quite a few new members were obtained, including one life member.

April 28 found the secretary in Dayton, O. Practically all the florists in this city are already enrolled as members of the society, and many have contributed to the publicity fund. All in the trade were called upon and expressions of their appreciation of the society's work were many and sincere. The secretary regretted missing the veteran, Warren G. Matthews, a life member of the society for many years, but he had the pleasure of a cordial reception by Mrs. Matthews.

Indianapolis was the next city on the itinerary, where April 29-30 were spent under the tutelage of Irwin C. Bertermann, A. F. J. Baur and his partner, O. E. Steinkamp. These gentlemen gave up business for the best part of two days in the interest of the society and its work, seeing to it that the secretary visited all of the florists in Indianapolis and vicinity. He was delighted to realize that all of the florists here were well posted as to the work of the campaign, and to record their appreciation of it by liberal subscriptions to the fund. Many new members were secured, and orders booked for promotion bureau service aids. The subscriptions in number and amount have already been published in the trade papers.

All things considered, the trip to this point had proved most successful in every way. At Indianapolis, the secretary was notified telegraphically by Chairman Asmus of the publicity finance committee, that in compliance with a recommendation of President J. F. Ammann, a meeting of the publicity committee with the president and secretary had been arranged for Thursday, May 1, in Cincinnati. Particulars as to the result of this meeting are given separately.

From information obtained in the different centers visited, the secretary feels fully assured that the florists realize to their complete satisfaction that the national publicity campaign has been the means of greatly increasing their sales of flowers and plants. A much greater interest is now evident in the progress of the campaign, and subscriptions are being made more freely. With a continuance of this interest, there should be no difficulty in obtaining the $100,000 fund required for the work of this year.

WORTHY OF NOTICE.

Everybody in the trade will do well to make it his special business to look at the publicity campaign advertisement in the June issue of The American Magazine, and the full page advertisement, in colors, in the June Metropolitan.

The following subscriptions have been received and are in addition to those previously announced, annually for four years unless otherwise stated:

H. F. Drury, Galesburg, Ill. (Addl.)	$ 10.00
C. L. Jenkins & Son, Anacostia (1 yr.)	20.00
F. E. Cremer, Hanover, Pa.	10.00
Jos. R. Goldman, Middletown, O.	25.00
Frank A. Schneider, Cincinnati, O.	10.00
E. Alfred Murphy, Sayler Park, O.	10.00
Edwin E. Temperly, Indianapolis, Ind.	5.00
Sam Kuhn, Cincinnati, O.	10.00
Frank A. Volz, Cincinnati, O.	10.00
K. Witterstaetter, Cincinnati, O.	20.00
Wm. Schuman, Newport, Ky. (3 yrs.)	10.00
Tromey's Flower Shop, Cincinnati, O.	60.00
Julius Baer, Cincinnati, O.	75.00
H. W. Sheppard, Cincinnati, O.	50.00
John Sunderman, Cincinnati, O.	10.00
L. F. Murphy, Cincinnati, O.	25.00
Farrell & Co., Cincinnati, O.	20.00
Cincinnati Cut Flower Exchange	25.00
Jos. H. Hill Co., Richmond (Addl.)	100.00
J. A. Peterson, Cincinnati, O. (Addl.)	25.00
F. I. Drake & Co., Pittsfield, (Addl.)	5.00
D. B. Kelly, Franklin, Ind.	5.00
Donald McLeod, Concord, N. H.	10.00
A. Klokner, Wauwatosa, Wis.	5.00
A. Wiegand's Sons Co., Indpls. (Addl.)	25.00
Peter Weiland, New Castle, Ind.	10.00
The Pennock Plantation, Jupiter, Fla.	5.00
Josiah L. Young, Watervliet, N. Y.	5.00
Johnson's Greenhouses, Memphis (1 yr.)	25.00
Charles Thienel, Bayside, L. I.	2.00
J. H. Bartram, Lansdowne, Pa. (Addl.)	25.00
Jno. F. Sabransky, Kenton, O.	5.00
	$ 662.00
Previously reported	35,348.00
Total	$36,010.00

JOHN YOUNG, Sec'y.

Rose Meeting of Philadelphia Florists.

The Florists' Club of Philadelphia has held many interesting gatherings, but the rose meeting, May 6, has rarely, if ever been excelled by that organization in the value and quality of the exhibits and the excellence of its literary features. The exhibition tables contained vases of 50 each of the wonderful roses, Premier and Frank Dunlop, each of which were remarkable for size and beauty. They looked as if they would score on all points—size, color, form, texture, fragrance, foliage and stem,—almost, if not quite, 100 points. The Montgomery Bros. Co., Amherst, Mass., staged its new ones, Pilgrim and Crusader, very beautiful flowers of great promise. Pilgrim is an iridescent shade of light pink with petals of a satiny texture and regularly formed flower that at once attracts attention. It has good stem and foliage. Crusader, the color of Hadley, having the same velvety sheen, with a very perfectly formed flower, of good size, is said to bloom on every shoot and is much easier to handle than Hadley. John H. Dunlop, Toronto, Ont., also exhibited a sport of Ophelia, more double and of deeper color. There were vases of splendid grown Russell from Alfred Burton and Victor Groschens. The Florex Gardens, North Wales, Pa., staged two vases of choice Prima Donna. Vases of well grown Lady Alice Stanley, Ophelia, My Maryland and good larkspur, were exhibited by John Welsh Young. Edward Towill's vase of Mrs. E. T. Stotesbury was very showy. Robert Scott & Son, Sharon Hill, Pa., staged a collection of seedling roses, all under number, which were very interesting, and some, quite promising. There were also pots of Calceolaria Stewartii, and hybrids from Wm. Kleinheinz and John Kuhn.

The speakers, all rosarians of national fame, Wallace R. Pierson, Cromwell, Conn., Charles H. Totty, Madison, N. J., Earl Mann, Richmond, Ind., John H. Dunlop, Toronto, Ont., and Wm. H. Elliot, Madbury, N. H., came their respective long distances to attend this meeting.

W. R. PIERSON TELLS OF PROGRESS MADE.

Wallace R. Pierson was the first speaker. Referring to the increasing number of forcing varieties appearing annually, many asked the question, "Must we buy all the new ones?" to which he replied that if growers had stuck to "brides and maids" they would have been out of business long ago. Men who did not think it necessary to keep up with the times, soon passed down and out. He said he had spent more money advertising and trying to sell their last two thousand Bride and Bridesmaid than they were worth and finally threw them out. Pink Killarney, which had been such a money maker, had its day, and was fast going out. It was a remarkable fact that none of the hybridizers had been able to use Killarney, either as a pollen or parent plant, and there is yet to be produced a good seedling of Killarney. The introduction of Ophelia, a chance seedling of Antoine Revoire, was a great boon to hybridizers, he said, as nearly all the recent new varieties are the result of crosses with this plant of robust habit and other good qualities. This progeny is building up an entire new race, which are making a place for themselves. None of them, however, come white, the most desired color in the world today in a forcing

rose. White Killarney blood is no better than pink, so where is the white to come from? The list of modern roses is about as follows: Ophelia, English; Mrs. Aaron Ward, French; Mrs. Shawyer and Lady Alice Stanley, both English, and Mrs. Russell, American, all of one generation. Referring to the plant quarantine, he said there was a clause which permitted the importation of new varieties in small quantities. He looked for greater success in American bred roses in the near future. Referring to roses of today, light and dark pink Killarney and Mrs. Shawyer had run their race. Mrs. Russell is likely to be succeeded by Premier. J. H. Dunlop's new rose will find a place as it does not conflict in color. Maryland is still good. Mrs. Aaron Ward is the best yellow with Sunburst and Mrs. Collette Martinet, next, the latter, while weak stemmed, being a wonderful producer. There is no good red rose. Hadley pays the men who do it well. Milady is largely grown in the west, as is John Cook's red seedling, which has done well in the vicinity of Chicago. Montgomery's new red, Crusader, looks good, it being a wonderfully strong grower. Some one proposed the name, Lucky Strike. "What," said he, "after I have spent 25 years trying to get it?"

The question of stocks for grafting is now becoming acute. They are not to be had in any quantity. Mr. Pierson said his firm had tried roots of Dorothy Perkins, grafting Columbia on them with good success, the plants now growing splendidly. Wichuriana and Rosa multiflora japonica, would, he thought, be satisfactory for grafting or budding outdoor roses. He hoped growers would experiment along these lines and also take up the growing of manetti stocks. They had found the best results with grafting on Perkins by using portions with fibrous roots. Varieties long under cultivation play out, lose vitality and become unprofitable, so that there is necessity, and profit, in a change. They had found the best way to keep up strength and vigor in roses was to plant out on benches rather late and grow close together until late September, when they cut off all wood and got splendid scions. It was, however, a great proposition to get together 880,000 manettias in one season for grafting. With these at $45 per 1,000, only the best scions would do. Resting Double White Killarneys, as Mr. Elliot did Kaiserin, had been found to give wonderful results. In a case where it had been compulsory, from want of coal, the crop, when it came in, was one of the best ever grown. Where to now get baby ramblers was a problem as most of the stock had been imported. John Prince claimed they could, if started or grown into 4-inch pots early in the summer, and then planted and watered in hot dry spells, make good 6-inch stock by fall.

C. H. TOTTY CHAMPIONS NEW VARIETIES.

Charles H. Totty agreed with Mr. Pierson that there was no offspring of Killarney. He said constantly crossing cultivated varieties appeared to make them sterile. Crossing back on natural species gave good results. Mrs. Aaron Ward and Sunburst were seedlings from crosses on Austrian briar. Irish roses do not appear to have the vigor they used to. White Killarney is but a sport of the pink, and just as sterile, and as there is no other white, nearly all seedlings come red or pink. There was an almost unlimited demand for outside garden roses which growers would find profitable if they would grow the plants in quantity. It was a mistake to turn down new varieties of forcing roses. New sorts, being succeeded by others, shows progress. He gave an instance of a conservative grower whom he induced to try out a new variety on a rather large scale, which in the September returns paid for the stock, and by December, 70 cents per plant. He had since bought 25,000 Premier. The public are always after something new. The plant embargo will reduce the number of varieties, so growers had best try to grow the new ones and get out of the rut. He believed Killarney was as good as ever, but he had seen fine stock go begging in the New York market, because the public are tired of it. In grafting roses, in his opinion, we have much to learn. Sunburst often does not unite perfectly and often breaks away from the stock. California growers, in grafting, are doing well with outdoor stock, but for forcing roses, it is different.

EARL MANN TELLS OF DIFFICULTIES.

Earl Mann, of the E. G. Hill Co., stated that the demand all over the country for new forcing varieties was wonderful, most growers showing a desire to keep up with the times. Going after new varieties is a lottery. Only two of these, Columbia and Premier, were obtained from 2,000 crosses on Ophelia. There were two white, but neither good enough. They were going back to old Niphetos, and try and work up stems and vigor and retain the color. He spoke of Mr. Hill's work, saying there is scarcely a day passes that he does not make carefully thought out crosses. Three thousand seeds of Columbia and Ophelia crosses had been sown. Only 250 started, and the rest were resown. When hybridizing, Ophelia is nearly always the mother plant.

J. H. DUNLOP URGES HOME PRODUCTION.

John H. Dunlop stated that seeing an advertisement of the Dingee Conard Co. had been the means of his getting into the business. It was some 35 years ago when he bought these first rose plants for his garden. His hybridization had commenced 10 years ago. Working in a haphazard way, he said he crossed on the plants growing on the benches and experimented with Shawyer and Russell in the hope of getting the best qualities of each, and believes he has it in this seedling. Roses can be grown this side of the ocean, in his opinion, and that the record of the past seven years had proved this. The vase of Rose Frank Dunlop had been cut on the Friday previous and were then, Tuesday night, at their best. The co-operation of the trade in the United States and Canada was a source of great satisfaction; it seemed as we were all one people, the boundary line being only imaginary.

W. H. ELLIOTT'S REMINISCENCES.

Wm. H. Elliott, in speaking of his early experiences, told of learning the business with Alexander Montgomery, whom he considered one of the ablest rose growers of the country. In those days of 40 years ago, 50 cents each was obtained for Cornelia Cook and Marechal Niel, length of stem making little difference. There were no seedlings then, only sports, such as Bridesmaid, Waban and the Bride, from Mermet. Bride and Bridesmaid had to give way to Killarney. This latter was the only rose that was turned inside out, that is, the inside of the petals darkest, and which, as they opened, made the rose appear fresher. It is a pity, he said, that we cannot reproduce this feature. Deterioration of roses, he felt, is due to intensive methods of propagation. In grafting, wood was taken in weak time of winter, or cuttings taken at the same time, which is repeated year after year with stock gradually losing vitality. The roses that pay him the best is a house of Kaiserin, in which the same plants had been growing for 20 years. He thought this year they had given him the finest stock he had ever cut, stems running 36 inches long, with splendid flowers. They are rested each winter with Easter as the first crop. The successful grower, in his opinion, is the man with the best judgment in picking a winner. To grow just a few for trial, of this or that variety, was not practical. Make up your mind as to the best, and then plant not less than a house, so that you can study it, with no other variety to interfere. Marry yourself to your choice, and learn all its likes and dislikes. He thought young stock of all kinds of plants should be bred from dormant stock, citing success in this way with chrysanthemums. He believed houses of roses should be grown for cuttings alone, and that it would pay.

FARENWALD CREDITS CO-OPERATION.

Adolph Farenwald, Roslyn, Pa., spoke of the great strides from the Bon Silene and Safrano to the magnificent stock of today. There was, and always had been, great co-operation and helpfulness among rose growers. John N. May in the early days, and others, always gave freely of their experience to help beginners.

At the close the various speakers were given a rousing vote of thanks.

K.

Flowers or Candy.

The following reprinted from the Retail Public Ledger is self explanatory and is only a fore-runner of of what will eventually crop up throughout the country as most of us have seen it in similar lines:

"Hazleton, Pa.—Druggists and candy dealers here are cutting into the florists' trade with their campaign to induce young men to buy 'her' confectionery. Most of their cards have the laconic line: 'She can eat the candy.'"

Our publicity campaign has already caused many lines of industry to sit up and take notice, even more than it has some of the florists, who from their silence, have not heard the call for more funds which would be more constructive for bigger things florally than we have yet seen. If we can continue on present lines, our slogan, "Say It with Flowers," will do more for greater upbuilding of the flower industry than all else, providing we give it the proper support. Lend your ear to the movement and see if you can hear something about that which was started, and if not, do something to help the hearing that will be beneficial to yourself, by contributing to the cause that will be the greatest factor toward building a bigger and better field than we even now enjoy. Do it now.

HENRY PENN,
Chairman Nat'l Pub. Com.

Cornell University Winter Courses.

Now that the country is emerging from war-time activities and we are again resuming a normal life, there is a large call for experienced men in commercial floriculture and gardeners on private estates. The department of floriculture, of the College of Agriculture at Cornell University, is endeavoring to equip men to meet the call by offering unusually attractive short courses next winter, beginning November 5 and closing with farmers' week, which is about the second week in February.

This is a rare opportunity for young men, especially the sons of florists who have had considerable practical experience, to get a scientific training at comparatively low cost. For these men especially interested in commercial floriculture, there are given courses in greenhouse construction and heating, the general principles which govern greenhouse practice, and the methods followed in the best cultural practices in growing florists' crops. Those students who desire a certificate of proficiency are required to take in addition to the courses mentioned, courses in agricultural chemistry, soils and plant diseases. Courses in plant breeding, injurious insects, extension work and rural improvement may also be selected. Certificates of proficiency are not given, however, until the student has subsequently spent a full year in floricultural work.

For outdoor gardeners there are special courses in gardening and garden flowers as well as a large list of general courses which are necessary for proficiency in work in parks or on private estates. There are also courses specially planned for those who are interested in growing flowers for the home in an amateur way.

Now is the time to make plans for next winter, and the secretary of the College of Agriculture at Cornell University, Ithaca, N. Y., or Professor E. A. White, department of floriculture, will be glad to give any information desired regarding the courses.

San Francisco.

HEAVY SOCIAL AND WEDDING DEMAND.

Trade in this city is in very good shape, due to the large amount of social functions and weddings. Funeral work has been keeping up steadily also. This continual demand leaves the market in a very healthy condition. The great outdoor cut of spring stock is also over. This also has strengthened the market for all good indoor items. Roses, while in large enough supply for all seasonable demands, are not in such heavy cut as a week or two ago. There is not, however, any difference in the prices. American Beauties and Hadley are very fine and in ample supply. The same is true of every other variety. Outdoor Cecile Brunners are very plentiful. If the present weather continues, we may expect Ulrich Brunners from out of doors in a short time. This rose grows to perfection in this vicinity out of doors and is very popular. It requires quite an extensive acreage to supply the demand for this market. There is a heavy cut of carnations. White and light pink move fairly well, but the call for red varieties is very slow. The street peddlers dispose of the greater part of the cut of the last named color. Sweet peas are coming in rather freely, due to the warm weather. Some excellent stock is being received and it all meets a ready market at good figures. Outdoor grown stock is much the best and will continue to be so from this time forward. Herbaceous peonies are being handled in large quantities. Many of the varieties are of the finest quality and they all bring fine prices. Spanish and Japanese irises are being given much prominence by the retailers this week. Many beautiful windows have been shown. The Japanese varieties are very popular and many are being grown for this market. Violets are still hanging on, but are not in much demand. Cattleyas are still arriving in large numbers. The unusually excellent quality of the stock commands very steady figures. Gardenias are slowly becoming more plentiful, but prices are firm for all stock. There is still quite a cut of tulips, but returns for this stock are unsteady. Snapdragon is coming in freely and is one of the best selling flowers in the market.

NOTES.

The following federal plant pathologists will represent the department of agriculture at the Riverside horticultural convention, May 26-31, under the auspices of the state commission of horticulture, according to advices received by Commissioner George H. Hecke from the bureau of plant industry: Professor W. T. Swingle, Professor S. C. Mason, A. D. Shamel, Professor W. W. MacKee and Dr. George W. Reed.

The Lynch Nursery Co. is cutting several houses of first grade snapdragon. Most of this stock is shipped and very little of it reaches this market. Keystone, Nelrose and Rainsburg's Pink are the leading varieties with this firm. They were the first to grow them here under glass and have had great success with them.

Pelicano, Rossi & Co. have had a very busy week with decorations. They are showing some of the finest cattleyas in the city at the present time. This is one of their leading specialties and they handle a large quantity of this favorite flower. Mr. Pelicano has been one of the heaviest buyers of Victory bonds in the trade.

The Art Floral Co. made a beautiful display of herbaceous peonies last week. Immense vases of all the leading varieties grown here were featured and they attracted much attention from the growers and others in the trade. Manager P. Vincent Matraia says he is well satisfied with the way business is keeping up.

At Avensino Bros.' store on Geary street, one may always find a very choice collection of flowering plants. The rhododendrons that we saw there this week were worthy of special mention, owing to the size and color. They tell us plant business has kept up steadily with them since Easter week.

Almon Wheeler, of the Reuhl-Wheeler Nursery, of San Jose, was a visitor this week. His firm had a most successful season and sold out on most lines completely. They are planning to increase their acreage again this coming season. He told us the demand for roses exceeded the supply.

At Albert O. Stein's store on Sutter street, we found the force very busy. This beautiful place is always worthy of a visit and some of the best grown stock in town can always be seen here. They usually carry a large supply of foliage and decorative plants.

W. B. Clarke, manager of the San Jose branch of the Cottage Gardens Nurseries, says his firm has done a very satisfactory business this spring. Many thousand azaleas and rhododendrons were disposed of, as well as a large stock of evergreen.

Norman Pollard, proprietor of Pollard's Flower Shop, at 259 California street, says he is well satisfied with trade since opening up his store. His place is not large, but is tastefully arranged and he carries a nice stock of both plants and flowers.

Roseville, Calif., held its annual rose show last week. Many thousands of blooms were used. The attendance was satisfactory. Quite a lot of stock was shipped from this city to supply the show, especially the newer varieties of roses.

J. A. Axell, manager of the E. W. McLellan Co., says the orders placed for stock for Mothers' day were much in excess of those of last season. His firm handled a very large cut of roses from their greenhouses at Burlingame.

F. C. Jaeger & Son report a steady demand for orchids and gardenias for weddings. They had several important functions during the week, which called for large quantities of these flowers.

Kenneth S. Murray, of Redwood, is sending in a large cut of fine roses these days. He says funeral work has kept his force busy right along.

Benjamin M. Joseph has returned from his honeymoon, and is receiving the congratulations of his host of friends.

JAMES T. LYNCH.

Cincinnati.

MOTHERS' DAY CLEANS UP MARKET.

Mothers' day business was wonderful and took up everything that came into the market. As a result, there was a decided shortage the early part of this week. However, before the end the receipts will be heavier and ample to take care of all needs. Roses are in heavy supply and can care for all immediate demands. Carnations are fairly plentiful, although they ran short of the demand last week. Sweet peas are in a good supply. Excellent Easter lilies, rubrums and callas may be had. Peonies are in the market and are becoming fairly plentiful. Gladioli are selling well. Cape Jessamine from the south came into the market last week. Other offerings are snapdragons, stocks, outdoor lily of the valley, iris and marguerites.

NOTES.

The William Murphy Company reports that their Mothers' day business was the best that they have ever had for that day.

The Florists' Society met at H. W. Sheppard's place on Monday evening.

C. E. Critchell has been getting in some excellent iris and stocks.

Visitors: Miss Mary Stockley, Portsmouth, O.; H. Cheeseman, representing Ralph M. Ward & Co., New York; G. W. Frisch, Jr., Dayton, O.; Martin Weber, Brookville, Ind., and H. G. Haverkamp, Rising Sun, Ind.

H.

Washington, D. C.

SHORTAGE MARKS MOTHERS' DAY.

While inclement weather during the last few days of the week curtailed the supply of flowers, white carnations were extremely scarce with a heavy demand. Wholesalers were all oversold and it was not difficult to dispose of other offerings and there was little attention paid evidently to the message of Miss Jarvis to the local press to purchase thrift stamps instead of flowers.

NOTES.

There is more or less building among the growers in this vicinity. Henry Witt, of Silver Springs, Md., has practically doubled his glass and C. L. Jenkins & Sons will start improvements at their range as soon as necessary labor is available. Lieut. Clifford H. Jenkins, has arrived from overseas and will return to business upon discharge from the army.

Many local florists are getting back to a full crew basis with the return of former employes from service. Among those returning are Robert Murdock, Jesse E. Baker and James R. Daly of Gude Bros. Co.; Clyde Sauer, of the George C. Shaffer force and Harry West and his brother, Raymond, of Suitland.

B. F. L.

Detroit.

MOTHERS' DAY BEST EVER.

Mothers' day business was declared by all florists to be the best ever experienced. Preparations were made for a record breaking day and none were disappointed except possibly some dealers whose trade is chiefly in pot plants, for these were in meager supply in comparison with the exceptionally brisk call for them. All seasonable stock available sold, both cut flowers and plants, and many shops were sold out long before the demand ceased. The day and its significance to everyone was well advertised, and in the florists' efforts in this, they were ably supported by the daily press, the pulpit, the schools and many social organizations. Banners carried by every florist delivery auto, and across the windows of all florist shops proclaimed the day in an effective way. Weather conditions during the whole of the week or 10 days previous were very unfavorable to the growers, cloudy, cold and rainy, combined with off crop conditions with some growers gave poor promise of a supply to meet the certain demand previously indicated. Prices accordingly soared high, but dealers did not hesitate to yield, nor did the public, who more freely than ever before paid the prices asked and satisfied their eagerness to give tribute to Mother.

J. F. S.

Milwaukee, Wis.

MOTHERS' DAY MAKES WONDERFUL.

Words cannot describe the excitement on the part of the local retaailers in trying to supply the unusually heavy demand for Mothers' day. Everyone, young and old, seemed to take more notice of the day than in any previous year and with ideal weather on both Saturday and Sunday, the volume of sales was far ahead of expectations. The supply of carnations at $12 per 100 was extremely limited and it soon became a question not of variety but anything that was a flower was eagerly sought. Plants also came in for their share of popularity, especially where they were available in the brighter shades. To say the least, Mothers' day business was far ahead of any holiday thus far this season, including Christmas and Easter.

E. O.

Columbus, O.

ROSES IN LEAD FOR MOTHERS' DAY.

Lack of sunshine had the effect of making stocks skimpy for Mothers' day. This was offset to some extent by good prices and the fact that any kind of a flower sold, even to geranium blooms. With carnations short, roses took the lead in volume of sales, but there was almost a complete cleanup on everything. In view of the heavy mortality from the epidemic during the past winter, florists look forward to a record-breaking Memorial day business. Peonies will be abundant if a switch to high temperature does not cause them to come in too early. At present, roses and snapdragons are the most conspicuous features of display. Demand for house plants has slackened, but there has been very little with which to satisfy it. Bedding is being held back by the tardy season. Geraniums and some of the other usual standbys will be scarce.

NOTES.

The Neil Floral Shop, located in one corner of the Neil House lobby, opened for business during the past week. The color scheme is buff and rose, with all fixtures new and up-to-date, as is also the stock of baskets and other accessories. A very handsome effect has been realized. Though not partitioned off from the lobby, the shop has a street entrance of its own, which with its ample working space in the rear, makes it a real store and not merely a flower stand. Herman Kropp is proprietor, and assisted by two clerks will give it his personal attention. He is owner of the Cottage Rose Garden, one of the oldest ranges in the city.

In honor of the Rainbow Division, just returned from overseas, and which paraded in this city, May 10, a number of the leading dealers contributed the flowers for a seven-foot floral rainbow and bore the expense of making and placing it in position on the memorial arch which stands in Capitol square. A considerable trade was realized in the sale of wreaths and flowers on the order of friends of dead soldiers as decorations for the arch.

The Munk Floral Company have received from the architects, plans for the complete reconstruction of their retail store room in the Huntington Bank building. The work will be done sometime during the summer. These quarters have been occupied by them for the past eight years and have proved to be very valuable. The new store will be second in appearance to none in this city.

J.

Toledo.

ADVERTISING BRINGS BIG RETURNS.

The second Sunday in May, which a few years past was just an ordinary day in the month in the eyes of the florists, was certainly a red letter event this year. Flower shops throughout the city cleaned up with a completeness that was most gratifying to all concerned and despite the difficulties of obtaining sufficient stock to meet the demand, a substantial gain was made. The good day's business must in the main be attributed to the co-operative advertising done by the retail florists in the daily papers. Wholesalers and growers, with great shortsightedness, refused to help the retailers promote the day. However, the fact is apparent to anybody that this is a day that will require educational publicity each year if it is to remain a good flower day. Telegraph orders were more numerous than ever before. The weather during the week was cloudy and cool which held back stock of all kinds. The average florist was nevertheless able to gather together quite a presentable stock of cut flowers and plants. Carnations were of course scarce and some retailers, rather than charge much higher prices did not handle any. They found that this flower was not necessary for a record-breaking trade. Roses were fairly plentiful of fair quality and were pushed. Cloudy weather held back local sweet peas. Plants were none too plentiful and cleaned out completely. There was a fair supply of hydrangeas and they enjoyed a brisk sale.

NOTES.

Max Spanner had a splendid stock of roses and plants and states Mothers' day was the best he has ever experienced. He contributed generously to the advertising campaign and attributes his big business to the publicity. He recently purchased a new delivery car.

Schramm Brothers advertised the day heavily, had a great stock of cut flowers and plants, and cleaned up. This firm does not believe in handling carnations at prevailing prices and made out very nicely without them.

Feniger did not handle carnations, but succeeded in gathering a tremendous supply of roses, which he had no difficulty in disposing of at good prices.

Other florists reporting a fine trade are Metz & Bateman, S. N. Peck, Paul Timm, A. G. Imoberstag, Scottwood Greenhouse, and Miss Helen Patten.

A. C. K

Wichita, Kan.

MOTHERS' DAY CROWDS EASTER RECORDS.

Mothers' day set a new record for volume, and while exact figures are not available, will probably surpass the Easter just past. Conditions for retail selling were good, and the number of buyers was legion. Prices were about the same as at Easter. There was a heavy call for carnations, although the buying public is gradually getting away from this flower exclusively in this connection. They retailed for $1.50 to $2 per dozen, and roses, $1.50 to $10. Peonies were in moderate supply, selling for $3 per dozen. Pot plants were good property, even pansies and geraniums finding good sale, while fuchsias, daisies pelargoniums, longiflorums and callas and even well filled hanging baskets, found much favor as something to send mother that she could keep awhile.

NOTES.

W. H. Culp & Co. cut some fine gladioli, which cleaned up at $5 per dozen. Mrs. Culp was struck by an automobile about 10 days ago, resulting in an ugly scalp wound and a broken bone in the right arm near the wrist. However, except for the time spent at the hospital for the surgical care of the injuries, she has not missed any time at the store, and is getting along nicely.

Chas. P. Mueller was in for Mothers' day with a fine cut of carnations, over 20,000, and is smiling about it. He was in general charge of the street decorations for the demonstration and exercises in honor of the returning soldiers who paraded last week, and has been comfortably busy.

F. Kuechenmeister and his family enjoyed a visit from their soldier boys, Emil and Walter, who were among those who visited the city last week, after which the soldiers went to Camp Funston to be discharged.

C. A. Rose reports business for Mothers' day the best ever, with everything cleaned up.

C.

Boston.

MOTHERS' DAY BELOW STANDARD.

Mothers' day business was a disappointment, falling short of last year's mark. Stock was plentiful and prices were held firm until a heavy storm broke and the business was at a standstill. The average price of carnations was $12 per 100 with sweet peas quoted at $2 to $4. Roses were offered at reasonable figures. All of the stores are now working overtime preparing for Memorial day, which it is believed will set a new record this year.

NOTES.

The florists' club will hold its first dinner at the Parker house, May 20. The speaker of the evening will be Seaman Ryan, United States Navy.

At John J. O'Brion's store business has been unusually good. Many orders have already been received for Memorial day.

Henry M. Robinson reports a good advance trade for Memorial day in both natural and artificial flowers.

Frank Edgar is now devoting his time to delphiniums, calceolarias and bedding plants.

W. W. Edgar & Co. report the arrival of a large importation of boxwood.

S. K. G.

LAUREL, DEL.—L. M. Smith & Co., the well known local florists, did some very effective advertising for Mothers' day, calling attention to the limited supply of white carnations and consequent high prices, and suggesting the fact that a box of sweet peas with one or two carnations would carry out the idea of remembrance equally as well.

Florists' Club of Washington, D. C.

At the May meeting of the above organization, business, pleasure and patriotism combined to make it one of the best gatherings in many months. The house committee on quarters recommended that the offer of a commodious room Ed. S. Schmid had fitted up be accepted and the thanks of the club be tendered him for his generosity. An entertainment committee composed of George C. Shaffer, chairman; Fred H. Kramer, Harry B. Lewis, Louis E. Hoover and Walter Bottgerm was entrusted with the task of perfecting arrangements for the outing to be held in July. Seven applications for membership were received. Some excellent Laddie carnations, grown by Albert Campbell of Philadelphia, Pa., were displayed by Otto Baur, who pointed out the main features of this variety. A letter of thanks was ordered sent to Mr. Campbell through the secretary.

Following the business session, refreshments and entertainment occupied the balance of the evening, the former consisting of Salvation Army doughnuts and coffee and cigars as an aid to enlisting the help of the florists in the drive for funds to be made by that organization during the week of May 19. Jack Connolly, secretary to Congressman Carter of Massachusetts, until he entered the armed service, was present and told of some of the engagements in which the troops of the District of Columbia took part, while even more to the point were his stories of horticulturists he met in France and Spain. A vaudeville show staged by Privates Nolan and Rivers was well received.

Following a short talk on the work of the Salvation Army, a committee consisting of William Marche, H. Harper Hetherington and Otto Baur was appointed to secure donations of flowers to be sold on the streets by the Salvation Army.

B. F. L.

Fort Wayne, Ind.

MOTHERS' DAY SUPPLY INSUFFICIENT.

The Mothers' day business this year was immense, but the florists could have made it a much greater holiday had they been able to obtain sufficient stock with which to meet the demand. The call was almost overwhelming. The florists' club used large, co-operative advertisements in the daily papers, and several retailers also carried individual ads, but such an influx of business was not anticipated. Plant combination baskets met with a fine sale. There was an unusually good plant line, which included handsome white and pink hydrangeas, American Beauty plants, Dorothy Perkins and Tausendschon ramblers, marguerites, pelargoniums, pansy plants, and begonias. When the supply of carnations was exhausted, which happened before Sunday morning, the public took roses, and when these were gone, blooming plants sold well. Since Sunday, funeral work has been moderate. Many orders are being booked for June weddings, and the florists are now busy preparing for a record Memorial day business.

NOTES.

The Flick Floral Co. will remodel and add to their greenhouses to quite an extent. Plans are being formed, and the work is expected to be begun very shortly. It is planned to expend about $5,000 in the extension of their range, and the firm will specialize in growing Columbia, Shawyer, Ophelia, and other popular varieties of roses for the ever-increasing trade.

Edgar Wenninghoff reports the Mothers' day demand very brisk. He completely sold out of cut roses and carnations, but had a fine supply of blooming plants. Rhododendrons were notably good.

Carl Hagenburger, of West Mentor, O., shipped some fine cut flowers and plants to this market for the Mothers' day trade, including hydrangea plants of unusual beauty.

A fine lot of orchids was cut by the W. J. & M. S. Vesey greenhouses for Mothers' day. They also had large crops of carnations and roses.

The Freese-Knecht Co. showed fine blooming plants, and report this one of the greatest flower days of the season.

Peonies were offered at the A. J. Lanternier store, and these, as well as other cut flowers were all sold out.

Handsome rambler roses of large sizes sold with a vim at the Doswell Floral Co.'s store. H. K.

Providence, R. I.

LIMITED MOTHERS' DAY STOCK CLEANS UP.

Trade during the past week has been unusually good. Floral work has been in good demand and all stock has moved rapidly. With the arrival of Mothers' day, prices advanced considerably, but it had little effect on the buying, as everything available met with good demand. The sales for the day were of good volume, but would have been better if weather had been favorable. Rain fell all day on both Saturday and Sunday and interfered somewhat with buying. Sunday, however, brought many small purchases which cleaned up much of the stock. White flowers were not as much sought as in former years and there was little trouble in supplying those who insisted upon them.

NOTES.

There are many temporary shops springing up that plan to handle wax and magnolia wreaths for Memorial day. Local department stores are also preparing to enter this line of the business and this may destroy the wax flower business for future similar occasions.

One Attleboro florist disposed of 1,000 white carnations for Mothers' day, paying the highest price received for them in this city.

Jensen, the Florist, featured pansies in large numbers for Mothers' day. He plans to grow a fine lot of outdoor stock during the summer.

Macnair, the Florist, has invested extensively in souvenir thermometers. They are going fast and are very popular. H. A. T.

Newark, N. J.

In addition to a fine Easter trade, Philips Bros. have recently had a number of good wedding decorations. For one, they had in addition to the decoration, two dinner arrangements, one at the Robert Trent hotel, Newark, the other at the New Pennsylvania hotel, New York, the whole running well up in three figures.

William Zois, who also has a store at Lenox avenue and 125th street, New York, spends part of his time at his Newark store, known as the "Washington Florist."

We learn that James Plunkett, formerly of the firm of Connelly & Plunkett, has engaged in other pursuits.

The Rosery Floral Co. reports good Easter business and fair trade every day. A. F. F.

Horticultural Society of New York.

The fall exhibition of this society will be held October 30-November 2 at the American Museum of Natural History. The announcement is made thus early so that those desiring to exhibit may have ample time in which to prepare. Schedules will be ready shortly, and may be had by addressing the secretary, George V. Nash, New York Botanical Garden, Bronx Park, New York City.

OBITUARY.

Michael Weiland.

Michael Weiland, employed in the vicinity of Chicago as a rose grower for many years, died May 13 from the effects of nicotine fumes inhaled while spraying stock in the greenhouses of the Weiland-Risch Company at Evanston. He had been ill for three weeks as a result of the poisoning. The trade probably will know him best as the brother of one of the proprietors of the Weiland-Risch Co. He was 41 years old and the beloved husband of Margaret, father of Mathilda and Leo, son of John and the late Elizabeth Weiland, and brother of John P., Mrs. Frank Pauley, Nicholas, Frank, John and the late Catherine Weiland. The funeral will be held May 16 at 9:30 a. m. from the late residence, 6441 Ridge avenue, to St. Henry's church. Burial at St. Henry's cemetery.

M. J. Wragg.

M. J. Wragg, pioneer Iowa nurseryman, died at his home in Des Moines, May 3, at the age of 61 years, following an illness of several weeks. He had been a respected resident of that city for the past 18 years, being previously connected with his father, at one time a well known grower of nursery stock at Waukee, Ia., and a past president of the Iowa State Horticultural Society. The deceased is survived by a widow, three sons and three daughters.

E. S. Carriker.

E. S. Carriker, proprietor of a range at Raymond, Ill., one of the best known florists in that section and for many years a respected citizen of the community, died at his home in that city, April 30, age 61 years. He had been in poor health for several years but his condition was not regarded as serious until a few months ago. He was a prominent Odd Fellow and Woodman. He is survived by a widow, two sons, one daughter and a sister.

TORONTO, ONT.—Mrs. H. G. Dillemuth and children, who have been enjoying an extended visit in California, have returned home.

VALLEY CITY, N. D.—Leonard Weeks, formerly of Detroit, Minn., who has returned from overseas service, is now with the Valley City Greenhouse.

CEDAR FALLS, IA.—Joseph Bancroft & Sons have issued an attractive illustrated folder with suggestions and prices of plants, cut blooms, etc., appropriate for May flower days.

SALEM, ORE.—The range of Carl Reuf consisting of 30,000 feet of glass has been purchased by C. B. Clancy and will be conducted in connection with the flower shop now operated by him.

HARTFORD, CONN.—Richard H. Phillips has been appointed temporary receiver for George F. Lane and Andrew W. Welch, co-partners in the florist business at 18 Asylum street, in bankruptcy.

LOS ANGELES, CALIF.—Mrs. George Togo, wife of a florist at 1615 West Washington street, was robbed of $53 recently when a burglar entered the house in the guise of a customer for flowers growing in the yard.

SAC CITY, IA.—C. H. Hollied, of Eldora, Ia., with many years' experience as a grower, has purchased the range of C. A. Nokes and will take possession June 1, at which time the former proprietor and his family will move to California.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 64 PAGES WITH COVERS

CONTENTS.

Of Gardens 837
Memorial day preparations 837
—Memorial day 837
—The plant trade 837
—Memorial day clusters and designs 837
Postal changes coming 840
The retail trade 840
—Refrigerator cleaning 840
—Next week in the flower shop 841
Atlantic steamers of the future 841
Plant notes 841
—Rambler roses 841
—Pansies 841
—Primulas 841
—Asters 841
The carnation 842
—Planting in the field 842
—Carnation planting 843
The Society of American Florists 844
—Detroit convention plans 844
—The Cincinnati meeting 845
—National publicity for flowers 845
Rose meeting of Philadelphia florists 845
Flowers or candy 846
Cornell University short course 847
San Francisco 847
Washington 847
Detroit 848
Milwaukee 848
Columbus 848
Wichita 848
Toledo 848
Boston 848
Florists' Club of Washington, D. C. 849
Fort Wayne 849
Providence 849
Newark, N. J. 849
Horticultural Society of New York 849
Obituary 849
—Michael Weiland 849
—M. J. Wragg 849
—E. S. Carriker 849
Correction 850
Mothers' day trade 850
Rasmussens honored 850
Luxuries booming 850
State parks 850
Club meetings next week 850
Chicago 856
Nashville 863
Texas State Florists' Association 864
Philadelphia 866
New York 868
New York Florists' Club 870
The seed trade 878
—Onion set prices at Chicago 878
—J. Charles McCullough's sail fish (illus) 878
—French bulbs 878
—Enemy trading lists withdrawn 879
—Imports at New York 879
—Newark, N. J., seed trade 880
—Horticultural imports valuation 880
—Forage plant seed imports for April 880
Market gardeners 884
—Prices of indoor fruits and vegetables 884
—Farm course for girls 884
—Tomato pollination 884
—Vegetable markets 884
The nursery trade 886
—Ferris Nursery's heavy fire loss 886
—Azaleas from Korea 886

THE AMERICAN FLORIST started the campaign which made Mothers' day a special time to buy and give flowers.

To forget mother's flowers on Mothers' day is now quite as unpardonable as the omission of similar tokens of love and esteem on her wedding anniversary or birthday.

Correction.

The Cleveland, O., office of the Lord & Burnham Co., has been reopened in the Frederick building, 2063 East Fourth street, instead of the Swetland building, as erroneously reported in our issue of May 3.

Mothers' Day Trade.

Reports received covering the 1919 Mothers' day trade indicate a satisfactory increase in volume of business in most cases as compared with last year, deserved credit being freely given to the "Say it With Flowers" publicity of the Society of American Florists, and as in former seasons, where local advertising was employed individually and in a cooperative way, the results were still more gratifying. In almost every instance, flowers, especially carnations, were in supply far short of requirements, the limit of trade being governed by the amount of available stock. Some shops, rather than discourage buying where carnation prices were unusually high, offered none for sale, and found that roses and other blooms were readily accepted, and as in former years plants were also popular. Observance of the day in many churches with appropriate services was more general than ever before, resulting in increased interest. As has been demonstrated many times, well directed publicity proved its value, as in the cities where the trade worked concertedly, and took advantage of all the possibilities the day offered, the amount of business compared favorably with Easter and Christmas.

Rasmussens Honored.

One does not see much in the newspapers about Denmark, possibly because it has no Bolsheivikis. If we may believe cable messages, the Bolshevikis are now co-star performers with the Peace delegates. But Denmark has reared many good men and some of them have made their homes in this country. All florists know, or should know, Anders Rasmussen, of New Albany, Ind., president-elect of the State Florists' Association, of Indiana, whose portrait appeared in our issue of January 25, page 46. Mr. Rasmussen was born in Denmark in 1870 and started to learn the florist trade when 15 years of age. He came to the United States in 1893 and engaged in business in 1897, the establishment at that time embracing 5,000 feet of glass. The range today consists of 250,000 feet of modern construction. The establishment has survived three hail storms and one major as well as one minor cyclone.

Also of the same name, and prominent, is N. A. Rasmussen who was recently elected president of the Wisconsin State Horticultural Society for the ensuing year and who is a well-known and highly respected citizen of that state.

And now another Rasmussen has been honored. Governor Sproul of Pennsylvania has named Professor Frederick Rasmussen as secretary of agriculture for that state. He is widely known as a writer and speaker on agricultural subjects and has much to do with the national agricultural activities of the council of defence. He won the especial commendation of Howard Heinz, the state food administrator, to whom he was of great assistance. Prof. Rasmussen had practical farming experience in Denmark and in Iowa, where he resided in his youth. He was graduated from Iowa College in the agricultural course and taught there for a time, afterward going to New Hampshire, where he was in charge of the state farm work, coming from there to Pennsylvania State College, where he has been the professor of dairy husbandry and has very successfully managed the large dairy establishments of the college. Gov. Sproul recently said of him: "I consider Prof. Rasmussen a particularly able man, with tact, force and industry, and I believe that with the ideas that he has in mind he can be of great service to the department of agriculture."

Luxuries Booming.

According to a well-known authority on commerce, four major lines of business activity report great prosperity—jewelry, musical instruments, automobile and tobacco—non-essentials so-called. Business in general seems positively on the eve of a great expansion, awaiting only the final signature to the peace treaty before starting in dead earnest. This condition is but a reflection of the great wealth created by war wages and war profits. Proof is seen in a recent statement from Washington that the war had made 17,000 new millionaires as indicated from income tax returns. But it is not the millionaire alone who is buying luxuries. The wage earner is enjoying spending powers before undreamed of. He it is who is back of the present extraordinary activity in the trades above mentioned and his number is legion. He can deny himself high cost flour easier than he can go without tires for his motor, the latest record for his phonograph, etc., and just now he is buying with astonishing prodigality. At present, the luxuries merchants seems to be the only ones enjoying a boom, but it is expected that slowly, but steadily, our great manufacturers will rise to the golden opportunity within their grasp until all departments of industry catch the step.

State Parks.

The great agricultural state of Iowa has appealed for a national park in every county and has mapped out the sites. This piece of picturesque country, large or small, may be only a bit of a creek valley, but it is to be a preserve for birds and natural vegetation. Although all other states have valuable farm lands, there is hardly a county but has its small section of rugged land unfit for farming which might be a natural preserve, picnic ground and state park for community meetings. It is evident, therefore, that there is something to do among the people in the various states. Let us wake up and save the ravines and creek banks from the rubbish heap. Artificial pleasures will not make a public-spirited or contented people. We must go back to reverential regard for nature and to plain living and high thinking.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Orange, N. J., May 19, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall. George W. Strange, secretary, 84 Jackson street, Orange.

St. Louis, Mo., May 19, 8 p. m.—Retail Florists' Association of St. Louis. No definite meeting place. Chas Young, secretary, 1406 Olive street St. Louis.

Boston, Mass., May 20, 7:30 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline.

Philadelphia, Pa., May 20, 3:30 p. m.—Pennsylvania Horticultural Society at Griffith hall, 1420 Chestnut street. David Rust, secretary, 606 Finance building, Philadelphia.

Portland, Ore., May 20.—Portland Floral Society at Masonic Temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Toronto, Ont., May 20, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. George Douglas, secretary, 309 Merton street, Toronto.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of chrysanthemums, carnations, and pot plants wants position; single man, now in Chicago. Address
Key 380, care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Welland.** 1614 Sherman Ave., Evanston, Ill.

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

HELP WANTED

Experienced storeman for Chicago loop establishment. Must be A1 man and furnish unquestionable reference. Also good saleslady and designer. Address
Key 381, care American Florist.

Help Wanted

Experienced man for store. Must be A-No. 1 designer. References required.

The Rosery Floral Co.
167 Market St., NEWARK, N. J.

Help Wanted

A good grower of a general line of greenhouse stock (potted and cut). We want a hustler and one with a pleasant disposition. Give references from present and previous employers. State age, wages about per hour expected. No perquisite. Rent and board are reasonable in this city.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment. 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Seed Cleaner Wanted

Man who has had experience cleaning clover, timothy and grass seeds. Wages, $125 per month. Steady employment. Chance for advancement.

Key 385, care American Florist.

Agency Wanted

British Seedsman wishes to represent a good firm of American wholesale seed growers as sole agent in Great Britain and Ireland. Write in first instance to
Key 386, care American Florist.

Order Clerk Wanted

Order clerk who has had experience filling field seed orders and as assistant shipping clerk. Wages, $110 per month. Opportunity for advancement. State age and experience.

A B C, care American Florist

Nursery Foreman

wanted for our nursery in Western Springs, Ill. Must be strictly sober, able to handle help, and have experience in evergreens and ornamentals. Give full particulars in first letter as to past record, salary wanted, etc. Only first-class man wanted.

VAUGHAN'S SEED STORE
CHICAGO

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.

Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

To Grass Seed Men

Wanted — Man who has had plenty of experience buying and selling grass and field seeds. Salary, $6,000 per year to begin. State age and experience.

SEEDSMAN, care American Florist

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Wholesale and Co-operative

WE INVITE co-operation. Our quality flowers and service are universally known.

Price List sent on request

Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

SPECIAL LIST OF PERENNIALS

We offer the following in 3½-inch pots, f. o. b. Highland Park, Ill., packing extra, subject to being unsold upon receipt of order:

Pot-Grown Plants Are the Best for Counter Trade.

All at $12.00 per hundred.

Shasta Daisy, King Edward VII.
Coreopsis, Lanceolata Grandiflora.
Pyrethrum, Hybridum Grandiflora.
Gaillardia Grandiflora.
Delphinium, Dreer's Gold Medal Hybrids.
Delphinium, Belladonna Hybrids.
Columbine, English Long spurred hybrids.
Dianthus, Garden Pinks, Superior Strain.
Hollyhocks, Double assorted colors.
Chrysanthemum, hardy Pink.
Chrysanthemum, hardy Yellow.
Chrysanthemum, hardy White.
Chrysanthemum, hardy Bronze.

We offer the following in heavy field-grown plants, f. o. b. Highland Park, Ill., packing extra, subject to being unsold upon receipt of order:

	Per 100
Phlox, Improved Lingard	$10.00
Phlox, Bridesmaid	8.00
Phlox, E. Campbell	10.00
Iris, Pallida Delmatica	15.00
Iris, Mad. Chereau	8.00
Physostegia	8.00
Shasta Daisy, King Edward VII	8.00
Delphinium, Dreer's Gold Medal Hybrids	10.00
Delphinium, Belladonna Hybrids	10.00

	Per 100
Coreopsis, Lanceolata Grandiflora	$ 5.00
Columbine, English Long spurred hybrids	10.00
Gaillardia, Grandiflora	8.00
Pyrethrum, Hybridum Grandiflora	8.00
Digitalis, (fox glove) Heavy Plants	15.00
Digitalis, (fox glove) Extra Heavy Plants	20.00
Dianthus, Barbatus, double assorted	8.00
Achillea, The Pearl	8.00
Dianthus, Garden Pinks, Superior Strain	8.00
Boltonia Asteroides	8.00

THE E. F. WINTERSON CO., Wholesale Florists, 166 N. Wabash Ave., Phone: Central 6004 **Chicago**

You should place your orders with us for Memorial Day this year to avoid disappointment, We will have a most complete line of Cut Flowers, particularly an extra heavy supply of very fancy

PEONIES

In all colors and in all the desired grades at prices ranging from

$6.00, $8.00 and $10.00 per hundred

CARNATIONS

ROSES--LILIES--CALLAS--JESSAMINES--DAISIES--ORCHIDS
SWEET PEAS--CALENDULAS--ETC. Complete Line of Greens

Make up a list of what you need and let us have your order as early as possible. Do it now.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES

All lengths of stem at market prices on day of shipment.

MRS. CHAS. RUSSELL	Per 100
Special	$25 00
Select	$15.00 to 20.00
Medium	8.00 to 12.00
Short	5.00 to 6.00

ROSES

Richmond,	special	$10.00 to $12.00
"	select	8.00
"	medium	6 00
"	short	5.00
Milady,	special	$10.00 to 12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Killarney Brilliant,	special	$10.00 to 12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Ophelia,	special	$10.00 to 12.00
"	select	8.00
"	medium	6.00
"	short	5.00

ROSES—Continued		Per 100
White Killarney,	special	$10.00 to $12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Killarney,	special	$10.00 to $12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Mrs. Ward,	special	$10.00 to $12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Sunburst,	special	$10.00 to $12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Cecile Brunner		3.00
Elgar		3.00
Baby Doll		3.00
ROSES, OUR SELECTION		5.00

Extra special roses billed accordingly.

CARNATIONS	Per 100
Fancy Red	$10.00
White and Pink	8.00

PEONIES	Per 100
Fancy	$10.00
Special	8.00
Good	6.00

ORCHIDS	Per doz.
Cattleyas	$ 9.00

EASTER LILIES	Per 100
Select	$15.00

MISCELLANEOUS

Valley	$ 8.00
Calendulas	$3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons	per bunch $0.75 to $1.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	$1.00 to 2.50
Cape Jessamines	1.50 to 3.00

DECORATIVE

Plumosus strings	$0.50 to $0.75
Plumosus	per bunch .35 to .50
Sprengeri	" " .35 to .50
Adiantum, fancy long	per 100 1.00
Smilax	per doz. 2.50
Ferns	per 1,000 5.00
Galax	" " 1.25
Mexican Ivy	" " 5.00 .75
Leucothoe sprays	75c
Boxwood, per lb	25c; cases 7.50

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

BUY NOW FOR

MEMORIAL DAY

Your Memorial Day business will be larger than ever before. Be prepared for the big rush of orders by laying in a liberal stock of

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES

SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle. We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS

Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

Write For Our Memorial Day Special Circular.

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF
PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

LILY BULBS

Giganteum Multiflorum
Formosum Rubrum Auratum Album

We are direct importers of the best quality bulbs. You are safe when you order of us. Shipment made:

FROM NEW YORK
For all Eastern Customers.

FROM CHICAGO
For the Middle West.

FROM CINCINNATI
For Ohio, Pennsylvania and West Virginia.

FROM MINNEAPOLIS
For Minnesota, Iowa and the Dakotas.

FROM SEATTLE
For Pacific Coast Customers.

Send your order now—in today's mail—and be safe.

AMERICAN BULB CO.

DEALER IN BULBS AND SUPPLIES

172 N. Wabash Ave., L. D. Phone Randolph 3316 Chicago, Ill.

MEMORIAL DAY PREPARED FOLIAGE DESIGNS

Illustration of one good number.
We have many others.

No. 62. Magnolia Leaves, Roses and Gypsophila.
18-inch, each $1.75
21-inch, each 2.25

Magnolia Leaves

The very best prepared Magnolia in Green, Purple and Brown. Full carton of six lbs. net weight.
Per box, $1.75.

Prepared Lycopodium

Per box, $3.00.

Art Flowers

In Assortment.
$10.00 to $25.00.

Fresh Cedar Sprays

Per 100, 50c.

Poehlmann Brothers Company

66-72 East Randolph Street
Chicago, U. S. A.

DECORATION DAY PRICE LIST

BUY DIRECT FROM THE GROWER.

Russell, Hoosier Beauty, Brilliants, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 75c to $3 per doz., according to length of stems Ophelia, Hoosier, Sunburst, White Killarney.

PRICE LIST—In effect May 26th.

RUSSELL

75c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$12.00 per 100
Medium	10.00 per 100
Good short	$6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12 00 per 100
Medium	10.00 per 100
Short	$6.00 to 8.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$6.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR MOTHERS' DAY.

The demand for stock for Mothers' day was the heaviest on record, and everything in all lines cleaned up so completely that many of the wholesale houses did not have a flower left Saturday evening, May 10, when the stores closed for the day. The shipping trade was surprisingly large, and it was impossible to fill anywhere near all the orders that were booked. A great improvement in the weather the latter part of last week brought on a good supply of stock for the city buyers, who were waiting to take it as fast as it arrived. Carnations were exceedingly scarce at $10 to $12 per 100, and at even higher prices in the fancier grades. American Beauty roses sold fast at high prices, and the same holds true for roses in general, which cleaned up rapidly at the advertised quotations. Sweet peas were good property and brought high figures, but were in short supply. Orchids and gardenias were on the short side, and the same holds true for lily of the valley, which was scarce, notwithstanding the outdoor shipments that were received. Snapdragons were quite a factor in the market and found ready buyers. Gladioli cleaned up quickly at satisfactory figures, and the demand for peonies, which were more plentiful than in other years for this occasion, easily took care of all that were offered. Peonies never brought such high prices before, but at that were

Good Supply of All Seasonable Cut Flowers

Also Everything in Greens and Supplies.

O & L A A Zonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street 'Phone Central 6284

BIG SUPPLY OF

ROSES

For Memorial Day

EXCEPTIONALLY FINE

White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland

CARNATIONS

Heavy Crop of White, Pink and Red

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

Complete Line of Greens

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. MEMORIAL DAY PRICE LIST **Subject to Change Without Notice.**

	Per 100
Mrs. CHAS. RUSSELL	
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

	Per 100
MILADY	
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 8.00 to $10.00
Valley	8.00
Sweet Peas	1.50 to 3.00
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
New Ferns	$4.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $1.50
Leucothoe Sprays	1.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

EXTRA HEAVY SUPPLY

ROSES---CARNATIONS

For Memorial Day

Place your orders with us and you will get the best stock obtainable for the least money

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Extra Special	$20.00
Select	15.00
Fancy	12.00
Medium	10.00
Short	8.00

White—KILLARNEY—Pink	Per 100
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

KILLARNEY BRILLIANT	
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

RICHMOND	Per 100
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00

SUNBURST AND OPHELIA	Per 100
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00

MINIATURE ROSES	
Baby Doll	$ 3.00
Elgar	3.00

ROSES, OUR SELECTION	5.00

CARNATIONS, per 100	$6.00 to $ 8.00

MISCELLANEOUS	Per 100
Valley	$ 8.00
Lilies	25.00
Peonies	$8.00 to 10.00
Ferns, per 1,000	$5.00 to 6.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.35

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Van 100% Service

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

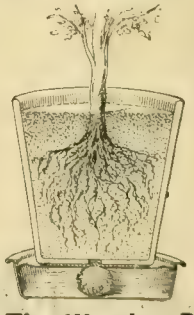
big value for the money. Lilac cleaned up early. Daisies had a heavy sale and so did stocks, calendulas, irises, pansies, tulips, narcissi, lupines, jonquils, statice, mignonette, forget-me-nots and other miscellaneous seasonable flowers not already mentioned here. The retailers all enjoyed a wonderful business, and like the wholesalers, cleaned up all the stock they had to offer at an early hour. The daily papers all gave a large amount of space to Mothers' day in the form of write-ups and cartoons, which, with the local advertising that was done, had much to do with the wonderful results that were realized. This city celebrated Mothers' day with a unique parade on May 11, when the gold-star women reviewed the marchers. In the morning, "mother" was eulogized from 1,500 pulpits, and everywhere one went a flower of some kind was worn in some shape or form by men, women and children. The parade held in the afternoon was one of the grandest tributes to the day that was ever witnessed in the city and consisted of over 40 bands, headed by the police and followed by many military organizations. It would take over a column to fully describe the great parade, which was one of the greatest forms of advertising that the trade could probably receive and money possibly could not buy. Everyone was happy over the success of the Victory loan, when both the country and the city oversubscribed it to the amount of six billion dollars. This city went over the top by 50 million and the trade by many thousands. Prosperity is in the air everywhere, and those who are planning on a large Memorial day trade, will have to get busy and place their orders immediately, for the demand promises to be heavier than ever. Stock appears to be in good supply for the occasion, but there is no doubt in anyone's mind that there will not be any great surplus to speak of. Play safe and order early. Look over the advertisements in this issue and send in your orders immediately.

NOTES.

Morris H. Le Vine's many friends here were pleased to learn that he was back on the job with Lion & Co., New York, when he called on them last week. He was wounded severely in action on the French front when a piece of shrapnel several inches long and about an inch thick struck him on the right leg fracturing the bone. He is covering the late Milton Alexander's territory which E. D. Goodman was looking after since his death. Mr. Goodman has left the employ of Lion & Co., to go into business for himself at New York.

John Poehlmann is making an out-of-town business trip.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

Peonies-Roses

CARNATIONS IN LARGE SUPPLY FOR MEMORIAL DAY

Beauties, Callas, Valley, Sweet Peas, Lilies, Iris, Snapdragons, Greens, Etc.

We have Quality, Quantity and Variety, so place your order with us.

You can rely upon our honesty to treat you right in regard to prices on all stock ordered from us.

ERNE & COMPANY

WHOLESALE FLORISTS

30 E. Randolph Street, L. D. Phone, Randolph 6578. **CHICAGO, ILL.**

FOR MEMORIAL DAY

Heavy Supply of Fancy Peonies

In all colors. Positively the most select stock obtainable.

Finest Quality Roses in Large Quantities

Particularly the very choicest Russell, Milady, Beauties, Killarney, White Killarney, Killarney Brilliant, Ward, and all the Miniature Varieties.

Home Grown Orchids and Gardenias. None Better

Choicest Carnations in all colors

Sweet Peas All the best varieties, including the newer introductions, and all of Zvolanek's proven favorites.

☛ Your aim is always to supply your trade with the best. They get it when you place your orders with us.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Welcome Home, Sons of Liberty

and may those who fell for the cause be fittingly remembered for MEMORIAL DAY.

MEMORIAL DAY PRICE LIST—In Effect May 26, 1919.

PEONIES

BEST VARIETIES FRESH CUT STOCK

	Per 100
Select fancy	$10.00 to $12.00
(1000 lots, $100.00)	
Select choice	$ 6.00 to $ 8.00
(1000 lots, $60.00)	
Common	$ 4.00 to $ 5.00
(1000 lots, $40.00)	

We have a heavy cut of the famous Evansville, also Southern Illinois Peonies, from choice well-grown stock that will be just right for Memorial Day trade without holding in storage. All stock guaranteed to reach you in good condition.

CARNATIONS

	Per 100
Select fancy	$ 6.00 to $ 8.00
Choice	4.00 to 5.00

ROSES

		Per 100
Russell,	long	$20.00 to $25.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Columbia,	long	20.00 to 25.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Ophelia,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Sunburst,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Milady,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Brilliants,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Killarney,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00

		Per 100
White Killarney,	long	$12.00 to $15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Ward,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00

YELLOW DAISIES

Choice select	2.00 to 3.00

SNAPDRAGON

Long choice	4.00 to 8.00

SWEET PEAS

Fancy Spencers	1.00 to 2.00
Ferns per 1000,	5.00
Asparagus per bunch,	.35 to .75
Case lots	5.00 to 8.00
Sprengeri per bunch,	.35 to .50

Subject to Market Change.

A. T. PYFER & COMPANY

164 N. Wabash Avenue — Formerly at 30 E. Randolph Street, L. D. Phone Central 3373 — CHICAGO

A suit asking that the Concordia association be enjoined from leasing a building now in the cemetery in Forest Park to a flower store was filed in the Circuit Court May 10. The bill states that A. H. Schneider opened a flower shop and greenhouse in the cemetery last month. It further states that the cemetery was incorporated in 1884 "for the purchase and sale of real estate for burial purposes only."

Schiller's two stores cleaned up everything they had to offer for Mother's day in all lines. George Asmus attributes the strong demand to the extensive advertising that was done for this occasion and advises everyone to contribute a share of their profits to both the local and national campaigns now being conducted.

Reports that recent high water in the Desplaines river had submerged graves in Waldheim cemetery are denied by Superintendent Jacob Schwab. That part of the cemetery exposed to flood has been properly protected and with the water receding during the past few days, any danger that may have threatened has passed.

The Alpha Floral Co. made a great showing of stock for Mothers' day and cleaned up entirely. Manager Chronis says that his telegraph business was the heaviest he ever experienced since he has been in business and that orders kept pouring in from all sections of the country for delivery here and in this vicinity.

When the steering gear of an automobile driven by Frank Fortman, a Rogers Park florist, became unmanageable, May 5, the machine swerved to the sidewalk, injuring a pedestrian.

Local shippers of merchandise criticize the American Railway Express as being in a general state of chaos. It is said that delay in delivery of shipments has become intolerable.

Gladiolus Cut Flowers

We Are Now Shipping. Send Us Your Orders.

Price per 100 lbs.: —Small size, $3.00; medium, $4.00; all sizes, mixed, $5.00; fancy select, $8.00. F. O. B. here. Nice varieties, well packed.

TAIT BROS. CO., P.O. Box 556, Brunswick, Ga.

Mention the American Florist when writing

Poehlmann Bros. Co. subscribed for over $29,000 worth of Victory bonds, which does not include the personal subscription of August Poehlmann which helped to put Morton Grove over the top. This firm has just added two new trucks to its delivery service and purchased 30 acres of land in Morton Grove

H. B. Kennicott was more than satisfied with Kennicott Bros. Co's. business for Mothers' day, which was the best on record. A large quantity of peonies from the firm's farms at Villa Ridge cleaned up completely at high prices and came in handy for the occasion.

Pte. Peter F. Mahon, formerly of THE AMERICAN FLORIST office staff, now with the American Expeditionary Forces, writing from Tours, says "it is sure some town to spend a furlough in, but it is not Chicago."

Ronsley, the East Jackson boulevard florist, reports his Mothers' day trade as the best ever with the total sales exceeding all expectations.

John Muir had a big Mothers' day trade with a particularly heavy call for plants. A cleanup in both cut flowers and plants is reported.

A. Miller, president of the American Bulb Co., left this week for San Francisco, from where he will sail for Japan, May 20.

H. C. Rowe reports that his cash business for Mothers' day was greater at his East Madison street store than it was at Easter.

Lubliner & Trinz, formerly well known florists, now moving picture theater owners, subscribed $100,000 for Victory Bonds.

Mangel, the Palmer House Florist, reports an excellent Mothers' day trade with an early clean-up in stock.

Julius Dilloff, representing Wertheimer Bros., New York, called on the trade here this week.

Plenty of Flowers For Memorial Day

Get your share of the business for this occasion by pushing

RANDALL'S Fancy Peonies, Roses, Carnations, Sweet Peas, Etc., Etc.

A. L. RANDALL CO.

Wabash Ave. at Lake St., CHICAGO

Mrs. George Gobel has the sympathy of the trade in the loss of her father, John Schaffer, whose death occurred last week. Mrs. Gobel will probably be remembered best through her connection with Bassett & Washburn, where she was employed as stenographer for many years.

A. L. Vaughan & Co. received several large shipments of peonies this week, which leads them to believe that their growers will be right at the height of their cut for Memorial day. The Mothers' day sales at this establishment were the best ever.

Zech & Mann cleaned up completely in all lines of stock for Mothers' day when the total sales for the week established a new record. Mrs. Allie Zech visited the store for the first time this week since her operation.

Bassett & Washburn never experienced such a brisk call for stock as they did for Mothers' day, when everything sold like hot-cakes. Roses, especially, were in heavy demand at this establishment.

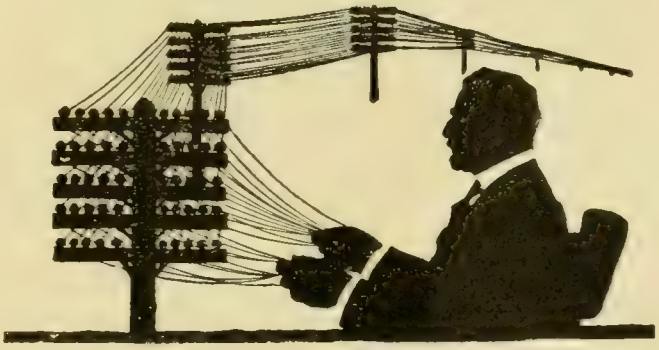
Paul Klingsporn says that the demand for stock was so heavy for Mothers' day at the Chicago Flower Growers' Association store that an early cleanup in all lines was experienced.

Erne & Co. had several good sized shipments of peonies and lilac for Mothers' day which added to their regular line of stock made their Mothers' day trade the best ever.

C. L. Washburn says that the Hinsdale florists had such a heavy call for stock for Mothers' day that it was impossible to handle all the customers.

William Hansen is the latest addition to the office force at E. C. Amling Co.'s store.

The John Kruchten Co. received their first large shipments of peonies this week.



OVER THE WIRES—
Your wants can be brought to our attention on short notice.

CHICAGO the only cut flower market where the law of ***supply*** and ***demand*** for ***price making*** is a reality.

CHICAGO a cut flower market upon which the Chicago Retail Florist depends for existence.

CHICAGO the only Cut Flower Market for the 'OUT OF TOWN' Retail Florist who could Buy Cut Flowers rather than grow them.

To know the Chicago Market is to connect with a house where SERVICE is paramount.

Wholesale Dealers in Cut Flowers
Since 1881

Buy from
Kennicott Bros. Co.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Forget-Me-Nots Pansies
Stocks

SNAPDRAGONS
Sweet Alysum Iris
Candytuft.

PEONIES

JASMINE

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

WHAT ARE YOUR REQUIREMENTS?

Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties

If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.

FLORIST SPECIALTY CO., Idaville, Ind.

Mention the American Florist when writing

Miss Olga Tonner was unable to be at O. A. & L. A. Tonner's store during the Mothers' day rush, owing to an ulcerated tooth that caused her considerable pain. The business was taken care of properly, however, by her sister and Henry Arnold, who worked like beavers to handle the rush.

Percy Jones, Inc., never did such a large Mothers' day business as this year, when the total sales were most encouraging and greater than expected. Some of the finest sweet peas seen in this market for some time were a leader at this house for this occasion.

Miss Marguerite McNulty, who has charge of Peter Reinberg's office reports that her brother "Don", who was with the American troops in France, has arrived safely in New York. Her brother Archie, who also saw service abroad, is on his way home.

A. Lange had all the business that he could conveniently handle for Mothers' day and was seen in the wholesale market as late as 9 p. m. in search of stock to fill all his orders. His East Madison street store was filled at all times with customers.

N. J. Wietor was enthusiastic over Wietor Brothers' business for Mothers' day, which was a record-breaker and exceeded all expectations. This firm sold their large cuts of roses and carnations as fast as they reached the store.

W. K. Partridge, with the W. W. Barnard Co., has been seriously ill the past week, but is improving somewhat at this writing. His condition for a time was so critical that his two sons were called here from Cincinnati, O.

Miss Edna Frauenfelder is pleased with business at C. Frauenfelder's store on West Madison street, which she is in charge of, and says that the demand for Mothers' day was exceptionally heavy

Victor Bergman says that O. J. Friedman never filled so many telegraph orders for a holiday before as he did for Mothers' day this year. It was the best ever was the report at this establishment.

The A. L. Randall Co. was fortunate in having a large supply of peonies for Mothers' day which brought unusually high prices and helped out wonderfully, owing to the general scarcity of all other stock.

A. T. Pyfer & Co. disposed of a good supply of peonies in addition to their regular line of stock for Mothers' day and were more than satisfied with their total sales, which were the best on record.

George A. Kuhl, of Pekin, who has been at the Presbyterian hospital for a few weeks, was able to leave May 14, and will spend several days with friends here before going home.

The Joseph Foerster Co. had such a strong demand for stock for Mothers' day that it did not have a flower left in the place when the store closed May 10.

J. A. Budlong had a grand cleanup in stock for Mothers' day, which was exceptionally heavy and far greater than the firm expected.

A. P. Fontana will open a new store at 2159 Lake street in the near future under the firm name of The Lake-Leavitt Floral Shop.

The North Shore Floral Co. reports a splendid Mothers' day business, which included quite a number of telegraph orders.

Louis Wittbold is becoming so popular that Billy De Beck featured him in his "Bulla Bulla" cartoon this week.

Ice was advanced 15 cents per 100 pounds this week, making the price 40 cents to retail florists.

E. F. Winterson, Sr., has been suffering from an attack of lumbago the past week.

One of the department stores had a special sale on palms for Mothers' day.

Alois Frey, Crown Point, Ind., was a visitor, May 14.

Visitors: Al. Barber, Cleveland, O.; H. M. Eurt, Jackson, Mich.; Chas. Graham, Cleveland, O.; Mrs. E. A. Moore, Harvard.

Chicago Bowling.

Scores made by the florists known as the Centrals in Kaad's league last week:

Players	1st Game	2d Game	3d Game
Lorman	188	186	178
Wolf	197	186	177
Huebner	200	190	225
Price	192	178	175
Olsem	203	178	168
Totals	980	918	923

WILLISTON, N. D.—A horticultural society has been organized here and a vigorous campaign will be started at once with the object of beautifying lawns.

For Memorial Day

If you want good stock and good treatment
SEND YOUR ORDERS TO US. DO IT NOW.

Best Quality Roses

Choice stock of Valley, Peonies, Stocks, Calendulas, Lupines, Tulips, Iris, Daisies, Lilies, Callas, Jasmines, Forget-me-nots, Sweet Peas, Pansies and all other seasonable stock. Do not forget us on Greens, as we have Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax.

Carnations Will be scarce. Order Roses and Peonies wherever possible.

Remember, we aim to give you good value for your money.
You can increase your profits and business by sending all orders direct to

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Nashville, Tenn.

BEST MOTHERS' DAY IN HISTORY.

Mothers' day in this city proved a tremendous success, the best ever experienced here, several causes contributing to this result. In the first place, the day was beautiful and served to make it generally observed. Judicious advertising also held the attention of the public to the occasion and the splendid flowers and appropriate cards in the shop windows resulted in a good demand for everything offered both cut and in plant form. Peonies were in with their first blush of beauty and were available in almost any color, a few red, many pink and an abundance of white. Large baskets filled with them were offered for sale on the streets and went at $1.50 per dozen, while the florists were receiving $3, double former prices. Roses were in good shape and while the carnation was the flower of the day roses and peonies moved well. Saturday looked like a return of the Easter trade, so numerous and eager were the buyers. Carnations were on

FERNS-Fancy and Dagger-FERNS

Any Quantity. Prompt Shipment. Right Price.

H. C. WILLIS, Kinston, Alabama

Mention the American Florist when writing

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Mention the American Florist when writing

CAPE JESSAMINES
FOR MEMORIAL DAY

We are the oldest and largest growers of Jessamines in the world. Gardenias are our specialty. Season will open May 17th, and continue to June 15th. When we accept your order you may depend on receiving them.

PRICES:

Class X, 12 to 18 inch stems	$2.25 per 100;	$20.00 per 1000
Class A, 8 to 12 inch stems	1.50 per 100;	14.00 per 1000
Class B, 4 to 8 inch stems		8.00 per 1000

500 of all the above at 1000 rate.

We guarantee good condition upon arrival to any part of the United States.

Benson Floral Co., Alvin, Texas

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. **CHICAGO**

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

hand to meet the heavy call and cleaned up completely in both red and white. There was a fine call for pot plants, baskets and birch boxes. Geraniums proved a great favorite and all that were offered found ready sale. Many of the stores sent back to the greenhouses again and again for additional supplies of stock during the day. The market house was also filled with a fine assortment. Hydrangeas, while not as plentiful as desired, were eagerly sought. Many irises were still in bloom, although the earlier varieties had passed out. In all of the stores satisfied expression were heard as to the volume of the day's business.

HORTICULTURAL APPROPRIATION.

The state legislature at its last session aided the horticulturists of the state to the extent of $5,000, the appropriation to be in the hands of the state horticultural society. Eliminating the usual preliminaries, the text of the act in general, is as follows:

"The sum is to be expended in uniting the fruit growers of the state and providing meetings for the exchange of ideas of value and to publish in annual form a record of such meetings; to assemble and display educational and horticultural advertisements of state advantages; to act as a medium of distribution of scientific knowledge acquired by experiment stations and other co-operative agencies; to encourage better methods of production, handling and marketing horticultural products, together with such other legitimate action as in the judgment of its directors will promote horticultural development in the state."

NOTES.

The Joy Floral Co. had peonies in immense quantities in many colors, innumerable vases of roses in all varieties and a fine cut of carnations as well as a splendid miscellaneous assortment. Their showing of pot stock was a strong feature.

During the past week there was an almost continuous downpour of rain, which was badly needed in this section, as growing crops were beginning to suffer. Everything will now take on a tremendous onrush of growing and the bedding plant trade will become more brisk.

Geny Bros. had fine carnations, a good cut of roses and an excellent supply of peonies, in addition to very fine pot geraniums and hydrangeas, both of which brought good returns. M. C. D.

GARDENIAS

We will have them. A large supply and good grade stock for Memorial Day.

Class X, 12 to 18 in. stems	$2.25 per 100;	$20.00 per 1000
Class A, 8 to 12-in. stems	1.50 per 100;	14.00 per 1000
Class B, 4 to 8-in. stems		8.00 per 1000

250 and 500 shipments at 1000 rates. F.O.B. Alvin. Cash or C.O.D.

These are field-grown flowers and depend entirely on weather conditions. However, should we have to disappoint a customer on account of same, we will wire (our expense) in advance.

YARD & YARD, Alvin, Texas

Texas State Florists' Association.

President W. J. Parker, of the Texas State Florists' Association, has called for a meeting of the association to be held in Austin, July 9-10. The florists of that city have already begun preparations to entertain the visitors and a very enthusiastic meeting is expected.

The Texas florists have not held a regular meeting for two years on account of conditions brought about by the war, and the July meeting is expected to again put things in order and get the association back into working trim. There will be ample provision made to give all the space necessary to those who wish to make trade exhibits at the convention, and just as many as can arrange to bring or send exhibits of any stock, supplies, building material, or anything else used by florists, are invited and urged to do so. The space will be furnished free to exhibitors. The florists of the state and adjoining states will be urged to come to the convention to place their orders for supplies for the next season, hence this is going to be an excellent opportunity for the trade to get in touch with the florists of the southwest.

The exhibit hall will be adjoining the assembly hall and ample time will be given to all visitors to examine the displays and place their orders with those in charge. All who will make exhibits are requested to immediately write Secretary Louis J. Tackett, Austin, Texas, so that choice space may be reserved for your exhibit. This is expected to be one of the largest meetings of florists ever held in the southwest, and no one can afford to miss it. Do not wait for the secretary to write to you to make an exhibit, for if you do you may be overlooked, but write him at once that you will be on hand with a display and a sharp pencil and be ready to book orders.

For any information concerning the convention, write Louis J. Tackett, secretary, Austin, Tex.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 5579 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.

	Dozen	
Roses, Beauty	$ 1.50@	$ 7.50
	100	
" Mrs. Chas. Russell	8.00@	30.00
" Hoosier Beauty	5.00@	15.00
" Killarney Brilliant	5.00@	15.00
" Killarney	5.00@	15.00
" White Killarney	5.00@	15.00
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	5.00@	15.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	5.00@	15.00
" Bayard Thayer	5.00@	15.00
" Cecile Brunner		3.00
" George Elgar		3.00
" Baby Doll		3.00
" Nesbit		3.00
" Our selection	5.00@	6.00
Carnations	8.00@	12.00
Cattleyas, per doz.		10.00
Daisies	1.50@	2.00
Lilies	15.00@	20.00
Peonies	6.00@	12.00
Valley		8.00
Calendulas	3.00@	6.00
Callas		15.00
Sweet Peas	1.00@	2.50
Snapdragons, per doz.	1.50@	2.00
Mignonette		8.00
Iris, per doz.	2.00@	2.50
Ferns per 1,000	5.00@	6.00
New Ferns per 1,000		4.00
Galax per 1,000	1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy per 1,000	5.00@	6.00
Plumosus Strings each	.60@	.75
Smilax per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

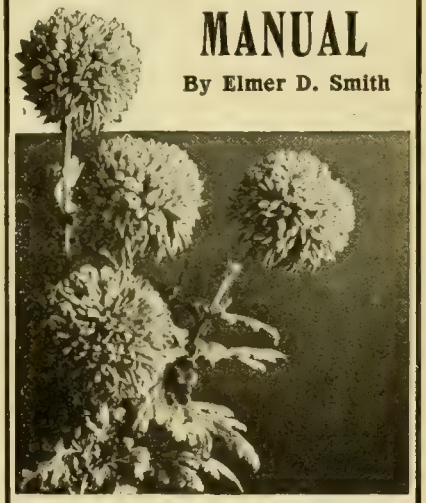
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts..... 10.00 per 100

If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SMALL INCREASE ON MOTHERS' DAY.

The past week has been one of expectation. Aside from a few weddings and the inevitable wreaths and sprays, the demand was light. Almost everything, except carnations, was in full supply. These latter were scarce all week, all colors selling from six to eight cents. After Thursday, the whites brought 12 to 15, and it is said, would have reached 20 cents had the day been clear. Good judges say there was a shortage of at least one-third, as compared with the supply of last year. They were all agreed that there was not enough to go around, even at the high prices. Pinks and reds sold on Friday and Saturday for $10, and nothing like enough for the demand. New York was drawn on for whites, several of the dealers and a number of the street men were bringing them over in large quantities. Last year the market broke badly on Saturday, flowers selling down to three and four cents, but this year all were cleaned up at the quoted prices. While there was but little increase in business on account of the holiday, prices on all flowers stiffened and were possibly 10 per cent higher.

May 12.—The morning receipts were rather light. There were very few carnations, as they had been cut so close on Saturday. Roses were also not in oversupply, owing to the past four days of rain and cold, cloudy weather. Southern irises and gladioli are a feature. Prices, which had been advanced about 20 per cent for Mothers' day on nearly the whole list, held fairly well. Carnations dropped from their high pinnacle back to eight and ten cents. There was the usual Monday morning demand to provide something for the empty show cases.

NOTES.

Scarcely any of the retail florists featured Mothers' day with the exception of Frank Ross, who displayed large placards calling attention to the day in the windows of his three stores, and Charles H. Grakelow, who sent out thousands of well-worded circulars. The opportunities of Mothers' day appear to be apparent to but few of the trade in this city, notwithstanding the fact that where the retailers get together in a number of other communities the business is immense.

The bedding plant men are very busy, and for the most part, have their houses well filled with stock that has taken, almost over night, the place of that sold at Easter. The Robert Craig Co. filled two large houses with geraniums Easter week, putting them up between the loading of wagons and cars. All kinds of Boston ferns are scarce. Anything saleable in a 6-inch pot brings $12 per dozen, an advance of 100 per cent in two years.

Miss Jarvis was in Cleveland, O., this year, attending a congress of mothers, and from there sent out word through the press that Victory bonds and saving stamps were to be bought instead of flowers for Mothers' day. Judging from the demand in the eastern markets, her ukase had little effect in deterring the sale of flowers. Let us hope it speeded up the demand for Victory bonds.

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street. PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, May 14.	Per 100
Roses, Beauty, Special	40.00@ 60.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	10.00@ 15.00
" Killarney	5.00@ 12.00
" My Maryland	5.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	4.00@ 6.00
" Ophelia	6.00@ 15.00
" Russell	10.00@ 20.00
" Shawyer	6.00@ 12.00
" Bon Silene	4.00@ 5.00
Lillies	15.00@ 20.00
Cattleyas	75.00@ 85.00
Carnations	4.00@ 7.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Minognette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 5.00
Freesias	2.00@ 5.00
Paper Whites	3.00@ 4.00
Callas	15.00@ 25.00
Romans	4.00@ 5.00
Golden Spur	4.00@ 6.00
Smilax	25.00
Iris	8.00@ 10.00

BOSTON, May 14.	Per 100
Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, May 14.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

GUST. RUSCH & CO.

Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of
WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

C. U. Liggit finds growers everywhere short of plants, there being a steady demand throughout all the standard stocks. It was impossible to supply the call for carnation cuttings; taking the country over, at least 50 per cent more could have been sold. Two-inch pot rooted cuttings are quoted at $80 per 1,000, while plants from the field have at times been well sold at $50 per 1,000.

The trade is still talking about the fine display of new roses at the florists' club meeting on Tuesday last. A second lot of 50 flowers of the Rose Frank Dunlop, which arrived too late for the exhibition, has been the attraction in Pennock Bros'. window all the past week. H. H. Battles had the honor of displaying Pilgrim and Crusader.. All three kept splendidly.

The American Rose Society is to visit and inspect the beautiful rose garden of Capt. George C. Thomas, Jr., Chestnut Hill, June 4, at 2 p. m. They will also hold a meeting at that time. The tentative date of the opening of the national trial rose gardens at Arlington Farm, Washington, D. C., is set for June 3.

Harry Crawford, who was overseas with the Young Men's Christian Association, has returned safe and sound. His work took him into Spain, Italy, and Southernu France. He was in Nice when the acacias were in flower, which he describes as a beautiful sight.

The trade has rallied nobly to the call to buy Victory bonds. The quota of the allied horticultural trades, florists and seedsmen, was $250,000. They went over the top in great shape, their subscriptions figuring close up to $400,000.

De Forest Ludwig and wife, of Pittsburgh, were in town Thursday, en route to meet Mr. Ludwig's brother, who has just returned from service abroad.

John Walker and wife, Youngstown, O., passed through this city this week for a visit to Mr. Walker's brother, near Atlantic City.

James Kilgallen, of the S. S. Pennock Co.'s force, arrived home last week from service in France.

K.

TULSA, OKLA.—Maxwell & Co. are at work on their new range, two houses 27x150 and three houses 36x150, Foley construction.

Wholesale Flower Markets

PHILADELPHIA, May 14. Per 100

Roses, Beauty, special	40.00@ 50.00
" " fancy	20.00@ 30.00
" Mrs. Chas. Russell	12.00@ 25.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	4.00@ 10.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	12.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, May 14. Per 100

Roses, Hadley	3.00@ 8.00
" Killarney	3.00@10.00
" White Killarney	3.00@10.00
" Hoosier Beauty	4.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 6.00
" Sunburst	6.00@15.00
Carnations	8.00@12.00
Ferns	5.00

PITTSBURGH, May 14. Per 100

Roses, Beauty, special	60.00@75.00
" " fancy	40.00@50.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@18.00
" Sunburst	6.00@18.00
" Mrs. Aaron Ward	6.00@18.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
" Ophelia	6.00@18.00
" Hilda	6.00@18.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	8.00
Valley	6.00
Ferns, per 1,000	5.00
Sweet Peas	1.00@ 2.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, May 14. Per 100

Roses, Killarney, W. Killarney	6.00@15.00
" Ward	6.00@12.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@15.00
" Columbia	10.00@35.00
" Hoosier Beauty	8.00@15.00
Carnations, assorted	10.00@12.00
Cattleyas, per doz.	9.00
Sweet Peas	1.00@ 2.50
Callas, per doz.	2.00
Snapdragons	1.00@ 2.50
Mignonette	5.00
Calendulas	3.00@ 4.00
Calla Lilies	20.00
Iris	10.00

New York.

MOTHERS' DAY BUSINESS LACKS LIFE.

It seems like a long time since the wholesale market in roses went as bad as during the past week. When one sees a sidewalk merchant with a large box of roses in front of him, selling out of the "original package," as they say in wet goods circles, one does not have to ask the price, for that is a sure sign of cheapness. It is unnecessary to go further with roses, as that illustrates the condition of the past week. Business was slow on all stocks. From the fact that in greenhouse lily of the valley, there was little or none on the market, frame stock, if good, brought $8 per 100. Practically no effort was made by the florist trade of this city to arouse enthusiasm for Mothers' day—unless raising the price of carnations could be called an effort. The Mothers' day window posters, frequently seen in former years, were rarely noted. One retailer told the writer that he supposed there would be some place in the city where such posters could be had, but could find none. On May 8, several newspapers published items advising people not to buy flowers, but to buy Victory bonds. That was another case of the misdirected energy which has been so conspicuous since the beginning of the war. Even at the highest rate, the price of a carnation would not go far in a bond purchase. This city has never been strong on Mothers' day, but in the past there have been large sales to out-of-town buyers. On account of a strike of their drivers, the American Railway Express, May 8, refused all flower shipments. About the middle of the week, carnation prices began to move upward, and by May 9, $10 and $12 per 100 was being asked for the best whites and Wards. On the morning of May 10, for an hour or two, prices held up, but soon dropped to $8 and $10, then to $6 and $8, and by the middle of the afternoon some ice boxes were full and no buyers in sight. The situation was aggravated by a pouring rain, which continued without intermission throughout the day. As a matter of course, all other stocks were at a standstill. The market was full of sweet peas, snapdragons, stocks and other features that could not be sold. From the fact that up to and including Easter, prices were good throughout the season, the situation seemed particularly bad to the wholesalers, and it was bad enough, but might have been worse.

May 12.—Further reports from retailers are to the effect that this was the best Mothers' day business that this city has ever had. The fact that so many of the churches have become interested has unquestionably helped the business. As a body, the churchgoers support what appeals to the best in human nature. One retailer has said that it was hard to persuade many people to take other than white carnations, but other stores did not find them so particular. The retail trade should reason with its customers on this point. An exclusive demand for white carnations will, if persisted in, for obvious reasons create dissatisfaction all along the line. Greenhouse tulips and narcissi are finished, but good Darwin tulips, grown in the open, have been, and are yet, arriving and they go fairly well. So much lilac and other spring stock is on the market that it has put the sweet peas, particularly the short ones, in bad, and many are going to waste. The frame lily of the valley is generally preferred to the greenhouse stock. It is cheaper and, if good, looks better. On account of a lighter supply, roses have advanced somewhat in price.

The express strike which held up shipments a couple of days, was settled May 13.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

MOTHERS' DAY OBSERVANCE.

Although May 11 was a cool and dreary day, and Sunday base ball—a great asset to rowdyism—has been revived, a number of retail stores reported good sales of carnations and roses. In some of the churches, white carnations were distributed to the mothers of men who were in the service. In the Fort Washington Presbyterian church, in the morning, Miss Bernetta A. Miller made an address on "Mothers' Day in the Argonne." She recently returned from France. Rev. Dr. Harris, acting pastor of Grace Methodist church, took for his morning subject: "In Remembrance of Her; the Sacrament of the White Flower." At the Broadway Presbyterian church, Rev. Dr. Walter D. Buchanan took "Our Mothers" for his theme. In Rev. Dr. Edwin A. Kegwin's church, the West End Presbyterian, at both morning and evening services, the music selected was intended to impress the audience with the honor due the mothers. Kathleen Norris' story, "Mother," was shown, in the evening, in motion pictures, in the St. James Methodist church. The New York Herald published a poem by Mary Coutant Young, entitled, "The Name of Mother." In an editorial, the Herald said in part: "This year, Mothers' day takes on a new significance throughout the land, for in the last twelvemonth new depths in the devotion and sacrifice of the mothers of America has been sounded, new springs of their love revealed." In the afternoon, the Jewish Welfare Board held a Mothers' day entertainment and reception at 89 Park avenue. The Sun, more practical than sentimental, published the following: "The fact that this, the second Sunday in May, is Mother's day is known to every one in the vicinity of New York, owing to the enterprise of the retail florists of the city, who have made the day a household word by their liberal advertising. This sarcasm may make local florists angry, but if it wakes them up to the possibilities of newspaper advertising I will be satisfied for the benefit done the trade, even though it may not be appreciated now. New York florists, as a whole, are the poorest advertisers in any city in the country, and they are where the possibilities are greatest. The use of flowers on Valentine day and other special days might be greatly increased. The sale of flowers and plants at Christmas is about one-quarter what it should be. There are but two days in the year when the demand is what might be expected, Easter and Memorial day, and the demand on the latter day should be greater than it is. The florists themselves are to blame for the fact that flowers in New York are not commonly used for decorating homes, stores, desks of business men, show windows and many other purposes. Nothing gives as distinctive and an artistic appearance to a home as a few flowers rightly placed." The writer of these notes is not disposed to be severely critical. It is true that for some months past the florists have been prosperous, but they could nearly always have done more business. On the other hand, there have been many calls on their resources. For more than a year the publicity committee of the S. A. F. has been making urgent appeals for funds to carry on advertising in the magazines that are bought largely by readers of fiction. It seems to the writer that it would be practical and remunerative to the trade, for this committee to appeal to the people through the newspapers, to support the Christmas, Easter, Mothers' day and Memorial day trade.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young Co.
54 West 28th St. New York.
Consignments Solicited

Telephone 3532—3533 Farragut.
Traveling Wholesale Florist
INC.
133 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

NOTES.

The heavy storm of wind and rain, May 10, had an unfortunate effect on the exhibition of the Horticultural Society of New York, at the Museum building, Bronx park. The weather was so bad that but two exhibitors put in an appearance. Mrs. F. H. Allen, Pelham Manor, N. Y., (James Lenane, Gr.) staged six pots of pelargoniums of herbaceous flowering plants, a group of flowering shrubs and trees, and collection of tulips. Awarded first prize for each exhibit. Mrs. F. A. Constable Mamaroneck, N. Y., (James Stewart, Gr.) had three exhibits, a collection

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 8532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 14. Per 100

Roses, Beauty, special	25.00@	40.00
" " extra and fancy	10.00@	15.00
" " No. 1 and No. 2	1.00@	5.00
" Hadley	4.00@	20.00
" Francis Scott Key	3.00@	15.00
" Columbia	2.00@	10.00
" Prima Donna	2.00@	8.00
" Alice Stanley	2.00@	10.00
" Mrs. Geo. Shawyer	2.00@	6.00
" Double White Killarney	3.00@	12.00
" Killarney	2.00@	6.00
" " Queen	2.00@	6.00
" " Brilliant	2.00@	6.00
" Aaron Ward	3.00@	8.00
" Sunburst	3.00@	8.00
" J. L. Mock	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	3.00@	15.00
" Ulrich Brunner	8.00@	20.00
Cattleya orchids, special	50.00@	75.00
Lilies, Longiflorum and Formosum	8.00@	10.00
Lily of the Valley	6.00@	10.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	3.00@	6.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.50@	2.50
Sweet Peas	.50@	1.75
Mignonette, per doz.	.75@	1.00
Tulips, per doz.	.50@	.75
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax, doz. strings	1.50@	2.50
Stocks, per doz	.35@	.40
Delphiniums, per doz.	1.50@	2.00
Lily of Valley (outdoor)	3.00@	5.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

and six pots of calceolarias, both exhibits being exceptionally fine. First prize for each exhibit. The botanical gardens made a good exhibit—not in competition—of a large variety of flowering stock, including the following: Iris, in variety; centauræ, bleeding heart, alyssum, candy tuft, Primula polyantha, leopard's bane, Narcissus poeticus, summer snow-flake and Darwin tulips. Of the latter, a particularly handsome variety was Cottage Maiden's Blush, a white with a thread of pink around the edge of the petals.

Here is an item that is not, strictly speaking, horticultural, but it should interest some of our horticultural readers. The "Sun" of April 10 says: "An anxious and expectant public will be forced to wait several days at least before the weighty question of whether the skirl of bagpipes in the hands of an experienced Highland Scotch piper is real music or just noise." A real estate corporation has asked for an injunction against the New York Caledonian Club, and Justice Whitaker, in Supreme court, has heard evidence and reserved decision. The club's lawyer stated in court that it was the strains of the bagpipes that had made the Highlanders fight so gallantly in the late war, and the many wars in which the race had been engaged. Opposing counsel countered by saying that the noise of the bagpipes would make anyone fight. We are for the bagpipes and would have a band of pipers attend every Bolsheviki meeting that is held in this city.

A contemporary publishes a letter from James McHutchison, member of the S. A. F. legislative committee, and head of the well known firm of McHutchison & Co., of this city, in which he asks a number of pertinent questions of Dr. Marlatt, chairman of the federal horticultural board. In his preface, he says: "Knowing that Dr. Marlatt has access to government and customs records on the subject, I will confine my questions to those he can answer, and if he answers them frankly and fairly, it may remove much of the misgiving with which No. 37 was received in trade circles."

Having the plant quarantine in mind, Anton Schultheis, of College Point, says that he has figured three years ahead. He has finished planting out in the field about 6,000 young lilac plants of his own propagation, which he says are of the best varieties. He keeps a large stock of young rose plants ahead, grows palms from seed, and aims to make his business a strictly American industry.

May 9, Malandre Brothers, on an order, delivered to the steamer George Washington, a box of American Beauty roses and a box of gigas for Mrs. Woodrow Wilson, Paris, France. They had preciously filled a similar order, and have a letter from Mrs. Wilson stating that the flowers arrived in good condition. They have a clever device for shipping flowers for long journeys.

C. H. Fleming, formerly in the florist business at Bridgeport, Conn., was in this city, May 9, and called on Charles Millang, Frank Traendly and other old friends. He is now engaged in real estate, ship brokerage and other marine activities. Though yet a comparatively young man, he is said to have been very successful in business.

Benjamin F. Hickok, an employe of J. H. Small & Sons, has constructed a clever model of the S. S. George Washington, and placed it on exhibition in the window of George C. Siebrecht's store. That is a more laudable occupation for Ben and the rest of the boys than playing "African golf."

Deseff Alexander, assistant buyer for Christatos & Koster, 717 Madison avenue, was married April 29 to an attractive and estimable young lady, and the happy couple, accompanied by the best wishes of many friends, will leave shortly on their honeymoon.

John Berger, of Berger Brothers, wholesalers of Philadelphia, Pa., was in this city, May 9, looking over the wholesale stores.

Deforest W. Ludwig, of the E. C. Ludwig Floral Co., Pittsburgh, Pa., was a visitor May 10. A. F. F.

New York Florists' Club.

The New York Florists' Club met in its rooms in the Grand Opera House building on the night of May 12, President Kessler in the chair. There was a good attendance. A. L. Miller, for the transportation committee to the convention of the S. A. F. at Detroit, reported a rate of $26.98 over the New York Central R. R., including berth and war tax; Lackawanna R. R., $23.63 rail and boat from Buffalo. There was a discussion on the proposed railroad connections of the trip in which J. G. Esler, J. A. Manda, C. H. Totty, Frank Traendly and Secretary Young participated. It was voted to travel over the Lackawanna road.

C. H. Totty, for the flower show committee, reported progress and believes that matters are going well. Frank Golsner, College Point, N. Y., and Clarence Peterson, 491 Fifth avenue, New York, were elected members. Henry Wild, of Greenwich, Conn., gave an interesting talk on "Perennials from the Florists' Standpoint." He thinks florists could make more and better use of them. Some questions were asked the speaker at the close of his address and a discussion followed. He was given a vote of thanks. Evidently a number of members were not interested in perennials, as they dropped out during the discussion.

It was reported that the New York City florists had subscribed $317,800 to the Victory Loan.

Roman J. Irwin, New York, exhibited his giant pansies, lavender, white, yellow, Beaconsfield, Masterpiece mixed and florists' mixture. The collection was very fine, "giant" being the proper word. It was highly commended by the committee. S. G. Milosy, grower for George Schlagel, Bay Ridge, Brooklyn, exhibited two pans of flowering orchids, C. gigas, which were highly commended.

MEMORIAL DAY

"There lay the warrior and the son of song,
And there—in silence till the judgment day—
The orator, whose all-persuading tongue
Had moved the nations with resistless sway."

Your Memorial Day Orders Will Receive Our Personal Attention

David Clarke's Sons

Established 1849.

2139-2141 Broadway, Cor. 75th St., NEW YORK

Phones: 1552-1553 Columbus.

ORDERS BY TELEGRAPH PROMPTLY FILLED

Send Memorial Day Orders
—TO—
John D. Flessas
Designer and Decorator
665 Columbus Ave.,
bet. 92nd & 93rd Sts.,
NEW YORK
Phone: Riverside 1593.

Telephone Riverside 62.
Established 1898.
DOGANGES
FLORAL ARTIST
Wedding Decorations and Floral Designs a Specialty.
695 Columbus Ave., Near 94th St., New York
Cable address: "Gangesdo," New York.
Memorial Day Orders Promptly Filled

Phone Market 9430. Wm. Zois, Prop
FOR MEMORIAL DAY
Washington Florist
Floral Designers and Decorators
577 Broad St. and Central Ave.,
NEWARK, N. J.
Strictly Highest Grade Cut Flowers delivered in any part of Newark and neighboring cities.

When
it's to

CHICAGO

Why not to—

Friedman?

Famed for art creations
in corsages and baskets

Ready to handle
your
MEMORIAL DAY orders

MEMBER F. T. D.

Located on CHICAGO'S Famous Boulevard
520 S. MICHIGAN BLVD.
IN THE
CONGRESS HOTEL

FOR MEMORIAL DAY

"How sleep the Brave who sink to rest
By all their Country's wishes blest?
When Spring with dewy fingers cold,
Returns to deck their hallowed mould,
She there shall dress a sweeter sod
Than Fancy's feet have ever trod."

All Memorial Day Orders Wil Be Carefully Filled

Malandre Brothers

2077 Broadway, near 72nd St., NEW YORK

'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Schiller's

—two CHICAGO stores

cover every part of the exclusive residential district to the more thickly populated parts of the city and the suburbs.

George Asmus

—is the active head of this corporation

which is a sufficient guarantee to the trade to warrant quality and service.

Member F. T. D.

North Side Store
4509 BROADWAY

—CHICAGO—

West Side Store
2221 W. MADISON ST.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

HACKENSACK, N. J.
House of Flowers
HENRY WEISSMANN, Manager.
National Florist
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist **NEW YORK CITY**

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newark, N. J.—Washington Florist.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Doganges, 695 Columbus Ave.
New York—Drakos Co.
New York—John D. Flessas.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—Orchid Florists, 100 W. 57th St.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Portland, Me.—Vose-Smith Co.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FLORIST——

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street
799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107 420 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
FLOWERS
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

New York
Malandre Brothers
2077 Broadway, near 72nd Street
'Phone, Columbus 6883
Branches: 770S Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.
Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY
Mill er Floral C.
10 EAST BROADWAY
250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements
Floral Experts
5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.
F. H. WEBER
N. E. Cor. Taylor and Olive Sts.
Flowers delivered in City and State on short notice.
Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.
200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior Wis.
DULUTH, MINN.

FREY & FREY,
1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

LITTLEFIELD, Florist
WORCESTER, MASS.

Rockford, Ill.
H. W. BUCKBEE.

National Florist
CHICAGO
THE NORTH SHORE FLORAL CO. (Not Inc.)
BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.
Rock's Flowers
Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist
1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

New York.
Orchid Florists, Inc.
FLOWERS FOR ALL OCCASIONS
John Changuris, President
100 West 57th Street
Corner Sixth Ave., Telephone Circle 643

C. Frauenfelder
FLORIST
3343 W. MADISON ST.
NEAR GARFIELD PARK
CHICAGO

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Colorado Springs, Colo.
Orders Carefully Executed
Pikes Peak Floral Co.
Wholesale and Retail
Member of Florists' Telegraph Delivery.

Cleveland, O.
The Smith & Fetters Co.,
LEADING FLORISTS
735 Euclid Ave. CLEVELAND

Michigan. Orders will be carefully cared for by
HENRY SMITH
Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Albany, N. Y.
Danker
FLORIST
The Best Service
MEMBER

Mention the American Florist when writing

Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.
Philips Bros.
938 BROAD STREET
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Portland, Me
VOSE-SMITH CO.
646 CONGRESS ST.
Tel. 294. Res. Phone, 4627
Plants and flowers for all occasions.
Artistic designs a specialty.

Kansas City, Mo.
A. Newell
FLORIST
Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing

Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO
ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,

167 Market St., at Broad St.

ve rything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

BURLAP is advancing.

THE last sugar beet crop was 1,500,000,000 pounds.

HARRISII lily bulb asking prices this season as compared with last year are double.

PATRICK O'MARA, of Peter Henderson & Co., New York, is taking an extended vacation on account of impaired health.

VISITED CHICAGO: A. L. Rogers, of Rogers Bros., Alpena, Mich.; A. M. Van der Schoot, of R. A. Van der Schoot, Hillegom, Holland.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade May 14 were as follows: Timothy, $8.00 to $11.25 per 100 pounds.

THOS. J. GREY and wife of Boston, Mass., report much enjoyment in the vicinity of Los Angeles, Calif., their health being greatly improved.

A LARGE attendance is anticipated at the next annual convention of the American Seed Trade Association, to be held at Chicago June 24-26.

THE price of bags at Chicago May 7, was $47.00. There is an unconfirmed report that the mills will shortly advance the price five cents per bag.

H. CRESSON PRICHETT, formerly with the Southern Seed Co., Indianapolis, Ind., now representing The Everette R. Peacock Co., of Chicago, covering Indiana territory, reports good business.

L. W. WHEELER, of the Pieters-Wheeler Seed Co., Gilroy, Calif., and Mrs. Wheeler have just returned from a hunting and fishing trip in Idaho, where they secured a good catch of fish and a small bear.

THE John Bodger & Sons Co., Los Angeles, Calif., now has 200 acres devoted to flower seeds in the El Monte district The season's rainfall is much below normal and irrigation has been necessary considerably earlier than usual.

NEW YORK.—The firm of I. L. Radwaner will be known hereafter as I. L. Radwaner Seed Co., according to an announcement by Frederick S. Radway-Radwaner, for many years owner of the firm and now the controlling member of the new company.

MANAGER C. W. SCOTT, of the Yokohama Nursery Co., New York, esttimates the total Lilium giganteum crop at eight million bulbs as against 16 to 18 million in a normal season. The L. formosum crop is estimated at 400,000 bulbs.

TOLEDO, O.—The clover market closed steady, May 12, at $27.00, registering a gain of 50 cents during the preceding seven days. October was quoted at $19.85. Timothy was firm, cash being offered at $5.35, May $5.35, Septetmber $6.15 and October $5.85.

Onion Set Prospects at Chicago.

Inspection of the south side district, May 10, shows 15 per cent of the acreage up with good stand and 25 per cent up with a fair stand. Many growers, after 14 days' drenching weather, are watching for a bright day and soil dry enough to sow. The soil works up very poorly after such a continuous rain. On the other hand, seed in the ground and not yet showing, has a poor chance to come through the hard crust unless frequent rains keep the soil moist.

Cabbage is in poor shape all around the city. It is the general opinion that more "over runs" than usual of flat type have been planted for seed. The quality of "overs" shipped west is poor. The crop should be watched.

J. Chas. McCullough's Sail Fish.
Caught at Palm Beach, Fla., April 1919.
Mr. McCullough in Center.

French Bulbs.

Jacques Courtine, representing A. & L. Bremond Freres, Ollioules, France, who is in this country on his annual visit in the interest of his firm, reports the situation in France in general at the time of his departure was rather unsettled. Only one-half of the army has been demobilized, and with all men between the ages of 20 and 32 still under arms the shortage of labor is still acute. Higher prices prevail than in America due in a measure to increased freight rates, the congestion of railroads and steamships lessening very slowly and until the transportation problem is solved little relief may be expected. Last year, growers in the South of France made considerable money selling wine at one franc a liter, while olive oil brought seven francs a liter. Last fall, potatoes sold at prices never before heard of and flowers, especially Paper Whites, were disposed of on the wholesale markets at ridiculously advanced figures.

During the five years of war, all plantations have been more or less neglected; the old people, the wives and children of the growers did their best, but it was impossible for them to keep everything in order for so long a time. Roman hyacinths, which require special care, being subject to disease, suffered heavily with the result this year's crop will scarcely be one-tenth of what the firm handled in 1914. Paper White narcissus, while less subject to disease, must be dug every year to produce a good crop, the salable bulbs being disposed of and the smaller ones replanted for the following year. If, for any reason, they remain in the ground for two years or more, they split, reducing the percentage of good stock. During the war, many growers were unable to dig all or in some cases part of their fields on account of lack of labor and this year, even if half of the men have returned from the army, the quantity lifted will be smaller than in 1914. Even last year, when orders were withheld owing to the uncertainty of the situation, the crop was insufficient to meet all requirements. Now, when florists are ordering more freely, like conditions are certain to prevail. Growers, quick to realize the situation, have advanced prices about 20 per cent, but in Mr. Courtine's opinion, it will be good policy to place orders early to

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
P-W
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
— Growers Exclusively of —
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

— We are headquarters for the **BEST OF EVERYTHING** in —

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Wholesale Seed Growers and Dealers

SPECIALTIES:

Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, NEBRASKA.

avoid disappointment. Cable advices received by him, dated May 8, report very dry weather in southern France, a condition unfavorable to bulb growing, indicating a shortage with probably a further increase in prices.

The prohibited entry into the United States of irises, freesias, alliums and ornithogalums by Plant Quarantine No. 37 is severely felt by the French growers as is the packing and inspection regulation which it is feared will cause an excess of annoyance for all concerned.

[Of course it is to be remembered that the foregoing are the views of sellers. Buyers are not so sure that the trade is going to stand a 30 per cent advance over last year's prices, which were already excessive.—ED.]

Enemy Trading Lists Withdrawn.

Acting concurrently with competent authorities of the associated governments, Vance C. McCormick, chairman of the war trade board, has announced that effective April 29, all enemy trading lists heretofore issued or compiled by said board were withdrawn. The foregoing action does not affect or modify in any respect the present restrictions against trade and communication between the United States and Germany or Hungary, nor does it authorize trade with respect to any property which heretofore, pursuant to the provisions of the trading with the enemy act, as amended, has been reported to the alien property custodian, or should have been reported to him, or any property which the alien property custodian has seized or has required to be assigned or delivered to him.

Imports at New York.

Horticultural goods were received at the port of New York during the week ending May 10, as follows:

Via S. S. Lieut. J. Laurent, from Antwerp—

C. B. Richards & Co., 54 cases plants, two tubs laurel trees.

To others: 98 tubs laurel trees, 23 cases and one package plants.

Via S. S. Baltic, from Liverpool—

T. A. Meadows & Co., 14 cases plants and shrubs.

To others: Seven cases plants.

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink	$0.50
Kermesina, deep crimson	.50	Alba, white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "MCGILL-SEED" SAN FRANCISCO — CALIFORNIA

ONION SETS

Yellow and Red, at...$2.85 per bushel
White, at..... 3.25 per bushel

Prices for large quantities on application.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing

Newark, N. J. Seed Trade.

J. J. Wilson, of the J. J. Wilson Seed Co., Inc., reports that business has been better this year than during the corresponding period of 1918 and the best season since the firm opened in this city. Trade in flower seeds (annuals) was exceptionally heavy.

At the Edward C. Eaton seed store in Centre market it was stated that business had been good. In and about the outside of this market, one finds a large stock of both vegetable and flowering plants offered for sale.

At the John H. Ferdinand store on New street it was reported that business had been good. He has another seed store in New York.

A. F. F.

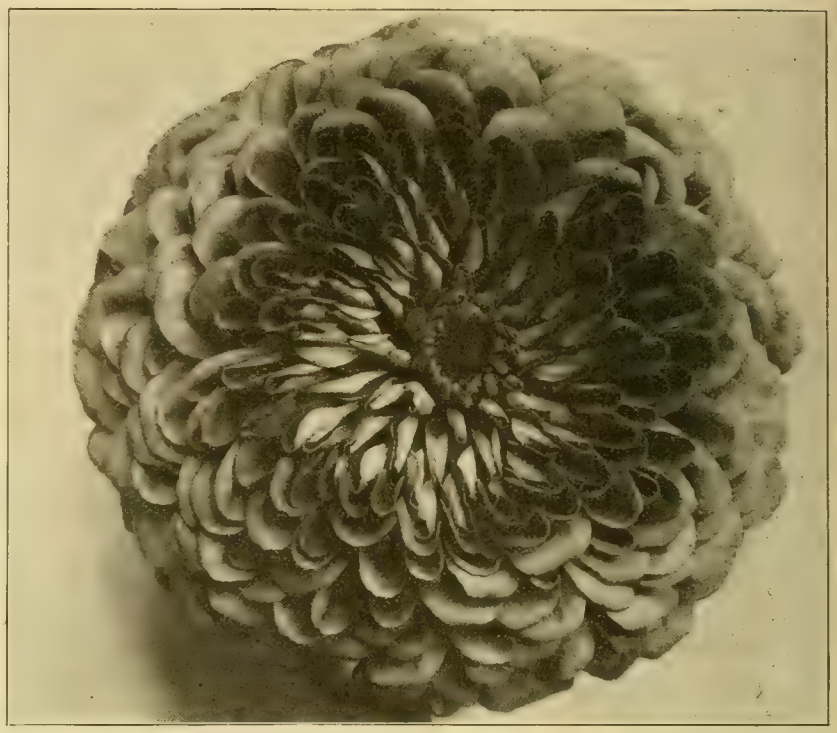
Horticultural Import Valuations.

The valuation of imports of horticultural goods received at the port of New York during March, 1919, was as follows: Bulbs, $36,213; red clover, $2,179; other clover, $69,419; other grass seeds, $14,843; sugar beet seed, $16,198; other seeds, $102,095; nursery stock, $188,188; other plants, $7,455; castor beans, $386,271.

Forage Plant Seed Imports for April.

The following table, prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage-plant seeds subject to the seed-importation act permitted entry into the United States during the month of April, 1919, as compared with April, 1918:

Kind of Seed	April, 1919 Pounds	April, 1918 Pounds
Alfalfa	700	19,500
Bluegrass:		
Canada	105,400	324,000
Kentucky	.....	800
Clover:		
Alsike	651,100	257,700
Red	341,900	135,300
Clover mixtures:		
Alsike and timothy	7,500	29,400
Grass mixtures	.....	5,600
Orchard grass	77,500	.....
Rape	.....	351,700
Redtop	700	.....
Ryegrass:		
English	.....	211,100
Italian	.....	11,100
Timothy	200	3,400
Vetch:		
Spring	50,300	.....



Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

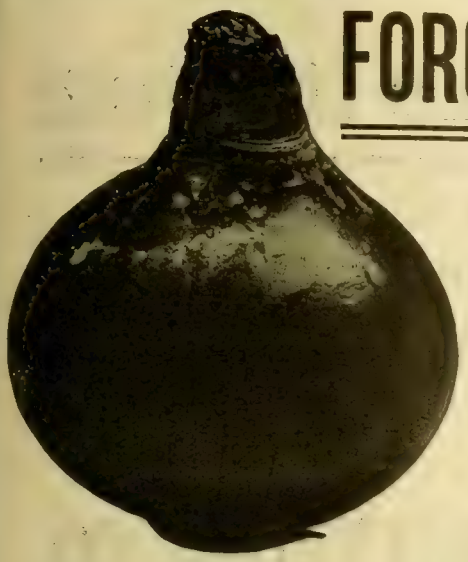
BAY TREES

MAY DELIVERY

STANDARDS **PYRAMIDS**
BUSH SHAPE **SHORT STEMS**

Now Due from Belgium

McHUTCHISON & CO., THE IMPORT HOUSE 95 Chambers St., NEW YORK



FORCING BULBS

On the merits of our past record we solicit your order for 1919

FRENCH-DUTCH

JAPANESE

Bermuda and California

30 YEARS
of established TRADE and CREDIT with the most reliable Foreign growers.

30 YEARS
of satisfactory Bulb deliveries in the U. S.

Favor US with your list for prices

Vaughan's Seed Store
Chicago New York

Our delivery record of All Bulbs in the difficult Season of 1918 has not been excelled by any other importer

Holland Bulbs

Prices on application.

R.. A. VANDERSCHOOT
299 Broadway, NEW YORK CITY
Phone: Worth 4677.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.
FITCHBURG, MASS., U. S. A.

Mention the American Florist when writing

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.
SANTA ANA, CALIFORNIA

The Everett B. Clark Seed Co.

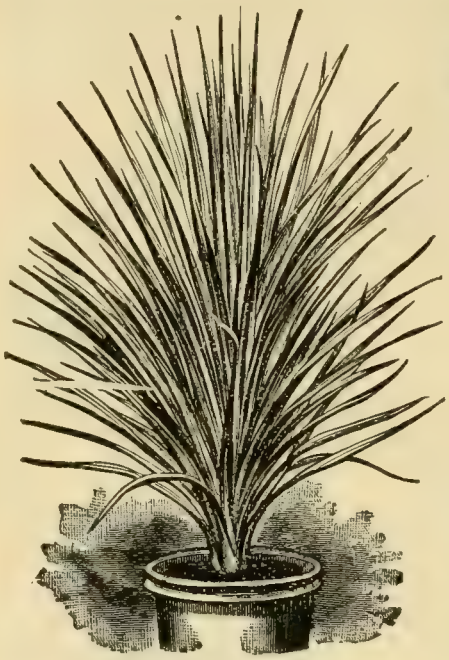
GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.

Gladioli Bulbs

Ready for Immediate Shipment.
WESTERBEEK & KLYN
25 Beaver Street, NEW YORK CITY
Connected with
MICHIGAN BULB FARM
BENTON HARBOR, MICH.



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30.00 per 100
6-inch.....$6.00 per dozen
7-inch ..... 7.20 per dozen

GEORGE WITTBOLD CO.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

Mention the American Florist when writing

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

Mention the American Florist when writing

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia - - Pa.

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

SPRING SPECIALTIES

Craig Quality Stock

READY FOR IMMEDIATE SHIPMENT

CROTONS

The Croton, with its highly-colored foliage, is indispensable during spring and summer. We have the largest and most complete collection of Crotons in the world, carrying at the present time over 50,000 plants in 200 varieties.
2½-inch pots, strong plants, $25 per 100, $225 per 1000.
4-inch pots, strong plants, $50 per 100.
5-inch pots, strong plants, $75 and $100 per 100.
6-inch pots, strong plants, $15, $18 and $24 per doz.
7-inch pots, strong plants, $24, $30 and $36 per doz.
8-inch pots, made up, beautiful plants, $24, $30 and $36 per doz.
10-inch pots, made up, beautiful plants, $5, $6 and $7.50 each.
12-inch and 14-inch, made up, beautiful plants, $10, $15 and $20 each.

CROTON NORWOOD BEAUTY

This variety is one of the best of our seedlings raised three years ago, and we are now in position to offer same in quantity and at very reasonable prices. This variety has an oak-shaped leaf and is brilliantly colored red, yellow and orange.
4-inch pots, heavy, $6 per doz.
5-inch pots, heavy, $9 and $12 per doz.
6-inch pots, heavy, $18 per doz.
7-inch pots, heavy, $2.50 and $3 each.

CROTON CHANTRIERII MAJOR

Very large leaf; brilliantly colored red and yellow.
4-inch pots, $6 per doz.
5 and 5½-inch pots, 75c, $1, $1.25 and $1.50 each.
7-inch pots, $2, $2.50 and $3 each.

CROTONS—NARROW LEAF TYPE

Delicatissima, Golden Thread and Florence.
These varieties are indispensable for table decoration, as nothing surpasses them for use in artistic arrangement.
2¼-inch pots, heavy, $25 per 100.
4-inch pots, heavy, $50 per 100.
5-inch pots, heavy, 75c and $1 each.
6-inch pots, heavy, $15 and $18 per doz.
Larger plants, $2, $2.50 and $3 each.

CROTON PUNCTATA

One of the finest and most satisfactory varieties for basket work and center of ferneries.
2½-inch pots, $10 per 100, $90 per 1000.
3-inch pots, $25 per 100, $200 per 1000.
4-inch pots, $35 per 100, $300 per 1000.

DRACÆNAS

The small and medium sizes can be used to great advantage in making up Christmas baskets, while the large specimens have always been in great demand for decorative purposes.

DRACÆNA GODSEFFIANA

Green and white leaf, very hardy; fine for baskets.
2¼-inch pots, $15 per 100.
3-inch pots, $25 per 100.
4-inch pots, $35 per 100.
5-inch pots, made up, $9 per doz.

FANCY DRACÆNAS

We are offering a collection of the new and rare Dracænas, including Imperialis, Amabilis, Pere Charon, Mandaiana, Titworthii, etc. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, $6 per doz.
5-inch pots, $12 per doz.
6-inch pots, $15 and $18 per doz.
8-inch pots, each, $2.50.

DRACÆNA MASSANGEANA

The variety with the golden stripe down the center of the leaf. The best of all Dracænas for the house. We have an exceptionally large stock, well colored and of the very highest quality.
4-inch pots, heavy, $9 per doz., $64 per 100.
6-inch pots, heavy, $18 and $24 per doz.
8-inch pots, heavy, $2.50 and $3 each.
10-inch pots, heavy, $3.50, $4 and $5 each.

DRACÆNA FRAGRANS

Plain green leaf.
6-inch pots, $12 per doz.
8-inch pots, $24 per doz.

DRACÆNA SANDERIANA

Small, light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.
2½-inch pots, $15 per 100.

DRACÆNA LORD WOLSELEY

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.
2-inch pots, $15 per 100.
3-inch pots, very heavy, $30 per 100.
4-inch pots, very heavy, $50 per 100.
5-inch pots, very heavy, $9 per doz.
6-inch pots, very heavy, $12 and $15 per doz.

DRACÆNA KELLERIANA—(NEW)

One of the finest foliage plants for combination boxes or baskets.
2¼-inch pots, $15 per 100.
3-inch pots, $25 per 100.
4-inch pots, $35 per 100.
7-inch pots, made up, very handsome, at $2.50 each.
8-inch pots, made up, very handsome, at $3.50 each.

DRACÆNA TERMINALIS

Exceptionally well colored.
2¼-inch pots, $15 per 100.
3-inch pots, $25 per 100.
4-inch pots, very heavy, $50 per 100.
We would suggest ordering the above early, as the demand is always great.

DRACÆNA DE SMETIANA

A strong, vigorous grower, with bold, dark green foliage which becomes beautifully suffused and variegated.
4-inch pots, 50c each.
5-inch pots, 75c and $1 each.

DRACÆNA WARNECKII—(NEW)

Silver and green leaf. Very durable.
6-inch pots, $24 per doz.
7-inch pots, $36 per doz.

DRACÆNA INDIVISA

Very large stock in splendid condition for Spring sales.
4-inch pots, $25 per 100.
6-inch pots, very heavy, $6, $9 and $12 per doz.

DRACÆNA LINDENII

Same type as Massangeana but with the golden stripes on the outer edges of the leaf.
4-inch pots, $9 per doz., $65 per 100.
6-inch pots, $18 and $24 per doz.
8-inch pots, $36 per doz.

DRACÆNA SHEPHERDII

Very handsome plants; red and green.
6-inch pots, $18 per doz.
7-inch pots, $30 per doz.

FICUS PANDURATA

Positively the best house and porch plant to date. Our stock of this wonderful plant this year is finer than we have heretofore offered.
6-inch pots, 2 ft. tall, $2 each.
7-inch pots, 3 ft. tall, $2.50 each.
8-inch pots, 4 ft. tall, $3.00 each.
10-inch tubs, and 11-inch tubs, 5 ft. to 10 ft. tall, $4, $5, $6 and $7.50 each.
The large plants are unusually fine.

FICUS CRAIGII

This variety is a greatly improved Ficus Elastica. It is close jointed and the midrib stands out prominently, being ivory-white in color.
4-inch pots, 15 inches tall, $6 per doz.; $40 per 100.
6-inch pots, 18 to 24 inches tall, $9 and $12 per doz.

150,000 NEPHROLEPIS
(In Variety)

We are the largest growers of Nephrolepis Ferns in the country; in fact, we are headquarters for them.

NEPHROLEPIS NORWOOD

The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical; a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.
Strong plants, 2¼-inch pots, $3 per doz., $12 per 100, $100 per 1000.
Strong plants, 6-inch pots, $9 per doz., $70 per 100.
Strong plants, 4-inch pots, $6 per doz., $35 per 100.
Orders filled strictly in rotation.

HYBRID TEA ROSES

6-inch pots, $7.50 per doz., $60 per 100.

ARECA LUTESCENS

Largest and finest stock in the country. Perfect plants with rich dark green foliage. Our stock has been grown cool and hard. It is in splendid condition. Large sizes very scarce this year.
2¼-inch pots, made up, at $15 per 100, $140 per 1000.

SPRING PLANTS

We will offer this year an immense stock of Spring plants, all of the same high quality as other Craig Specialties.
Geraniums, strong plants, 8 varieties, 4-inch pots, $18 per 100.
Scarlet Sage, Zurich, 4-inch pots, $15 per 100.
Verbenas, best strain, 2½ and 3-inch pots, $6 and $8 per 100; 4-inch pots, $15 per 100.
Snapdragon, Sutton's Prize Winner, 2½ and 3-inch pots, $3 and $8 per 100; 4-inch pots, $15 per 100.
Sweet Alyssum, Little Gem, 2½ and 3-inch pots, $6 and $8 per 100.
Lobelia, light and dark, 2½ and 3-inch pots, $6 and $8 per 100.
Lobelia, double Kathleen Mallard, 2½ and 3-inch pots, $6 and $8 per 100.
Phlox, Drummondii, 2½ and 3-inch pots, $6 and $8 per 100.
Thunbergia, Black-Eyed Susan, 2½ and 3-inch pots, $6 and $8 per 100.
Ageratum, Little Blue Star, 2½ and 3-inch pots, $6 and $8 per 100; 4-inch pots, $15 per 100.
Ageratum, Stella Gurney 4-inch pots, $15 per 100.
Begonias, Luminosa Red, Prima Donna, Pink Pfitzers and Triumph Pink, 4-inch pots, $15 per 100.
Nasturtiums, yellow and red, 4-inch pots, $15 per 100.
Celosia, Sutton's large asst., Thomsonii and Plumosa, 4-inch pots, $15 per 100.
Torenia, blue, 2½ and 3-inch pots, $6 and $8 per 100.
Amaranthus, red, 2½ and 3-inch pots, $6 and $8 per 100.
Petunia, California Giant, 4-inch pots, $18 per 100.
Petunia, double Dreer's, 4-inch pots, $18 per 100.
Petunia Rosy Morn, 2½ and 3-inch pots, $6 and $8 per 100; 4-inch pots, $15 per 100.
Petunia, Star, 2½ and 3-inch pots, $6 and $8 per 100; 4-inch pots, $15 per 100.
Heliotropes, 4-inch pots, $15 per 100.
Flowering Vincas, three colors, 3-inch pots, $6 per 100; 4-inch pots, $15 per 100.
Coleus, five varieties, 2½ and 3-inch pots, $6 per 100, $50 per 1000.
Colens, large leaf seedlings, 4-inch pots, $15 per 100.
Coleus, Brilliancy, 4-inch pots, $15 per 100.
Alternanthera, red and yellow, 2½-inch pots, $5 per 100.
Cannas, eight varieties, asst., 4-inch pots, $15 per 100.
Cannas, King Humbert, 4-inch pots, $15 per 100.
Fuchsias, heavy, 4-inch pots, $15 per 100.
Periwinkle, variegated, heavy, 2½-inch pots, $8 per 100; 4-inch pots, $20 per 100.
Salvia, America, new, 2½-inch pots, $8 per 100; 4-inch pots, $15 per 100.

CHRYSANTHEMUMS

We are now booking orders for the following mums for delivery now and later. Good stock will be scarce and we solicit the placing of orders at once.
Yellow—Bonnaffon, Golden Glow, Tints of Gold, Yellow Jones, Chrysolora, Marigold.
White—Early Frost, White Chieftain.
Pink—Chieftain, Maude Dean, Mrs. E. A. Seidewitz.

Pompons and Singles

Hilda Canning, Mrs. Buckingham, La Porte, Margaret Waite, Lillian Doty. Rooted cuttings of above, $3.00 per 100, $25.00 per 1000. Strong 2¼-inch pots, $4.00 per 100, $35.00 per 1000.

MARGUERITES

4-inch pots, $25 per 100.
5-inch pots, $50 per 100.
6-inch pots, $75 per 100.

DAISIES—YELLOW

5-inch pots, $7.50 per dozen.
6-inch pots, $9 and $12 per dozen.

ROBERT CRAIG CO., 4900 Market St., PHILADELPHIA, PA.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, May 13.—Cucumbers, 2-dozen boxes, $2.00 to $3.25; celery, Florida, crate, $5.00 to $7.00; leaf lettuce, per box 30 cents; radishes, per bushel box, $1.00 to $1.25; tomatoes, 6 baskets, $5.50 to $7.00.

New York, May 12.—Celery (Florida), per case $1.50 to $6.50; cucumbers, $1.00 to $1.25 per dozen; mushrooms, $1.00 to $3.00 per three-pound basket; tomatoes, per pound, 15 to 40 cents; lettuce, per package, $1.00 to $4.00; radishes, per 100 bunches, $1.50 to $3.00.

Farm Course for Girls.

The mid-west branch of the Woman's National Farm and Garden Association has transferred the equipment used last summer at Libertyville to Blackburn College, Carlinville, Ill., where a farm school will be opened June 10 and continue until September 5. Girls will be taught agriculture, both in the classroom and in the field, and will be instructed in animal husbandry, poultry raising and crop rotation. Girls who are seriously considering farming as a vocation, and yet who cannot afford to pay the $50 tuition, may apply for scholarships to the association at 112 West Adams street, Chicago.

Tomato Pollination.

The first crop of tomatoes which were planted in the greenhouse of the Maryland State College agricultural experiment station, September 15, 1912, yielded a much larger crop than did the first crop of 1913, which was planted November 5, according to Bulletin No. 222 of the college. This is, no doubt, mainly due to the early fall weather being more suitable for the production and distribution of the pollen.

Of the 10 varieties tested, Stirling Castle set the largest number of fruits under either the hand or natural pollination, with the exception of Carter's Sunrise which set more under hand pollination. Farquhar's Bountiful yielded the most ounces under hand pollination, but Stirling Castle yielded more than any other variety under natural pollination.

Apparently, varieties like Stirling Castle that have quite short styles so that the stigmatic surface does not protrude beyond the stamens, sets fruit more readily than those which have long styles like Farquhar's Bountiful.

The jarring method, as practiced in the season 1916-17, resulted in a very fair crop. Carter's Sunrise set the largest number of fruits, but on account of the larger size of the individual fruits, Hubert's Marvel gave the largest yield.

Hubert's Marvel is of good size, shape and quality for midwinter sales and can be recommended as very suitable for greenhouse culture.

Vegetable Markets.

Reports received by the bureau of markets, United States department of agriculture, for the period May 6-12 indicate prices generally lower with a decrease in shipments. The potato market was weak with further declines of from 15-25 cents per 100 pounds. No. 1 northern sacked white stock ranged 35 cents lower in the Chicago carlot market, closing at $1.80-$1.90. Michigan shipping points declined 15 cents, ranging $1.95-$2 for No. 1 sacked white f. o. b., closing at the top price. Sacked Maine Green Mountains made similar declines, closing in New York and Boston at $2.40-$2.75. Shipments of old stock show steady decreases. The price trend on onions was upward. Texas yellow Bermudas closed at an advance of 20 cents in producing sections, ranging $2.65-$2.80 per crate f. o. b. Consuming markets strengthened in the east and were steady in the middle west, closing at $4-$4.50 and $3.25-$4 respectively. Old stock was still offered in a few markets. Good sacked northern and middle-western yellows brought $4.50-$5 in New York, but some inferior stock sold as low as $1 in Colorado. The cabbage movement is increasing, but is only about two-thirds that of a year ago. Texas Flat Dutch stock lost $1 in Kansas City, ranging $5-$5.50 per 100 pounds and weakened in St. Louis, closing at $80-$90 per ton. South Carolina Wakefields included much poor stock and declined to $3-$4 per barrel crate at shipping points, but followed a wide weak range in consuming markets. Alabama cabbage ranged $3-$5 in producing sections. Mississippi cabbage ranged $3.90-$4 f. o. b. Tomatoes were fairly steady, track side sales closing at $4.25-$4.50. In northern consuming markets the prevailing range strengthened to $5-$6.50 per 6-crate basket carrier, but New York declined to $4-$4.50, while Pittsburgh and Cleveland advanced to $5.50-$7.

RINGTOWN, PA.—The greenhouse of Benjamin Zimmer, together with its entire contents, was destroyed by fire, May 1, entailing a loss of approximately $5,000.

AKRON, N. Y.—W. C. Bryfogal, manager of the Newman Greenhouses for several years, has leased the property and will make improvements which will increase the capacity.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.
440 S. Dearborn St., CHICAGO

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, 3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

SPRING STOCK

NOW READY.

Liberal Extras for Early Orders.

Size Pot		Per 100	Per 1000
2 in.	Alyssum, Double	$ 3.25	$30.00
2 in.	Aster Plants, Sep. Colors..	3.00	25.00
3 in.	Cannas, Red and Yellow King Humbert, Mrs. Conard, Rosea Gigantea, Firebird, etc.	10.00	100.00
2¼ in.	Centaureas, Dusty Millers	4.00	35.00
2¼ in.	Chrysanthemums, 28 varieties, Early, Medium and Late	3.75	35.00
2¼ in.	Coleus, Red and Yellow.	3.25	30.00
2¼ in.	Cupheas, Cigar Plants....	3.00	25.00
3¼ in.	Cyclamens, 8 varieties....	8.00	75.00
3½, 5, 6 in.	Dracaena Indivisa,... ....$15, $35,	50.00	
2¼ in.	Fuchias, 12 varieties.....	3.50	30.00
4 in.	Fuchias, 12 varieties.....	15.00	135.00
3½ & 4 in.	Geraniums, Ricard, Poitevine, Nutt, Montmort, etc. ....$15.00 &	20.00	
3½ in.	Ivy Geraniums, 8 varieties	12.50	100.00
2¼ in.	Heliotropes, White, Light & Dark Blue	3.50	30.00
3½ in.	Heliotropes, 3 varieties...	15.00	140.00
2¼ in.	Pansies, Asst.	3.25	30.00
2¼ in.	Salvias, Bonfire & Splendens	6.00	60.00
2½ in.	Stocks, Princess Alice, or Beauty of Nice........	3.50	30.00
2½ in.	Verbenas, Fine Plants....	3.25	30.00
2¼ in.	Vincas, Variegata	4.00	38.00
3½ in.	Vincas, Variegata	12.50	120.00
2¼ in.	Marguerites, White, Yellow, Mrs. Sanders......	4.00	35.00
3½ in.	Marguerites, White, Yellow, Mrs. Sanders......	10.00	90.00
2¼ in.	Tomato Plants, Any Early Varieties	2.75	25.00

Also abundance of other stock. Mail your orders early. Correspondence solicited.

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

De Graaff Bros.

(Inc. with S. A. Van Konijnenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

DELPHINIUM Belladonna

2¼-in. pots, 10,000 plants ready now. $7.00 per 100; $60.00 per 1000.

	100	1000
BOUVARDIA. Single, 2½-in.		
Dark Red	$7.50	$60.00
Rose Pink	7.00	60.00
Double.		
White, much like double Lilac	7.50	60.00
Pink, soft pleasing shade	7.50	60.00
Soil plants	5.00	45.00

VIOLETS. Rooted runners. May delivery.
Princess of Wales....100, $4.00; 1000, $35.00
Lady Campbell.....100, 4.00; 1000, 35.00

C. U. LIGGIT
Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Mention the American Florist when writing

We have the following plants ready for shipment:
Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

Mention the American Florist when writing

GERANIUMS

Rooted Cuttings. None for sale now. Orders booked for summer delivery only. **S. A. Nutt, Buchner, Ricard, Poitevine.**

Asparagus Plumosus.—My usual high quality of stock. Deliveries beginning May 1st at $3.50 per 100, $30.00 per 1000.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

CARNATIONS
F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing

For Decoration Day and Later

Foilage and Flowering Plants

Hydrangeas, Tausendschon, Perkins, Baby Tausendschon Roses.

Spireas, light and dark pink colored Dracaenas, Phoenix Roebeleni, Pandanus Veitchii, Kentias.

BOXWOOD—Globes, Squares, Round Pyramids and Standard Crowns, all sizes.

ANTON SCHULTHEIS, College Point, L. I., N. Y.

By trolley or train from New York city. By trolley get off at 4th Avenue and 13th Street. L. I. train from Penn. Station.

Mention the American Florist when writing

Seasonable Stock

Adiantum Croweanum, 4 in., $20.00 per 100.
Chrysanthemums, Old Fashioned Hardy, in red, pink and yellow, 1½ in. pots, $4.00 per 100; $35.00 per 1000.
Coleus, Golden Crown, 2½ in. $3.50 per 100; $30.00 per 1000.
Dracaena Indivisa, extra heavy, 6 in., 60c each; extra heavy, 7 in., $1.00 each.
Fuchsias, fine assortment, 2½ in., $4.00 per 100; 3 in., $12.00 per 100.
Snapdragons, 2 in., pink, in variety, Garnet and Firefly, $4.00 per 100.
Gladiolus, two best yellows, Niagara and Schwaben, extra size, 2 in., and over, $4.00 per 100; $35.00 per 1000; 1¼ in., $3.00 per 100; $27.00 per 1000.
Specimen, **Phoenix Canariensis,** grand for large urns, veranda or sun parlor, 50 in., high, bright and shiny, $5.00 each. Good quantity.
Fuchsias, 4 in., in bud and bloom, $25.00 per 100.
Weeping Lantana, 2½ in., $4.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

RAFFIA

The same old dependable brands
RED STAR BRAND
XX SUPERIOR BRAND
A. A. WEST COAST BRAND
Bale lots or less. Write for prices.

McHUTCHISON & CO., The Import House, 95 Chambers St., NEW YORK

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

CHRYSANTHEMUM SPECIALISTS
Elmer D. Smith & Co.
Adrian, Mich.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

THE death of M. J. Wragg, well known nurseryman of Des Moines, Ia., is recorded in this week's obituary column.

TORONTO, ONT.—Following a suggestion of the parks committee, returned soldiers will receive vocational training at the city parks during the coming summer and will be paid by the government.

THE American Forestry Association, 1410 H street, N. W., Washington D. C., is asking for donations to be used in the purchase of forest tree seed to aid in the restoration of the devastated forests of France and replanting in Great Britain, Italy and Belgium.

LOCUST trees can be successfully protected from borers and grown profitably on a commercial scale if the trees are planted in thick stands or mixed with other trees so as to produce a densely shaded condition during the first 10 or 15 years, according to Bulletin 787 of the Untied States department of agriculture.

Ferris Nursery's Heavy Fire Loss.

Fire, which it is believed started in second-hand burlap in the basement of the storage room, resulted in damage amounting to between $40,000 and $50,000 at the nursery of Earl Ferris, Hampton, Ia., recently, the office and packing sheds being destroyed. The property was only covered to the extent of $2,000 insurance. One of the burned structures, 32x90 feet, contained about two car loads of fruit trees, 150,000 evergreen seedlings, 65,000 everbearing strawberry plants and a large supply of evergreen seeds. All of the tools were also completely destroyed. In the office building, there was a large loss of stationery, in addition to a number of Liberty bonds and thrift stamps and about 20 per cent of the mailing list of over 75,000 names which were in two safes which at the time of purchase were represented to be fire proof. Another loss, much felt, was the destruction of several hundred negatives and 500 slides of Ferris windbreaks throughout the United States.

Azaleas From Korea.

Two of its most beautiful plants have come to the Aboretum from Korea, Rhododendron (Azalea) Schlippenbachii and R. (Azalea) poukhanense. The former is a shrub which on the wind-swept, grass-covered cliffs of the Korean coast rises only a few inches above the surface of the ground, but in the forests of the north is a shrub 12 or 15 feet high with a tall, stout stem. The leaves of this azalea are clustered at the ends of the branches, and are broadest at the apex; they are larger than those of most azaleas, becoming sometimes three inches long and an inch or an inch and a half wide. The flowers, which appear before the leaves, are in clusters, pale pink with dark spots at the base of the upper three lobes of the corolla, and three inches in diameter. There can be little doubt of the hardiness of this azalea, for in northern Korea it grows to its largest size where the thermometer falls to 30° below zero Fahrenheit and a freezing temperature is not uncommon in August. In the Arboretum the flowerbuds were not injured by the cold winter of 1917-18 on plants growing in an exposed position. Although known to Russian botanists as long ago as 1870 this plant does not appear to have attracted the attention of western gardeners until 1892 when the late J. H. Veitch found a plant growing in a nursery in Tokyo and sent it to England. In the catalogue of the Yokohama Nursery Company, of 1901, Azalea Schlippenbachii appeared, and at about this time it was imported by Thomas E. Proctor and planted in his garden in Topsfield, Massachusetts, where the plants are still growing. These are the oldest and largest in the United States, for the Arboretum plants were raised here from seeds brought home by J. G. Jack from Korea. R. Schlippenbachii, although it has remained exceedingly rare in western gardens, will probably be much better known in a few years, for in the autumn of 1917 Mr. Wilson sent from Korea a large quantity of the seeds to the Arboretum. These were distributed among the best gardeners in the United States and in Europe, and as several thousand seedlings have been raised in the Arboretum nurseries, there seems now to be no reason why this beautiful plant should not become one of the chief beauties of spring gardens in regions too cold for the successful cultivation of any other azalea with such large and beautiful flowers. The other Korean azalea now in flower, R. poukhanense, is a smaller plant, rarely growing more than three feet high on the pine-covered mountain slopes of the central part of the peninsula. It was first raised at the Arboretum from seeds also brought home by Mr. Jack, and its beautiful rose-lilac, fragrant flowers have been freely produced here now every spring for several years. As it grows in the Arboretum this azalea is a low, broad, round-topped shrub with its lower branches close to the ground. Roots are produced by such branches and would, if cut off and planted, probably soon produce flowering plants. Rhododendron poukhanense, although practically unknown as a garden plant beyond the limits of the Arboretum, deserves a place in all New England collections. These two azaleas are now in bloom on Azalea path where R. (Azalea) Kaempferi will soon be covered with its red or salmon-colored flowers, and R. (Azalea) rhombicum has been in bloom during the past week. This is a hardy Japanese species with rose-purple flowers which are beautiful on plants so placed that the color of the flowers does not conflict with that of other azaleas.—Arnold Arboretum Bulletin, May 10, 1919.

PERU, ILL.—The flower shop of Miss Emma Broz has been moved to 1810 Fourth street, directly opposite.

AUSTIN, MINN.—A. N. Kinsman and wife are returning on their yacht from Miami, Fla., by way of the Atlantic coast, Hudson river and Great Lakes.

ALBANY, GA.—A new range will be built on South Jackson street in the near future by J. C. Smith and J. E. Hudson, formerly of Columbus, Ga., the establishment to be known as the Jack Smith Greenhouse Co.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.75.
American Florist Co.
440 S. Dearborn St., Chicago

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. — WEST GROVE PENNA.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

SEEDLING IRIS
Entire stocks for sale
1 to 100 of a variety, 25c to $25.00 per plant.
We have received Two Silver Medals and over Fifteen other Awards from the Mass. Horticultural Society for Seedlings of our production. Send for special list or plan to visit the Garden in Iris Time.
The Glen Road Iris Gardens
GRACE STURTEVANT, Prop.
Wellesley Farms - - Mass.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc', Introducers of BOX-BARBERRY NEW HAVEN, CONN.

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Ageratum, Little Blue Star and White Cap, $3.50 per 100. The Storrs & Harrison Co., Painesville, Ohio.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus. Usual high quality stock. Deliveries beginning May 1. $3.50 per 100; $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $7.50 per 1,000. ODOR GREENHOUSES, Iola, Kan.

BOUVARDIAS.

Bouvardia. For prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

Boxwood. Fine, well shaped plants, bush, ball and pyramid shape. For sizes and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 North Wabash Ave., Chicago.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum. 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

Cannas, 3-in. pot plants, Wyoming. Uncle Sam. Florence Vaughan, Maros, Feuermeer, Gustave Gumpper and Rubin, $1.00 per doz., $5.00 per 100. K. Vincent Jr. & Sons Co., White Marsh, Md.

Cannas. Good strong plants, ready for 3-in. pots. King Humbert, 2½-in., $6.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

CANNA, WYOMING. Established, 3-inch pots, 10 to 15 inches high, $7.00 per 100. The Wagner Park Nursery Co., Sidney, O.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CAPE JESSAMINE.

Cape Jessamines. For sizes and prices see display advertisement elsewhere in this issue. Benson Floral Co., Alvin, Tex.

CARNATIONS.

CARNATION CUTTINGS

Extra fine stock ready for immediate shipment. The best possible obtainable. Order early.

	100	1000
Matchless	$4.00	$35.00
Alice	4.00	35.00
Roper	4.00	35.00
Thenanthos	4.00	35.00
Nebraska	4.50	40.00
Rosette	4.00	35.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

CARNATIONS—ROOTED CUTTINGS

$4.00 per 100; $35 per 1,000

2,000 Herald
4,000 Matchless
1,000 Pink Enchantress
500 Alice
500 White Enchantress

J. S. WILSON FLORAL CO.,
Des Moines, ... Iowa

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings

Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25.00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00
Seidiwitz	3.00	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
Golden Wedding	2.50	25.00	Mensa	2.50	25.00
Baby	2.50	25.00	Mrs. Beu. E. D. Godfrey	2.50	25.00
Quinola	2.50	25.00		2.50	25.00
Aster	2.50	25.00	Mrs. Buckingham	2.50	25.00
Klondyke	2.50	25.00	Billy Primrose	2.50	25.00
Baby Margaret	2.50	25.00	Lilia Red.	2.50	25.00
			Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
Greenhouses, Hinsdale, Ill. Store and Office, 178 N. Wabash Ave. CHICAGO.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—ROOTED CUTTINGS

Choice stock; $3 per 100; $25 per 1,000.

2,000 Crystal Gem
1,000 Moneymaker
2,000 Golden Queen
3,000 Golden Glow
500 Dr. Enguehardt
500 Maud Dean
1,000 Pink Chieftain
1,000 Unaka
500 Diana, White Pompon

J. S. WILSON FLORAL CO.,
Des Moines, ... Iowa

Christmas Gold. A golden yellow button that will be in all the markets next Christmas, $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemum Max, Shasta Daisy, 4-in. strong plants, $4 per 100 prepaid. Cash. A. F. HARFST, 312 Corrington Ave., Peoria, Ill.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Pest new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracænas, Indivisa, 4-in., 20 cents; 3-in., 10 cents each. NICK REDING, 6731 Ridge Ave., Chicago.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern.	8.00	.90	.10
Asplenium Thelypt, silver spl...	8.00	.90	.10
Oneclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton....	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

Ferns. Boston and Roosevelt, 2½-in., $6.00 per 100; $50.00 per 1,000. Whitmani, Teddy Jr., Scotti and Verona, $6.50 per 100; $55.00 per 1,000. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy, $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

Ferns. Boston and Scotti, 50c each; $4.80 per doz.; $35.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Ferns. An almost unlimited supply of the best quality fancy ferns. Write for prices. H. C. Willis, Kinston, Ala.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GARDENIAS.

Gardenias. Field-grown and good grade stock for Memorial Day, 12 to 18-in., $2.25 per 100, $20.00 per 1000; 8 to 12-in., $1.50 per 100, $14.00 per 1000; 4 to 8-in., $8.00 per 1000. Yard & Yard, Alvin, Texas.

GERANIUMS.

S. A. Nutt and Beaute Poitevine, 3-inch pots, fine stock, $11.00 per 100. Nutt and Poitevine, 2¼-inch pots, $6.50 per 100. GEORGE SEUBOLD, Florist, Huntingburg, Ind.

Geraniums. Madam Salleroi, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cash please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. Madam Salleroi, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

15,000 Geraniums in bud and bloom. S. A. Nutt and Poitevine, 4-in. pots, at $18 per 100. S. G. BRYFOGLE, Muncy, Pa.

Geraniums. S. A. Nutt, 4-in., 15 cents; mixed, 4-in., 15 cents each. NICK REDING, 6731 Ridge Ave., Chicago.

GLADIOLUS.

Gladiolus for late planting. First size bulbs in first class condition. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Cut Flowers. See our display advertisement in this paper. TAIT BROS. CO., Brunswick, Ga.

HYDRANGEAS.

French Hydrangeas. Best varieties, 3-in. mixed, $12.00 per 100; $100.00 per 1,000. Carl Hagenburger, W. Mentor, O.

IRISES.

Seedling Iris. One to 100 of a variety, 25c to $25 per plant. The Glen Road Iris Gardens, Wellesley Farms, Mass.

IVIES.

Hardy English Ivy. Large and small leaf; three plants to pot; good strong plants, $8.00 per 100. Glechoma, ground Ivy, extra strong, out of 3-in., $7.00 per 100. Lobelia, Blue Compacta, extra strong, $6 per 100. Golden Privet, yellow and green, $8 per 100. SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

MESEMBRYANTHEMUMS.

Mesembryanthemums. 2½-in. pots, in bloom and bud; the large blooming varieties, heavy plants, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

ONION SETS.

Onion Sets. Yellow and Red, $2.85; White, $3.25 per bushel. J. M. Thorburn & Co., 53 Barclay St., New York.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PELARGONIUMS.

Pelargoniums. Lucy Baker and Easter Greeting, 5-in. pots; well grown plants in bud and bloom, 40c; 5 per cent for packing. Cash please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

PETUNIAS.

Petunias. Single, transplanted Howard Star, Balcony Queen, in rose, white and blue, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

ROSES.

2-YEAR-OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 8.00	$ 75.00
Sunburst	9.00	85.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

ROSES.

BENCH ROSE PLANTS.

	100	1000
600 Russells	$16.00	.....
White Killarney	9.00	$80.00
Killarney Brilliant	9.00	80.00

BASSETT & WASHBURN,
Greenhouses, Store and Office,
Hinsdale, Ill. 178 N. Wabash Ave.
CHICAGO.

Two new roses of which we have a surplus stock: Rosalind strong plants, 2¼-in., $15 per 100; 3½-in., $20 per 100; Silvia, extra heavy plants, 3½-in., $20 per 100. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

SALVIA SPLENDENS and BONFIRE. Established from 3-inch pots, $8.00 per 100, $75.00 per 1,000. The Wagner Park Nursery Co., Sidney, Ohio.

SEEDS.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Aster for florists. For varieties and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Asparagus, Plumosus Nanus, greenhouse grown, 45c per 100, $3.50 per 1,000. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SNAPDRAGONS.

Snapdragons, 2½-in. pots, bushy plants cut back; free from disease. Silver Pink, Phelp's white and yellow. $4 per 100. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

SPHAGNUM MOSS.

Sphagnum Moss. Wisconsin size bals., $1.00; Leaf mould and peat, live moss, lump moss, $1.00 per bag each. Cash. JOS. H. PAUL, Manahawkin, N. J., Box 156.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

TULIPS.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VEGETABLE PLANTS.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.

Peppers, large, ready for field, $3.00 per 1,000; transplanted, $4.00 per 1,000.

ODOR GREENHOUSES,
Iola, Kansas.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot, $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

Verbenas. Transplanted Red, Purple and White, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Vinca Minor or Myrtle. Strong plants with three to six buds, $1 50 per 100; $10.00 per 1000. Fred S. Davis, Centerville, Ind.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Feather flowers; used by many florists for profitable side line. A pre-eminent home flower. DeWITT SISTERS, Grand Blvd., Battle Creek, Mich.

MISCELLANEOUS.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Cyclone and hail insurance. See display advertisement elsewhere in this issue. American Mutual Cyclone and Hail Ins. Co., Muncie, Ind.

Rito, the energizer for soil bacteria, $5.00 per 100 lbs. Cash with order. The Molassine Co., Ltd., East Greenwich, London, Eng.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks. 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FLORISTS' SUPPLIES.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

Do Not Overlook

Sash Operating Device for your new house until the last minute and then order something that will always be giving you dissatisfaction.

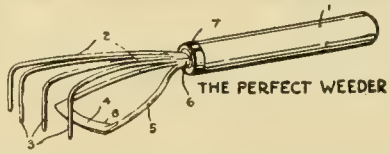
Investigate now and you will find **Advance Machines** to be your choice.

All Kinds of Greenhouse Fittings.

Write today for catalogue.

ADVANCE CO.
Richmond, Ind.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

Mention the American Florist when writing

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

Bailey's New Standard Cyclopedia Of Horticulture

Six Splendid Volumes

This work is Prof. L. H. Bailey's latest and greatest achievement and will undoubtedly stand as a monument to him. This is not a revision of the old Cyclopedia but a brand new work containing features not dreamed of at the time of publication of the original cyclopedia which was a pioneer work. The old cyclopedia of Horticulture, it will be remembered, was a cyclopedia in fact as well as in name, whereas the new **Standard Cyclopedia of Horticulture** is a gardener's manual as well as a cyclopedia and contains features that make it equally adapted to the amateur and to the professional, to the man without education or the man with high literary tastes.

PRICE, $6.00 PER VOLUME

Carriage paid to any part of the United States.

American Florist Co.,

440 So. Dearborn St.,
CHICAGO, ILL.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

Mention the American Florist when writing

The National Florists' Board of Trade

Has removed its office to

48 Wall Street, NEW YORK,

where it will be continued under the same management, and with the same efficiency and integrity as during the past 16 years.

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $1.75.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $1.75.**

American Florist Co., 440 S. Dearborn St., Chicago

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

DREER'S "RIVERTON SPECIAL" PLANT TUBS

No.	Diam.	Ea.	Doz.	100	No.	Diam.	Ea.	Doz.	100
10	20 in.	$3.25	$37.50	$287.50	50	12 in.	$1 50	$15.00	$110.00
20	18 in.	2.75	30.00	237.50	60	10 in.	.95	10.50	77.50
30	16 in.	2.25	26.00	195 00	70	8 in.	.75	8 25	62.50
40	14 in.	1.90	22.00	168.75					

The Riverton Tub is sold exclusively by us, and is the best ever introduced.

The neatest, lightest and cheapest. Painted green and bound with electric welded hoops. The four largest sizes are equipped with drop handles.

Henry A. Dreer, Seeds, Plants, Bulbs and Supplies, **714-716 Chestnut St., Philadelphia, Pa.**

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co 890
Alfred Lozier Rosery.876
Allen J K 869
Alpha Floral Co.....875
American Bulb Co I 854
Am Mutual Cyclone & Hail Ins Co.....892
Aming E C Co..... 865
Anderson S A 875
Angermueller G H Co..... 866
Aphine Mfg Co. 891
Astoria Florist 874
Avenue Floral Co...876
Baer Julius.....875
Barnard W W Co 881
Bassett & Washburn.856
Baumer Aug 877
Baur Window Glass Co..... ...IV
Bayersdorfer H & Co.867
Begerow's.....874
Benson Floral Co ...864
Berger Bros.....866
Berning H G.....866
Bodger J & Sons Co.880
Boland J B 877
Bolgiano J & Son...881
Bramley & Son.....877
Braslan Seed Growers Co.....878
Breitmeyer's J Sons.874
Briggs Floral Co....876
Broadway Florist . 875
Brown A J Seed Co..878
Brown Bag Filling Machine Co.....881
Bryan Alonzo J.....884
Buchbinder Bros....892
Buckbee H W.....876
Budlong Co J A.....863
Burpee W A Co.....881
California Florists...875
Central Floral Co. ..877
Chicago Feed & Fertilizer Co.....892
Chicago Flower Growers Assn.... 865
Clark E B Seed Co..881
Clarke's Sons D.....870
Clay & Son.....891
Coan J J.....869
Conard & Jones Co..886
Cooke Geo H.....877
Cowee W J.....891
C y H C Seed Co....882
Craig Robt Co..... 883
Danker Fred A.....876
Dards Chas. 873
De Graaff Bros.....884
Dietsch A & Co.....IV
Doganges 870
Dominion Floral Co.874
Dorner F & Sons Co 885
Drakos Co.....873
Deer H A.....891 892
Duluth Floral Co...876
Dunlop John H 874
Dwelle-Kaiser Co...III
Eble Charles.....872
Edwards Fold'g Box 890
Elm City Nurs Co. 886
Erne & Co 859
Excell Laboratories. II
Eyres H G.....873
Fallon Florist.....873
Flessas John D..... 870
Florist Specialty Co.862
Foerster Co Joseph .859
Foley Greenhouse Mfg Co.....III
Ford M C 869
Ford William P.....869
Fox J M & Son Inc..875
Frauenfelder C.....876
Freeman Mrs J B .. 875
Frey C H.....876
Frey & Frey 876
Friedman 871 877
Froment H E 869
Futterman Bros.....868
Galvin Thos F.....875
Gasser I M Co 874
Giblin & Co.....891
Glen Road Iris Gardens 886
Gnatt Ove Co The...854
Godineau R & M....882
Goldstein I..... 869
Gorham Printery Inc.III
Grakelow Chas H ..874
Grand Rapids Flo Co.876
Grimm & Gorly.....877
Gude Bros 873
Habermehl's Sons J J.873
Hardesty & Co.....875
Hart George B 869
Hart Henry 874
Haven Seed Co The.881
Heacock Jos Co.....885
Heinl John G & Son.876
Henderson A & Co.. I
Henderson Lewis....874
Henry Co The John.865
Henshaw Floral Co.869
Hentz & Nash.....868
Herr Albert M 885
Hess & Swoboda....874
Hession 875
Hews & Co A H. III
Hill D Nursery Co. 885
Hollywood Gardens 874
Holm & Olson.....874
Holton & Hunkel Co.867
Hort Advertiser.....892
Hort Trade Journal .891
Hurff Edgar M 853
Hurst & Son 882
Ickes-Braun Mill Co.IV
Idlewild Greenhs....877
Jahn Hugo 874
Jones Percy 858
Joy Floral Co.....873
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
Keller Sons J B.....875
Kelway & Son.....882
Kennicott Bros Co..861
Kervan Co The.....869
Kessler Wm.....869
Kottmiller A.....873
Kroeschell Bros Co. .....2nd special cover
Kruchten John 865
Kuehn C A.....867
Kuhl Geo A.....885
Lager & Hurrell 882
Landreth Seed Co ..881
Lang Flo & Nurs Co.876
Lange A.....873
Levine & Co 851
Liggit C U 885
Littlefield Florist. ..876
Lockland Lum Co..891
Long Island Flo Co 874
Louise Flower Shop.875
McCallum Co 867
McGill R C & Co....879
McHutchison & Co 880 881 885
Mackie William.....869
Malandre Bros. .872 876
Mangel.....877
Matthews the Flo'st 875
Matthewson J E.....873
May & Co L L.....877
Meconi Paul.....869
Metairie Ridge Nurs .876
Michell Henry F Co 879
Michigan Bulb Farm881
Michigan Cut Flower Exchange 865
Millang Joseph A... 868
Miller Floral Co 876
Miller & Musser 865
Molassine Co The... .....3rd special cover
Moninger J C Co.... ..... 4th special cover
Murray Samuel.....877
Nat'l Florists' Board of Trade 891
Neidinger Jos G Co 866
Newell A.....876
N Y Cut Flower Ex 869
N Y Floral Co.....877
Niemoth Theo 890
Niessen Leo Co 866
North Shore Flo Co 876
Orchid Florists.....876
Pajan Louis C.....873
Palmer W J & Son..875
Pappas D J.....875
Park Floral Co.....875
Peacock Dahlia F'm.886
Peacock E R Co 879
Pearson E W.....875
Pedrick G R & Son..882
Penn the Florist.....877
Peters & Reed Potty.III
Philadelphia Wholesale Floral Ex.....867
Philips Bros.....876
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....878
Pikes Peak Flo Co..876
Pillsbury I L.....III
Pittsburgh Cut Flo Co866
Podesta & Baldocchi877
Poehlmann Bros Co. 852 855
Pollworth C C Co...867
Polykranas Geo J ...869
Potter Floral Co 873
Pressing Seed Co W C.....878
Pulverized Manure Co The.....III
Pyfer A T & Co.....860
Raedlein Basket Co 863
Randall A L Co.861 865
Randall's Flow Shop 877
Randolph & McClements.....876
Rawlings Elmer .. 886
Ready Reference....887
Reed & Keller 891
Regan Ptg House....III
Reid Edw.....866
Reinberg Geo.....865
Reinberg Peter, ...857
Rice Bros..... 867
Rice Jerome B Seed Co.....879
Riedel & Meyer.....869
Robinson J C Seed Co 882
Rock Wm L Flwr Co.876
Rodgers J W 873
Rohnert Waldo 885
Ronsley Florist.....873
Rosery Floral Co ...877
Routzahn Seed Co ..882
Rusch G & Co 867
Saake O C.....873
Salzer Seed Co 877
Sceery Edw.....875
Schiller the Florist. 872 875
Schillo A Lum Co... IV
Schlatter W & Son.. .....875 892
Schmidt Chas L.....877
Schultheis Anton....885
Shaffer Geo Co.....877
Sharp Partridge & Co.....892
Sheppard H W.....877
Sheridan Walter F. 869
Siebrecht George C..869
Simon & Son I N....882
Situations & Wants.851
Skidelsky S S & Co.. I
Smith A W & Co....874
Smith & Co E D 885
Smith & Fetters Co 876
Smith Henry 876
Storrs & Harrison...885
Stumpp G E M.....874
Tait Bros Co..... 860
Thorburn J M & Co 880
Tonner O A & L A..856
Totty Chas H.....885
Traendly & Schenck.869
Traveling Wholesale Florist,.....868
Trepel Joseph.....875
Turner Bros.....892
United Cut Flo Co..869
Vanderschoot R A . 881
Vaughan A L Co .. 853
Vaughan's Seed Store .....I 881
Vick's Sons Jas.....880
Vincent R Jr & Sons Co.....I
Vose-Smith Co.....876
Walker F Co.....873
Washington Florist.870
Weber F H.....876
Weidemann H G....875
Weiland & Risch ...865
Weir James 873
Westerbeek & Klyn.881
Western Seed & Irrigation Co.....879
Wietor Bros.....858
Williams Mrs E A...877
Willis H C 863
Winterson Co E F... .....852 864
Wittbold G Co..873 882
Wolfskill Bros & Morris Goldenson.873
Wonder Plant Irrigator Co.....85
Woodruff S D & Sons.888
Yard & Yard.... 862
Yokohama Nurs Co.884
Young A L & Co....861
Young John & Co ...868
Young Plant Co.....889
Zech & Mann...862 864 5

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.
Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, $1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

INDIANA GREENHOUSE OWNERS
May now safely insure their greenhouses and their contents against damage by
CYCLONE and HAIL
IN THE REORGANIZED
American Mutual
Cyclone and Hail Insurance Co.
OF MUNCIE, IND.
DILLON MYERS, President
A mutual insurance company controlled entirely by greenhouse owners.
Full particulars may be had by addressing
American Mutual Cyclone and Hail Ins. Co.
MUNCIE, IND.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer

Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Natures Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MAY 24, 1919.** **No. 1616**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23 25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

WINDOW AND PORCH BOXES.

Window Boxes.

Nearly everyone loves flowers. They admire them as they grow and blossom, everywhere. In the large cities, on all pleasant days, the public parks are filled with visitors, who go out to enjoy the shrubs and plants in blossom and the beautiful lawn effects. As a nation, however, the American people are far behind those of the greater part of Europe, in the adornment of their homes, particularly with window boxes, which are a decorative feature of many of the humblest cottages in Great Britain, France and other continental countries. There is a great field open here to the florists of this country in a publicity movement, or propaganda, to increase the use of receptacles of various kinds to be filled with plants and used for the adornment of the home, particularly the houses of the crowded city streets, where there are no yards or lawn spaces, and only the window ledges and stoops or step landings which admit of such ornamentation.

While many such residences belong to the well to do, the great majority are occupied by the middle classes or wage earners, who are not blessed with much more than the necessities of life, but who love flowers, and if it were shown that in the intensive use of the facilities at hand they could have and enjoy them, many of their window ledges would soon be covered with flowering plants and vines. The possibilities in such a movement are unlimited; once it became an established custom, the business created would be a great factor, not only in the sale of such plants, but its educational value by their display in creating a love for plants and flowers, would extend to other branches until the whole trade would greatly benefit.

This is a movement that should become a part of the national publicity campaign, and also be taken up by the trade collectively in their various communities. Good stock articles on the advantages and beauty of window and porch boxes, and vases and hanging baskets for house adornment, would find access to the columns of all local papers. Many of their writers, or reporters who are always on the lookout for seasonable stories, for their columns, would be glad to have pointers and correct information, and in many cases staff photographers would be sent to take pictures of good examples of work of this kind, and all without expense to the trade. A little reciprocity would then be in order in co-operative advertising with a sum raised by the trade for the purpose.

The benefits to be obtained by a country wide propaganda, with the craft of each community, large and small, working together along these lines, would be phenomenal. It requires initiative and the forming of an advertising committee of members of the trade, who must have enthusiasm and confidence in the movement so as to give it the necessary push and energy to overcome the objections of lethargic florists who are, unfortunately, to be found in every community. The great work that is being done in advancing the interests of the trade by the progressive, live-wire committees of the florists of Cleveland, O., Detroit, Mich., Milwaukee, Wis., and other cities, which has greatly increased the sale of plants and flowers for St. Valentine's, Mothers' day and other floral holidays, should wake up and stimulate other communities to go to it in the same way.

There is nothing particularly new to be said about the window box. Each season brings out something unique, a receptacle somewhat different in form or construction. An offering this season is a wooden box sand coated with a partial facing in a recess of about half the surface of pebbled cement, which gives an ornamental finish. The birch and cedar bark lined wooden boxes are popular, which, if kept well painted on

the inside, will last several seasons. Those of cement and terra cotta material are almost permanent. These should be made in short sections, as being so heavy, they are otherwise difficult to handle. Their supports should be sufficiently strong to hold them securely in place. There are sectional iron boxes of ornamental design which, kept well painted, are long lived. Some of these contain reservoir compartments at the bottom, from which plants obtain moisture through sponges. The porch boxes are generally of wood, but should also be in suitable lengths that are easily handled, and always when in place, rest on cleats that admit of free circulation of air beneath, which protects both the boxes and the floor of the porch.

For the filling, there is a great range and variety of plants. In the hot, dry streets of the city, they will require to be renewed several times to be always at their best. From the last of March until the middle of May, pansies make a good showing to be succeeded with geraniums, marguerites, flowering, trailing and semi-trailing plants and vines, such as nasturtiums, verbenas, petunias, sweet alyssum, variagated vincas and tradescantias. Boxes of all ferns of the Boston types, with vinca vines and Asparagus Sprengerii, make a satisfactory showing if they are kept well watered. For the shady side of the street, Begonia Rex adds variety to the ferns. Crotons, with their showy foliage, can also be used to good advantage in combination with geraniums and other plants for sunny situations.

The embellishments of store fronts of select retail etsablishments offers a field that is not worked or looked into by the trade as it should. Many a progressive firm would add such a decorative feature if its advertising value were made clear. There is one point that must be emphasized to insure success, and that is, the constant care in watering. After installation, they should be looked after by the florist until the man in whose charge they are placed, is thoroughly skilled in this work.

Porch Boxes.

One of the most showy ornaments about the suburban home is the porch box, which, with its wealth of blooms and vines on the outer edge of all the porches and on the borders of steps and landings, gives a wonderful color effect. To be attractive the season through, these receptacles should be of good width and depth, resting on cleats at least one inch thick so as to raise them from the floor of the porch, which provides an air space and preserves both the boxes and the porch.

Plants for these are much the same as used in vases; geraniums, petunias, verbenas, lobelias, sweet alyssum, ageratum, nasturtiums, Vernon begonias, for color; with crotons, acalyphas and Boston ferns for foliage. Asparagus Sprengeri, variegated vincas and tradescantia are the best to hang over the front of the box. Small asters may be planted in the rear of the boxes which come into flower in the late summer and give variety of color. In the shade, the same vines are good with Boston ferns, Pteris argyrea, and Begonia Rex, together with fuchsias and tuberous rooted begonias.

Boxes over the gate posts are very showy and ornamental when filled, if of good size, with dwarf cannas, geraniums and plenty of vines. The space along the wall which marks the edge of the lawn and the surface of which is level with it, can be planted with good effect with nasturtiums and vinca vines. When in luxurious growth and flower, the appearance from the street or road is fine.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Mothers' Day Advertising.

A fine feature of the publicity that played an important part in the excellent Mothers' day business reported by the trade in Salt Lake City was a well illustrated full page advertisement in the daily press by the associated florists of that city placing special emphasis on the slogan, "Say It with Flowers" and the fact they could be delivered to any city in the United States and Canada through the Florists' Telegraph Delivery. Included in the text was considerable interesting information regarding the observance of the day generally throughout the nation in accordance with its official recognition by an act of congress and the proclamations of the governors of nearly every state in the Union.

Next Week in the Flower Shop.

Now that the weather is settled, there will be a great demand for bedding plants. These are good stock to carry even in the case of the storeman without a greenhouse, but he must limit his assortment to just a few of the most popular varieties and must see that each plant is in salable condition. Porch plants are also interesting to customers at this season, especially rubbers, small to medium sized palms and the various types of the Boston fern.

Feature a sale of wire hanging baskets filled with vines, sweet alyssum, lobelias, trailing coleus, petunias and other odds and ends of flowering plants. Growers will be glad to fill such a number of these as will make it worth their while, and after a few weeks' growth at the greenhouses will deliver them at a price that should show the dealer a good profit and insure ready sale.

Shrubbery in variety is now coming in, as well as candytuft and other hardy plants. This can nearly all be used to advantage in funeral work at least as a foundation. It will always be found profitable to make use of the various garden flowers as they come into season throughout the year. Peonies will now be at their best for the next fortnight and are one of the most decorative of the outside flowers. They should be carefully prepared before being used, that is kept over night in deep jars of water, so as to insure flowers and foliage taking up all the water they will hold. It is best to remove the bottom foliage from the stems, as this takes nourishment from the blossom. They should never be placed subject to drafts as this quickly drys out the foliage and causes the flower to wilt. Dipping the ends of the stems in boiling hot water is said to be very beneficial, seeming to act much the same as with the poinsettia. Ornamental and showy decorative effects are made with long stemmed peonies placed in tall flower vases, standing by themselves, or in groups of palms or tied in clusters at the ends of pews in church wedding decorations. They also make effective sprays for funerals. Large vase baskets, when filled with peonies in various color schemes, such as pink in blue baskets, white in green toned or in yellow, tied with appropriate ribbons, are effective in many house decorations.

The earlier school commencements are now taking place. These, particularly in the young ladies' seminaries, are well worth going after. In nearly all such schools, there are class day exercises at which bouquets of the class colors or other flowers are carried. If the florist is early on the ground, he can be quick to explain how impossible it is to get this or that flower, now out, or almost out of season, and recommend sweet peas, pink roses, snapdragons, yellow or white daisies, etc. Class colors may be, if necessary, carried out in the ribbons.

There are, and will be for some time to come, patriotic entertainments, receptions, dinners, etc., on account of the boys returning from abroad. At such functions there is always a disply of bunting and flags as well as

LOW WINDOW BOXES WHICH DO NOT OBSCURE SIGNS.

WINDOW BOX IN CHICAGO.

floral decorations. Comparatively few florists understand the correct draping of such materials; in fact, many do not even know how to make a good looking ribbon bow. It should be taken up in each establishment and given into the hands of one man, who with a little study and practice, and instruction from an experienced decorator, would soon become proficient. With a stock of these accessories on hand, which can be used a number of times, they will be found quite an asset to the business in the course of a year. Letters and figures made of electric lights are frequently used in public entertainments. These can also be carried in the florists' stock and form part of the decorations. A handy man can soon acquire all the knowledge necessary to attach these to the frame and make the electrical connections.

Keep the show windows up to their best. Comparatively few realize the worth of these displays or their advertising value. It is of the utmost importance that each decoration or display should be planned with the purpose of selling the goods of the store. Do not forget the cards or notices, which while carrying information of the special features, catch the eye of the passersby, and hold them for a moment. The printed word has great power, while prices are oftimes silent salesmen.

Always feature flowering plant stock with some kind of pot cover. There is nothing better or more effective than square sheets of white paper. Place the pot in a saucer in the center, and draw the paper up around and tie with tape the color of the flower. The irregular edges should extend about six inches above the rim of the pot. Tie in with this on the inside near the top, a sheet of paper the same color as the flower. This decoration adds very materially to the attractiveness of the plant.

Two things if not already attended to, should be done before the week is out. First, send in your subscription to the publicity campaign. The larger it is, the more you will be interested and therefore benefit. Second, connect up with that bunch of live wires called the Florists' Telegraph Delivery Association. These are two of the greatest factors that you can possibly engage or enlist to increase and extend your business.

Cost Computing.

One of the successful retailers in a large city, in speaking of the business, particularly in reference to others in his line who worked hard, but never appeared to get ahead, said: "Some men forget what they are in business for. They go home at night, tired out with their day's work, and satisfied from the volume of trade that things are going all right, when, as a matter of fact, there was little or no profit, scarcely a new dollar for an old one.

Comparatively few men know what it costs them to do business. The rent is high, because it is nearly always difficult to meet it. It costs a lot to keep the car going, with its continual repairs, new tires, etc. Boxes have gone up almost out of sight, and paper as well. In fact, everything seems to have so increased in price that something must be done in the way of advanced charges to meet the situation.

First, there must be an accurate and detailed account of expenses, including, among other salaries, those of the acting or working proprietors. Many do not count their labor as an expense, just charging themselves with what they take out, so as to balance the cash. If they were working for someone else, with part of the profits as a bonus, their salaries would be an expense before any profits could be shown, and must also in their own case be figured in overhead expenses, so as to determine the ratio of profit necessary to be added to the cost price of their stock for the coming season.

Where books are kept, which show exactly how every dollar handled in the course of the year is spent, the overhead charges are found to be between 25 and 50 per cent. If the property in which the business is carried on is owned by the proprietor, the rent should be charged up as part of the carrying charges. Many, who do not keep track of such expenses, will say, "It does not cost me 50 cents out of every dollar's business I do to carry it on. Let such men decide during the next month, or longer period, to keep an accurate account of exactly how every penny is expended. This will be no easy job for those who have not found it necessary. There are men

who count up the money in the drawer at night as the day's receipts. Several good sized accounts may have been received during July from bills sent out on the first for goods sold during January or later, yet they are counted in as the day's business. Such firms are generally family managed, and are often quite successful. Accurate bookkeeping has proved that it costs at the very least 25 cents each and often much more, to deliver every package that goes out of the store, so that all articles of plants costing this amount, are gifts to the customer, as they return nothing to the business.

It is the custom, or has been with many in the trade, to double the actual cost, which is to then be the retail price. This may work out on all such stock as baskets, ribbons and similar supplies, but when one considers the loss from damaged and unsold stock, together with the overhead charges, it is not sufficient, even in these comparatively staple goods. It is clearly not enough profit for plants and cut flowers, which on account of their perishable nature, commence almost at once to deteriorate. Roses and carnations that cost $3 per 100, should sell for $1 per dozen. Roses and lilies, or other flowers that cost $8 per hundred, should bring $3 per dozen. It is the same in made up work, clusters, designs or baskets. Put at least 100 per cent over the cost of the frame or basket, and always include the ribbon. If the frame or basket is to sell, filled for $10, costs $1, it is figured at $2; of the $8 left, one-third, or $2.66 can be spent for flowers and the necessary bow of ribbon. In some shops, the time of the artists is always counted in all kinds of made up work and figured in the cost.

In justifying their lower prices, dealers are often heard to say: "We never could get such prices from our trade," and of course as long as they feel that way, they never will. They make the great mistake of judging, from conditions, what they think their customers can pay. They should find out first just what they can afford to sell their goods for, and make a legitimate profit, and with this knowledge, they could easily bring their customers to see the value in the prices asked. Again and again, we hear complaints by others in the trade, of dealers who will hire out palms to undertakers for 25 cents each, which also includes pedestals and pot covers. The delivery, and calling for immediately after the funeral, is special service which really costs more than the amount charged and leaves nothing for the hire of the palms and pedestals. The excuse is, "We get the other work," but frequently it goes to the other fellow, the undertaker not being able to control it.

The successful business is built on a sure foundation, the corner stones of which are accuracy in knowledge of costs of production and handling the product. With a legitimate profit added, there is then sure to be a comfortable surplus, a just reward for services rendered.

ALEDO, ILL.—The Whaley Gardens is a new florist establishment here.

DOWAGIAC, MICH.—Everett Davis, formerly of Bangor, this state, has purchased two acres of land and is building one house 25 x 100 feet.

WEBSTER CITY, IA.—The Curtis Floral Co. will move its range at Hampton to this city, adding 10,000 feet of glass and bringing the total of the range here to 50,000 square feet.

PLANT NOTES.

Peonies.

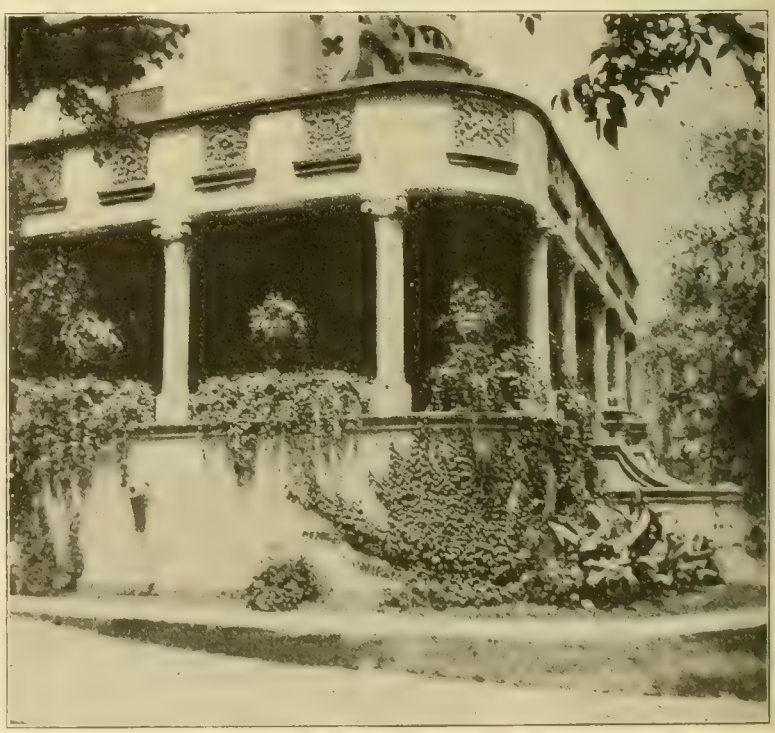
The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open, the flowers not only bruise more or less in transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is, of course, for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a severe rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of Ficus elastica that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a match stick to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil, and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted, the plants gradually hardened off and splendid stock will be the result.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is, then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where the grower has a good, tight frame that is frostproof the clumps can be taken from storage and placed in the frame and the tubers will grow plump and the eyes break ready for planting as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well



PLANT BOXES ON THE PORCH OF A CHICAGO HOME.

WINDOW BOXES OF VINCAS AND GERANIUMS IN PHILADELPHIA.

rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted, and especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manure causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth, and not too soft, then mulch with manure when the buds begin to set, is the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good, stocky little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent or too heavy watering.

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened. If watered the calla will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened shaken out and stored until wanted to start for another season. The yellow calla, Ricardia Elliottiana, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

Marguerites for Winter.

To have good marguerites for winter flowers the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground, but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphis should be kept down by fumigation, while the leaf miner is a very destructive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

American Dahlia Society.

A meeting of the executive committee of the society, in conjunction with the nomenclature committee, was held at the Grand hotel, New York, Monday, May 12. A report from the treasurer was presented showing the finances of the society to be in good shape. A resolution in memory of the work and activities in the dahlia world of the late J. H. Slocombe, New Haven, Conn., was presented and adopted.

The members of the two committees, with all the officers of the society, were constituted a board of judges to inspect and pass upon the new varieties of dahlias planted this year in the society's trial garden, conducted by the Connecticut Agricultural College at Storr's. It was also decided that the day to be selected for the official inspection should be a society day, when all members and friends would be welcomed at the garden.

A preliminary schedule of classes for the fall show, to be held under the auspices of the American Institute, in the Engineering Building, 25-33 West 39th street, New York, September 23-25, was prepared and adopted. It was arranged that in all classes calling for decorative arrangements the use of other flowers, grasses, or foliage will be allowed, to bring out the colors of the dahlias, but dahlias must predominate.

The matter of registration with the society of names of new dahlias was discussed at considerable length. It had been reported that duplication of names was becoming so general as to cause regrettable confusion in catalogue descriptions. For instance, three varieties had been given the name of General Pershing, each different in color and classification. It was decided to inaugurate a department of registra-

tion, which, it was hoped, would at least minimize this evil. Raisers of dahlias are requested, at naming time, to send to the secretary, a description of the dahlia to be named, with the proposed name, and an application for registration. The application will be advertised, and if no objection should be received within a specified period the name selected would be registered. All dahlias presented for registration must be distinct varieties, mere varietal differences not being considered. The co-operation of local societies and horticultural organizations is to be solicited in this work, and in the case of an award of a certificate to a variety, it is to be recommended that the name of the variety be submitted to the American Dahlia Society for registration prior to the issue of a certificate.

TRIAL GARDEN RULES.

The following rules governing plantings in the trial garden were adopted:

1. Dahlias can only be entered by the raiser or introducer.
2. Dahlias shall be new varieties not less than two years old.
3. Tubers cannot be received after June 1; plants to June 30.
4. All tubers or plants must be sent prepaid. The clumps to be returned at the end of the season, if desired, at owner's risk.
5. Tubers and plants shall be properly planted and taken care of throughout the season. The name of the variety and of the raiser posted on the stake.
6. A charge of $1 shall be made for each variety entered.
7. Exhibitors can only enter three plants of any variety.
8. Flowers from the trial gardens to be exhibited at the annual American Dahlia Society show.
9. The American Dahlia Society to appoint judges to score and classify the flowers in the garden.
10. The American Dahlia Society's certificate of merit to be awarded to the varieties scoring the necessary number of points.

JUDGING SCALE.

The nomenclature committee recommended for acceptance, the following scales of points in judging dahlias, and the same were duly adopted:

Exhibition Varieties.

Color	20
Stem and foliage	25
Substance	15
Form	20
Size	20

Commercial Varieties.

Color	25
Foliage and stem	25
Substance	25
Form	15
Size	10

JOHN H. PEPPER, Sec'y.

JOLIET, ILL.—The machinery and heating system at the range of the Davis-Joliet Co., formerly the J. D. Thompson Carnation Co.'s property has been damaged to the extent of several hundred dollars, the work of vandals, the brass work being stolen, evidently for junk.

SIOUX CITY, IA.—Rocklin & Lehman, well known local florists, replying to an article printed in the Sioux City Tribune regarding high prices charged for flowers for Mothers' day, call attention to the fact that the highest price they asked for carnations was 25 cents per flower for Laddie, and short stemmed stock was sold as low as 10 cents. They emphasized the fact that the quality was better and prices lower than any city in the country.

THE S. A. F.

Say It With Money.

Say it with money,
The campaign is new.
The good work has started,
How about you?
Hundreds are helping,
Put down your name,
Get your handful of chips
And sit in the game.

Say it with money,
Help the boys out,
Let them all see
That you're a good scout.
Just get it a going
It never will stop.
Over the top with it,
Over the top.

Say it with money,
Publicity counts;
You'll get it all back
In goodly amounts.
Come now, loosen up,
Get out of the rut,
Join in with the speed boys,
They'll help you up.

Say it with money.
There's nothing else talks
Or has such a pull
When everything balks.
A five or a ten spot
Starts you in fine;
Get your name on the list
And stand in the line.

Say it with money,
The call has been made
Broadcast through the country
To all in the trade;
Come, do your full duty
In this hour of need,
Each man his utmost
In spirit and deed.

Say it with money,
And spread everywhere
That the message with flowers
Can be sent through the air.
It will start the trade moving
And coming your way.
Come now, get busy.
Send that check in to-day.

Say it with money;
You know what they mean;
Far too many flowers
Are born unseen
To waste their fragrance—
Ah! what's that, Oh joy!
Put you down for twenty?
Fine! Good work, old boy!

Say it with money
And let's have it quick!
The way that you hold back,
It makes us all sick!
There's just a month more
We must get it across,
So come all you slackers,
Shake off the moss!

Say it with money,
And say it like men;
Help on the good work
Of John Young and Penn.
Mail to that office
'Leven seventy Broadway;
The check that's been due there
This many a day.

ROBERT KIFT.

What is the Matter?

The florist of today is enjoying greater prosperity in spite of the many ordeals we have passed through during the last 18 months, than any time in the history of flowers. During this period the national publicity campaign has brought about unusual activity that has aroused many a florist out of his slumber into one of qui vive all the time until even the present moment. Now while the national publicity movement does not take the entire credit for this unusual business that has been hovering over us all, may it not receive partial credit for putting over the idea that it was essential to the local man to try a little of it, and incidentally tying up to the campaign so that the slogan, "Say it With Flowers," has linked the florist from the north to the south and from the east to the west, to feel the merits of its work all over by building up more business by telegraphing and otherwise?

Now, if it has helped you just a little, whether you be grower, wholesaler or retailer, do you not feel you

SPRAY OF OPHELIA ROSES.

ought to reciprocate by helping the campaign fund so that the work may be furthered to even greater circles? The contribution is a voluntary one and the benefits obtained—well, enough said.

HENRY PENN,
Chairman Nat'l Pub. Campaign.

National Publicity for Flowers.

Interest in the national publicity campaign is broadening, as the benefit resulting from it becomes more and more apparent. It is not strange that many reports come to the promotion bureau pointing out specific benefit from the national magazine advertising. A prominent florist when discussing the future of the campaign spoke of the early days when the initial advertisements appeared. In that season, he said, business had just dragged along, very little doing, until the opening of February, when there was a very noticeable spurt, with a big St. Valentine's day trade, and this good business continued until the end of the season. If this was not due to the magazine advertising, he said, to what was it due, for it certainly was remarkable?

Florists who are closely watching the progress of our work are loud in their praises, realizing that the results are plainly to be seen. In many communities week-end business has increased wonderfully. Birthday business, too, has gone forward by leaps and bounds. The slogan, "Say It with Flowers," is having a far reaching effect, as it was intended it should. Such a reminder is very necessary to some people. How many orders do you suppose the slogan sign you are displaying—if you are displaying one—has brought into your establishment You might be astonished if you had kept a record, which would not have been difficult, for most people impressed by the sign make reference to it when its message gets home in this way.

In this connection we wish to draw the attention of every florist to our page in colors in the June Metropolitan, which went on sale about May 14. Do you suppose this advertisement will be missed by the half million purchasers of that issue—a half million of flower-buying prospects scattered over the country? And, remember, it is generally conceded that each copy of a high class magazine has five readers.

If you have not a sign, do you not think it time to secure one, either in glass or transfer form? Several of our large supply houses are carrying stocks of glass signs, which they supply to their local trade at the advertised cost, $2, without profit to themselves. S. S. Pennock Co., Philadelphia; M. Rice Co., Philadelphia; Geo. B. Hart, Rochester, N. Y.; Wm. F. Kasting Co., Buffalo, N. Y.; Pittsburgh Cut Flower Co., McCallum Co., Pittsburgh; Poehlmann Bros. Co., Chicago; St. Louis Wholesale Cut Flower Co., and Welch Bros. Co., Boston, are among them. The secretary would like to hear from other wholesale and supply houses who would undertake to place among their local trade a few of these signs. To see one is to buy one, if a retailer.

Need it be again said that our publicity committees cannot carry out their plans for publicity unless they pay as they go? It is all right, Mr. Nonsubscriber, to commend the work which your brother florists are doing for you, but wouldn't it be better to cash in on the good intentions you undoubtedly have, and send to the secretary your cheque for the amount you know you are willing to contribute? Get wholly into the game, it needs you. We are trying to raise $100,000 this year, to give back to the contributors very many times that amount in increased business. Every subscription is recorded, and every item of expense laid before the subscribers. If you want to see what your neighbors have subscribed, write to the secretary for a subscription list to date. If you find they have not yet subscribed, beat them to it—be a whole-souled, up-to-date florist who desires to see the florist trade at its best.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Elizabeth Huth, Ogden, Utah	$25.00
Stiles Co., Oklahoma City, (Addl.)	25.00
Henry A. Aldrich, Neoga, Ill.	10.00
Joseph Raffgerder, Teaneck, N. J.	5.00
French & Salm, Union Grove, Wis.	10.00
Stewart Kitchie, Newport, R. I.	5.00
Boyle & Darnaud, San Diego, Calif.	5.00
Brookins & Son, Orchard Park, N. Y.	10.00
Herman Bauske, Chicago	25.00
James J. Bates, Oakfield, N. J.	3.00
E. W. Espy & Sons, Brookville, Pa.	5.00
R. C. Bridgham, Newtonville, (1 yr.)	10.00
Fred K. Utter, Rye, N. Y.	5.00
Britz, The Florist, Danville, Ill.	10.00
F. B. Abrams, Blue Point, L. I.	25.00
H. F. A. Lange Est., Worcester, Mass.	50.00
J. H. Snyder, Rhinebeck, N. Y.	5.00
	$233.00
Previously reported	36,010.00
Total	$36,243.00

JOHN YOUNG, Sec'y.

CLUSTER OF CYCAS LEAVES AND ROSES.

Plant Quarantine No. 37.

ENTRY OF PLANTS OF NOVELTIES, ETC.

Regulation 14 of the regulations relative to the importation of nursery stock and other plants and seeds has been revised and reissued. In its new form it is essentially an interpretation of the old regulation 14 rather than an enlargement of powers under the quarantine, inasmuch as the regulation, as worded in the quarantine as originally issued, was intended to cover exactly what is now more clearly stated in the new regulation. This regulation provides for the importation under a special permit from the Secretary of Agriculture, of limited quantities of otherwise prohibited stock for the purpose of keeping the country supplied with new varieties of plants and stock for propagation purposes not available in the United States. This amendment, however, does not apply to a few plants which have been specifically prohibited entry under other quarantines, as, for example, pines, ribes and grossularia from certain countries, and citrus, banana, and bamboo stock.

The following explanations of regulation 14 are given to indicate the limitations under this regulation and the procedure to be followed in making importations of the two classes of plants specified, namely, new varieties and necessary propagating stock:

The expression "New Varieties" is understood to mean plant novelties; that is, new horticultural or floricultural creations of new discoveries.

"Necessary Propagating Stock" is understood to mean stock of old or standard varieties imported for the multiplication of the plants in question as a nursery or florist enterprise, as distinguished from importations for immediate or ultimate sale of the stocks actually imported, and such importations will be restricted to stocks which are not available in this country in adequate quantities.

The expression "Limited Quantities" used in regulation 14 is understood to mean with respect both to new varieties and to standard stocks, such quantities as will supply reasonable needs for the establishment of reproduction plantings which may be thereafter independent of foreign supplies.

There is no limitation as to the number of permits for different plants or classes of plants under regulation 14 which an individual may request, but the applications will all be passed upon both as to necessity for the particular importation and as to the quantity adequate for the purpose intended, by experts of the department, for the information of the board prior to the issuance of the permits.

All importations under regulation 14 must be made under special permits through the office of foreign seed and plant introduction of the department of agriculture, but for the use of the individual importer. The importer will be required to meet all entry, transportation and freight-handling charges. The department will make no charge for inspection and supervision. The necessary procedure for making such importations is as follows:

1. The federal horticultural board will supply, on request, an application upon which request may be made for a special permit to import. This application embodies an agreement on the part of the importer that if the imported material is found on examination by an inspector of the department of agriculture to be so infested or infected with insects or disease that it cannot be adequately safeguarded, it may be destroyed, and such destruction will not be made the basis of a claim against the department of agriculture for damages. The application must be accompanied by a statement certifying that the plants to be imported are novelties, or if standard varieties of foreign plants, that stocks in adequate quantities for their propagation are not available in this country, and that in either case they are to be imported for the establishment of reproduction plantings and not for immediate or ultimate sale of the stocks actually imported. In exceptional cases the importation of novelties may be made for personal use, but not for sale. The application must also give the name and address of the exporter, country and locality where the stock was grown, the name and address of the importer and the name and address of the nursery or other establishment in which the plants are to be reproduced on release.

2. If the permit is issued, the applicant will be furnished shipping instructions and shipping tags to be forwarded with his order to the exporter. The plants will, in consequence, be addressed in bond to the United States department of agriculture, bureau of plant industry, Washington, D. C., United States of America, and endorsed, "Foreign Seed and Plant Introduction, for (insert name of importer)", and arrangements must be made with some responsible agency in Washington for the clearance of the plants when received through the custom house at Georgetown, D. C., together with the payment of all charges involved.

3. Upon clearance through the Georgetown custom house, the material will be turned over to the office of foreign seed and plant introduction by the authorized agent of the importer, and in the specially equipped inspection houses and under expert care as to the welfare of the plants, be carefully examined by inspectors of the federal horticultural board. If found free from dangerous insects or diseases, the shipment will be immediately and carefully repacked and forwarded by express, charges collect, to the importer.

4. Cleaning and disinfection will occur for slight infestation, but should the material be found to be so infected or infested with either disease or insects that it cannot be so adequately safeguarded, it will either be destroyed, or, when possible and desirable, returned to the point of origin.

C. L. MARLATT.
Chairman of Board.

Gladiolus Tristis.

A graceful but not commonly-grown species of gladiolus is G. tristis, a native of South Africa. It is a plant known to cultivation for a long number of years and recorded as flowering in the Chelsea Botanic Garden in 1745. The species is variable as to color, a common form being buff or light sulphur-colored, with pencilings of light purple on the three lower segments, the middle segment generally having a median band of this color. Although the flowers are not strikingly effective the coloring is scarcely so somber as to warrant the name of tristis, given by Linnaeus in the days of long ago.

G. tristis is quite hardy in the south of England, and is probably the earliest of gladioli to flower out of doors. Moreover, it is easy of increase either from seeds or "spawn," i. e., small corms, and seeds ripen readily in Devon and Cornwall. More attractive than the type is G. tristis concolor, also known as G. t. sulphureus, which has clear, light, sulphur-yellow flowers.

The form of the blooms and their disposition on the slender spikes was well shown in some flowers which came from France to Covent Garden market in the ordinary way of business, tied in bunches and packed closely together in the usual wicker pads. After a day in water the flowers expanded beautifully and emitted the delightful fragrance for which the species has had a reputation for the better part of 200 years. The spikes were over two feet long, and carried three or four expanded flowers at one time. No large quantities of these gladioli spikes are sent from France, but some arrive with almost every consignment of flowers over a period of about three weeks. It is generally considered that none but gay blooms or those with decided colors are salable in Covent Garden flower market, but this is scarcely true, because Gladiolus tristis and Iris tuberosa have been on sale for several weeks and, apparently, never have had to be thrown away for lack of a purchaser.—London Gardeners' Chronicle.

North Shore Horticultural Society.

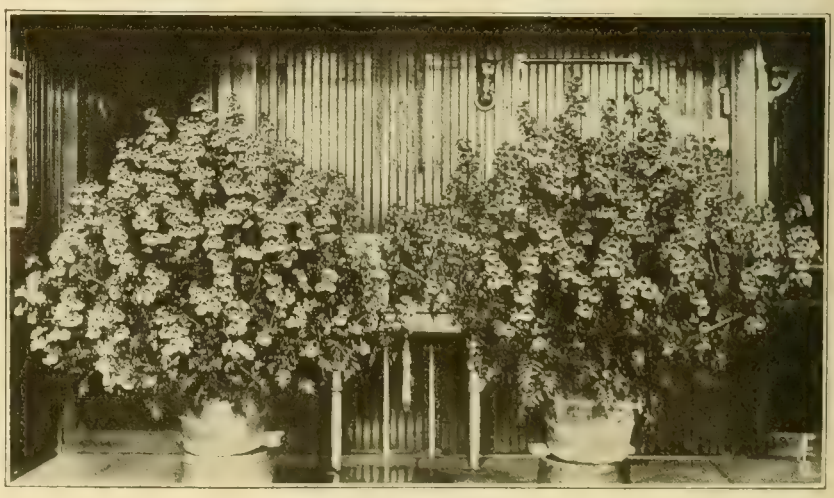
The regular meeting of the North Shore Horticultural Society was held at Lake Forest, Ill., May 2, with President Wm. Fisher in the chair. The exhibits for the evening were excellent, some very fine specimens being staged by the members. The committees working upon the summer and fall shows made their reports as did the picnic committee. After some interesting discussions by the members, the judges, Messrs. McNaughton, Bollinger and Geppert made the following awards: Twelve spikes of Iris Tingitana, by J. Kiley, 95 points; Laelia purpurata, by Thomas Head, 98 points; one calceolaria, by J. H. Francis, 95 points; one calceolaria, by T. Dobbins, 96 points; vase of Nemesia strumosa, by R. Chalmers, 95 points. Mr. Head also exhibited a very fine calceolaria, a vase of antirrhinums and some beautiful strawberries. These were awarded a cultural certificate. Six specimen calceolarias and one rhododendron, shown by T. Dobbins were also awarded cultural certificates. A display of Narcissus King Alfred, tulips, etc., by J. Kiley received like honors.

J. H. FRANCIS, Cor. Sec'y.

Holyoke and Northampton Club.

The monthly meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held May 6 at the range of G. M. Sinclair, Smith Ferry, Mass., the chair being occupied by D. G. Gallivan in the absence of President Harold Keyes. A discussion of plant prices was the principal feature of the session. The exhibits were rather few and not up to the usual standard and members were urged to greater effort to keep up the good record of the past. H. E. Downing was the winner of the monthly prize, his exhibit being a Mme. Thibaut pelargonium which scored 80 points.

A. HAESELLER.



SCHIZANTHUS WISETONENSIS SIX FEET ACROSS.

Grown at J. Ogden Armour's, Lake Forest, Ill.; Thos. W. Head, Superintendent. Scored 98 Points by the North Shore Horticultural Society.

Washington, D. C.

SIDEWALK PLANT DISPLAYS PROHIBITED.

An ordinance passed some time ago will after June 10 prohibit the display of bedding plants in front of florists' stores in this city. The measure which places florists in the same class in this respect as grocers, butchers and other similar trades, brought an order last week to clear the sidewalks in two hours, but a hurried conference by a committee of the florists' club with the district commissioners, secured a modification to withhold the order until the end of the bedding season this year in order to prevent loss of the plants. Arrangements will have to be made next year, however, to conform to the ruling.

NOTES.

Everyone attending the memorial service, June 9, for those who died in the great war is to be asked to carry a bouquet according to a letter received by George C. Shaffer. It has been suggested that the florists' club decorate the platform.

Edward P. Rodman, secretary of the florists' club, has purchased an attractive home in Chevy Chase, Md., at the corner of Brookville road and Primrose street. B. F. L.

Buffalo.

RAIN HURTS MOTHERS' DAY TRADE.

During the past week there has not been a great deal of trade activity although bank openings and a few weddings and receptions have added to the general business. The supply is good and the quality excellent. Sweet peas are plentiful and good. Prima Donna roses are now arriving in splendid condition and the same is true of Russell and Ophelia. Mothers' day as a whole was better than last year notwithstanding it was only three weeks from Easter and in the most important period of the Victory loan campaign. Also, one of the heaviest rains that this city has had for some time continued three days, ending on Monday. Had it not been for this, business would have been equal to if not better than the Easter demand. Carnations sold at $3 per dozen, higher at wholesale than ever before, and left small margin of profit for the retailer. For this reason the sale of other flowers was encouraged. Attractively arranged baskets, boxes of plants and other plant offerings will be used in future more than ever before. The trade here have learned that it is not necessary to feature carnations for Mothers' day. The drop in carnation prices after the event was something to be marveled at.

NOTES.

There will be no removals among the trade in the near future. All seem to be well located in good locations and modern stores.

David Scott is reported steadily improving following an operation at a local hospital. BISON.

St. Louis.

TRADE SLOW EXCEPT FOR MOTHERS' DAY.

The market, the past few weeks, has been slow, with occasional spurts of funeral or wedding work. Mothers' day business was wonderful, showing a substantial increase over last year. The buying public is getting away from the carnation idea gradually, and using all sorts of flowers for the occasion. The supply of stock has been short the last few weeks, due mostly to the inclement weather conditions. Quite a few of the county growers suffered from the recent hail storm, and the continued rains are ruining the stock in so far as the flowers are concerned. Sweet peas, particularly, are off crop on this account. Roses have been coming in fair supply with a slow demand. Outdoor stock is not of the best. Peonies are starting in heavy supply, and unless the weather improves, many will be lost on account of becoming watersoaked. Smilax continues to bring good returns. Southern stock has appeared on the market and ferns have dropped considerably in price.

NOTES.

The retail florists' association held a meeting May 12, discussing Mothers' day business. They protested against the high price of carnations. However, the local market was no higher than other large flower centers. In fact, many were quite a bit higher.

The past few weeks have seen quite a few weddings, especially of returned soldiers. Some of them have been very profitable for the retail florist. The lack of lily of the valley on this market has been felt very keenly.

O. C. May, of Sappington, Mo., states he will begin to cut heavily on his gladioli at an early date. He planted more this year than ever before.

The past week was very poor for the plantsmen. It rained most every day, which discourages the sale of bedding stock.

R. J. Windler, formerly of this city, but now a grower in Chicago, spent a few days here visiting his mother.

Visitor: Julius Dilloff, New York.

J. J. W.

Nashville, Tenn.

MOTHERS' DAY SETS HIGH MARK.

The trade in this city is still talking about the phenomenal Easter trade, unusual both in supply and quality of stock, surpassing any previous event in flower sales here. Mothers' day was equally satisfactory and very nearly as large in every way. The supply of flowers is now much better than it has been for several months. Both roses and carnations are coming in more freely and there is an excellent supply of Easter lilies. Although peonies appear to almost glut the market, the situation does not prevent them from bringing $3 per dozen. They are magnificent specimens and of every color from rose and crimson to pure white.

NOTE.

That the florist business is thriving in this city is evidenced by the fact that all of the leading firms are constantly adding to their capacity. In the past few years there has been wonderful development at the range of the McIntyre Floral Co. Beginning with a small place of about six acres, then on the outskirts of the city, which location is now almost in the corporate limits, where land sells by the foot instead of acre, they have now established themselves on the Nolemville road and have 36 acres. In one range they have seven houses 30x218 feet, three filled with fine roses, Russell being probably the leader. This firm is now finishing another house 30x270 designed for chrysanthemums. They have thousands of small plants of this stock as well as large quantities of cyclamens coming along for next season. Hundreds of young hydrangeas are also a feature. Just now they are rushing the plant season and thousands of petunias, verbenas, salvias and other bedding stock are being brought along in cold frames 5x200 feet. M. C. D.

ROCHESTER, N. Y.—An attractive flower store on North Salina street has been opened by A. Savine.

BRIDGEPORT, CONN.—John Reck & Son are preparing to move into their new store, a handsome structure erected on the site formerly occupied by the firm.

OBITUARY.

John Ingram.

John Ingram, well known and popular florist of Oyster Bay, N. Y., died in the Huntington, L. I., N. Y., hospital, May 15, following an operation for blood poisoning. The circumstances that caused his death were particularly sad. About a week previous he sustained a slight wound on one of his hands from a piece of galvanized wire. Being a busy man he paid little attention to it until the hand began to pain him. He visited doctors but gained no relief, as it would appear that they did not understand the real cause of his suffering.

He finally went to the hospital where the doctors said then the only chance of saving his life was to amputate the arm above the elbow, which they did, but the poison had progressed too far and he only survived two days.

Mr. Ingram was born in the north of Scotland 45 years previous to the day of his death, May 14 being his birthday. He located in Oyster Bay about 12 years ago, being the town florist, both growing and retailing. He was genial and obliging, and soon had practically the whole population as his friends. His funeral was held in the Presbyterian church of Oyster Bay Sunday, May 18, the church being filled to capacity. Nearly 1,000 persons, several from New York, attending. Interment was in the Roslyn, L. I., cemetery, with full Masonic honors. He is survived by his wife and five young children, for whom a profound sympathy is felt by the citizens of Oyster Bay and many other friends

A. F. F.

Edward H. Freis.

Edward H. Freis, for many years a well known florist of Fort Thomas, a suburb of Cincinnati, O., died at his home recently of heart trouble following an attack of influenza with which he suffered during the epidemic last fall . He was 50 years of age. Early in life he entered the business with his father, and later built a large range in St. Thomas, which he conducted for eight years, disposing of the same at the time of his father's retirement and taking charge of the original establishment. He leaves many friends who will hear of his death with sincere regret. He is survived by a widow, Mrs. Hattie Freis.

Mrs. John Trepel.

Mrs. John Trepel, wife of a well known Brooklyn, N. Y., florist, died May 13 of pneumonia, aged 27 years. Mrs. Trepel was an amiable lady, and her early passing away has caused grief in her home and many expressions of sympathy for the bereaved husband.

A. F. F.

CELINA, O.—J. A. Ernsberger has disposed of his range to a company composed of A. W. Boslog, O. Rentsch, C. A. McKim, W. T. Palmer and others.

ATLANTIC CITY, N. J.—The Hendrickson Farm Greenhouses at Northfield, N. J., have been purchased by D. B. Edwards who will grow a general line of stock for the Edwards Floral Hall Co., his retail establishment in this city.

PANA, ILL.—The Pana Engine Manufacturing Co., which will construct engines for the United States shipping board, has been organized here, among the officers being P. L. McKee, H. H. Putnam and Adolph Neilson of the American Greenhouse Manufacturing Co. of this city.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Window and porch boxes (illus.) 893
—Window boxes 893
—Porch boxes 894
The retail trade (illus.) 894
—Mothers day advertising 894
—Cost computing 895
Plant notes 896
—Peonies 896
—Ficus elastica 896
—Dahlias 896
—Marguerites for winter 897
American Dahlia Society 897
The S. A. F. 898
—Say it With Money 898
—National publicity for flowers 899
—What is the matter? 898
Plant quarantine No. 37 899
Gladiolus Tristis 900
St. Louis 901
Nashville 901
Buffalo 901
Washington 901
Obituary 901
—John Ingram 901
—Edward H. Freis 901
—Mrs. John Trepel 901
Chicago Victory bond subscriptions 902
Carnation Yearbook 902
Society of American Florists 902
Canadian Horticultural Association 902
Thompson Carnation Co. final hearing 902
Florists' International Telegraph Delivery 902
Chicago 906
Salt Lake City 909
Milwaukee 910
Pittsburgh 910
Toledo 910
Fort Wayne 912
Cincinnati 913
San Francisco 914
Kentucky Society of Florists 914
Philadelphia 916
New York 918
The seed trade 926
—Onion sets in bags 926
—Southern Seedsmen's Association 926
—Bulb notes 926
—New York seed bill vetoed 927
—Kimberlin makes large land purchase 927
—Platt Co. sells warehouses 927
—Philadelphia seed trade 927
Market gardeners 930
—Canned vegetables to England 930
—Prices of indoor fruits and vegetables 930
—"Red River Ohio" potatoes 930
Rochester 931
Providence 931
The nursery trade 932
—Frost damages Missouri crops 932
—Forsythias 932
—Blueberry improvement 932
—Nursery stock names under fire 932
Cleveland 934
Rochester Florists' Association 934

NATIONAL FLOWER.—A bill has been introduced into congress by Representative Edward T. Taylor, of Colorado, providing "that the white and lavender columbine is hereby made and declared to be the national flower of the United States of America."

PLANT QUARANTINE. — James McHutchison of the Society of American Florists' tariff and legislative committee has called a meeting of that body, May 24, at his office, 95 Chambers street, New York, to consider further action on the plant quarantine.

Chicago Victory Bond Subscriptions.

The following are the latest, revised figures in the Fifth Liberty Loan campaign:

	Subscribers	Amount
Florists	1622	$300,000
Seedsmen	400	131,000
Nurserymen and Gardeners	38	35,000
Cemeteries and Monuments	231	193,600

THE war trade board has announced that effective July 1, the importation of nitrate of potash and nitrate of soda without restriction from countries with which general trade is authorized will be permitted.

Carnation Yearbook.

We are in receipt of the Yearbook of the British Carnation Society, the contents including a number of interesting papers and reports.

Cape Jasmines Late.

Thos. C. Edwards, of Alvin, Texas, writes May 18 stating that recent rains have retarded the jasmines to such an extent that he fears he will be unable to fill orders on time.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that as no objection has been filed against the registration of Ibolium privet by the Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven, Conn., the same becomes complete.

JOHN YOUNG, Sec'y.

May 19, 1919.

Canadian Horticultural Association.

CONVENTION DATES CHANGED.

The dates of the annual convention of the Canadian Horticultural Association, which will be held in Toronto, Ont., this year, have been changed from the first to the second week in August, the proceedings opening August 12 and continuing four days. From present indications, there will be a large attendance from all parts of the Dominion, and many problems of interest to the trade will have a place in the programme.

Thompson Carnation Co. Final Hearing.

Orders necessary to closing the administration of the estate of the J. D. Thompson Carnation Co., Joliet, Ill., will be entered by Frederick A. Hill, special referee in bankruptcy, in his office, Room 327 Barber building, Joliet, at 9:30 a. m., May 31. John T. Clyne, trustee of the estate, having filed in court his final accounts. At this meeting, payment will be directed of all unpaid expenses, dates set for the first and final dividends on all claims filed and allowed and the uncollected book accounts will be sold to the highest bidder for cash.

Florists' International Telegraph Delivery

The Florists' International Telegraph Delivery Association, organized in 1892 by C. B. Whitnall, of Milwaukee, Wis., has launched a new campaign, offering a credit certificate good for $1.50 in part payment of annual dues which are $7.50 in cities of less than 50,000 and $10 where the population exceeds that number, if presented by a retail florist through a wholesaler within four months from date, accompanied by application for membership. No guarantee fund is required, the annual dues covering all charges, an established credit being assured by a bonding company, and payment in full for all telegraph orders received from members is guaranteed up to $200. A bureau of information and a department for the adjustment of differences and collection of old accounts are also features of the service. The offices are in the Federal Life Building, Chicago.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

June, Detroit, Mich.—Annual exhibition of the American Peony Society. A. P. Saunders, secretary, Clinton, N. Y.

June 3-4, Bryn Mawr, Pa.—Exhibition of peonies, outdoor cut flowers and hybrid tea roses of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

June 13, Providence, R. I.—Exhibition of roses and spring flowers of the Rhode Island Horticultural Society. E. K. Thomas, secretary, Kingston, R. I.

June 21-22, Boston, Mass.—Exhibition of roses and peonies of the Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural Hall, Boston.

June 21-22, New York.—Annual meeting and exhibition of the American Sweet Pea Society at American Museum of Natural History. Wm. Gray, secretary, Bellevue road, Newport, R. I.

June 24-25, Jenkintown, Pa.—Exhibition of sweet peas, hardy perenniais and hybrid perpetual roses of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

June 25-26, Newport, R. I.—Summer show of the Newport Horticultural Society at Convention Hall. Fred P. Webber, secretary, Nelville, R. I.

July 5-6, Boston, Mass.—Exhibition of sweet peas of the Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural Hall, Boston, Mass.

August 9-10, Boston, Mass.—Exhibition of gladioli and phlox by Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural hall, Boston.

September 4-6, San Francisco, Calif.—Annual show of the Dahlia Society of California at Palace Hotel. F. C. Burns, secretary, San Rafael.

September 9-11, Hartford, Conn.—Fall flower show of the Connecticut Horticultural Society. Alfred Dixon, secretary, Wethersfield, Conn.

September 11-14, Boston, Mass.—Dahlia, fruit and vegetable exhibition of the Massachusetts Horticultural Society. Wm. P. Rich, secretary, Horticultural hall, Boston.

September 16-17, Ardmore, Pa.—Exhibition of dahlias, outdoor cut flowers and vegetables of the Pennsylvania Horticultural Society. David Rust, secretary, 606 Finance Building, Philadelphia.

September 18-19, Providence, R. I.—Dahlia show of the Rhode Island Horticultural Society. E. K. Thomas, secretary, Kingston, R. I.

September 23-25, New York—Dahlia exhibition under the auspices of the American Institute of the City of New York and the American Dahlia Society at the Engineering Society building, 25-33 West 39th street. Wm. A. Engleson, secretary board of managers, 322 West 23rd street, New York.

November, Auburn, Ala.—Annual meeting and exhibition of flowers of the Alabama State Horticultural Society. W. C. Cook, manager of exhibits, Auburn.

November, New York.—Annual exhibition of the Chrysanthemum Society of America. Chas. W. Johnson, secretary, 2242 West 109th street Chicago.

November 5-7, New York—An exhibition of chrysanthemums under the auspices of the Chrysanthemum Society of America and the American Institute of the City of New York at the Engineering Society building, 25-33 West 39th street. Wm. A. Eagleson, secretary board of managers, 322 West 23rd street, New York.

November 5-8, Philadelphia, Pa.—Annual exhibition and chrysanthemum show of the Pennsylvania Horticultural Society at the First Regiment Armory. David Rust, secretary, 606 Finance Building, Philadelphia.

November 12-13, Indianapolis, Ind.—Flower show of the State Florists' Association of Indiana at Claypool Hotel. O. E. Steinkamp, secretary, 3800 Rockwood avenue, Indianapolis.

November 13-14, Providence, R. I.—Chrysanthemum and fruit show of the Rhode Island Horticultural Society. E. K. Thomas, secretary, Kingston, R. I.

January, 1920, Chicago.—Annual exhibition of the American Carnation Society. A. F. J. Baur, secretary, 3800 Rockwood avenue, Indianapolis, Ind.

March 15-22, 1920, New York.—Flower show of the New York Florists' Club at Grand Central Palace. John Young, secretary, 1170 Broadway, New York.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Wilmington, Del., May 26, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 890 West Ninth street, Wilmington.

Buffalo, N. Y., May 27, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Newport, R. I., May 27, 8 p. m.—Newport Horticultural Society at Music Hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of chrysanthemums, carnations, and pot plants wants position; single man, now in Chicago. Address
Key 380, care American Florist.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Welland.** 1614 Sherman Ave., Evanston, Ill.

Help Wanted—Married man with greenhouse experience. $20 per week with flat, heat, light and rent free to man without children. Address
A. J. Stahelin, Redford, Mich.
(Near Detroit, Mich.)

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

Help Wanted

Experienced man for store. Must be A-No. 1 designer. References required.

The Rosery Floral Co.
167 Market St., NEWARK, N. J.

Help Wanted

A good grower of a general line of greenhouse stock (potted and cut). We want a hustler and one with a pleasant disposition. Give references from present and previous employers. State age, wages about per hour expected. No perquisite. Rent and board are reasonable in this city.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Situation Wanted

All round florist; especially good on pot plants, designing and salesmanship. State full particulars and salary. Good reference.

EARLE FORTNEY
1026 N. Perkins Street, RUSHVILLE, IND.

Seed Cleaner Wanted

Man who has had experience cleaning clover, timothy and grass seeds. Wages, $125 per month. Steady employment. Chance for advancement.

Key 385, care American Florist.

HELP WANTED

Experienced storeman for Chicago loop establishment. Must be A1 man and furnish unquestionable reference. Also good saleslady and designer. Address

Key 381, care American Florist.

HELP WANTED

A DESIGNER

Alpha Floral Company
KANSAS CITY, MO.

Agency Wanted

British Seedsman wishes to represent a good firm of American wholesale seed growers as sole agent in Great Britain and Ireland. Write in first instance to

Key 386, care American Florist.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

Order Clerk Wanted

Order clerk who has had experience filling field seed orders and as assistant shipping clerk. Wages, $110 per month. Opportunity for advancement. State age and experience.

A B C, care American Florist

To Grass Seed Men

Wanted—Man who has had plenty of experience buying and selling grass and field seeds. Salary, $6,000 per year to begin. State age and experience.

SEEDSMAN, care American Florist

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

BUY NOW FOR

MEMORIAL DAY

Your Memorial Day business will be larger than ever before. Be prepared for the big rush of orders by laying in a liberal stock of

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES

SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS

Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

Write For Our Memorial Day Special Circular.

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF
PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

The Memorial Day Spirit

WILL be the greatest ever, and every florist should be fully prepared with a large supply of flowers to meet the demand for this occasion. If you have not already made your arrangements, do it now. Wire, phone or write.

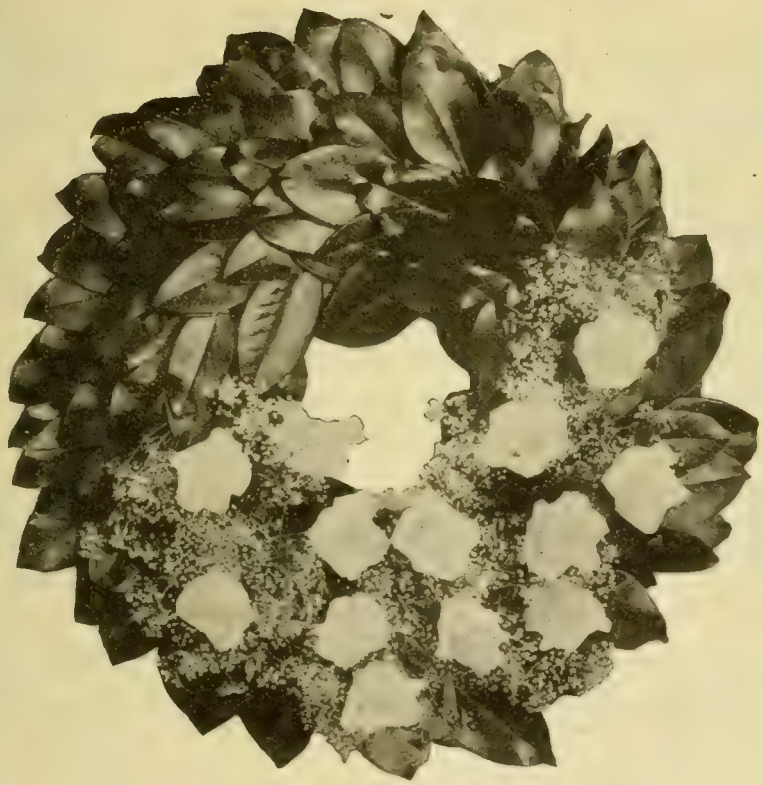
Poehlmann Brothers Co.

62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

MEMORIAL DAY PREPARED FOLIAGE DESIGNS

Illustration of one good number.
We have many others.



No. 62. Magnolia Leaves, Roses and Gypsophila.
18-inch, each $1.75
21-inch, each 2.25

Magnolia Leaves

The very best prepared Magnolia in Green, Purple and Brown. Full carton of six lbs. net weight.
Per box, $1.75.

Prepared Lycopodium

Per box, $3.00.

Art Flowers

In Assortment.
$10.00 to $25.00.

Fresh Cedar Sprays

Per 100, 50c.

Poehlmann Brothers Company

66-72 East Randolph Street
Chicago, U. S. A.

DECORATION DAY PRICE LIST

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, $1 to $3 per doz., according to length of stems Ophelia, Hoosier, Sunburst, White Killarney.

PRICE LIST—In effect May 26th.

RUSSELL

$1.00 to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$12.00 per 100
Medium	10.00 per 100
Good short	$6.00 to 8.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$12.00 per 100
Medium	10.00 per 100
Short	$6.00 to 8.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$6.00 to $7.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY SUPPLY DURING PAST WEEK.

Stock of all kinds was in heavy supply the past week, owing to the warm weather, but cleaned up fairly well at satisfactory prices considering the condition of the market taken as a whole. Roses were seen in quantity everywhere and were obtainable in large lots at some of the houses at attractive prices by the buyers. Some particularly fine Mrs. Charles Russell and Columbia are included in the shipments, as are Ophelia, Champ Weiland, Sunburst, Mrs. Aaron Ward, Killarney, White Killarney, Double White Killarney, Killarney Brilliant, Milady, Richmond, Hoosier Beauty, Hadley and all the other varieties grown for this market. American Beauty Roses are a factor in the market and are arriving in splendid condition. Carnations are seen in large numbers, but appear to be moving well alongside of all the other stock and are easily holding their own. Sweet peas were in exceedingly heavy supply the past week, but were in strong demand, although the prices realized on this item were nothing like those that were received heretofore. Orchids cleaned up completely the past week when a shipment of 500 blooms was made to one of the eastern markets. Peonies are more plentiful, and many are being placed in storage to meet the Memorial day demand. Lily of the valley does not appear to be any too plentiful. Snapdragons, tulips, calendulas, statice, daisies, lilies, callas, pansies, stocks, candytuft, sweet alyssum, lilac, lupines and other miscellaneous seasonable stock is included in the offerings. Many orders have already been booked for Memorial day and new ones are arriving every day. Some of the dealers are inclined to believe that stock in some lines will be plentiful, while others are figuring on a scarcity. One thing is certain, that the peony supply will not be as heavy as last year, owing to the fact that one of the large dealers sold at least one-half of his cut for Mothers' day, and several more disposed of large shipments, which in other years were placed in storage, but were sold as fast as they arrived this season, owing to the high prices prevailing. Some of the peony growing sections were hit by a heavy frost recently which will also help to reduce the supply considerably. Regardless of all the reports that are being heard, everyone will do well to place their orders immediately, if they have not already done so, for everything points to a heavy call with a good clean-up if the weather is at all favorable.

NOTES.

Poehlmann Bros. Co.'s supply department reports business as brisk with a heavy demand for made-up wreaths for Memorial day. The out-of-town demand is particularly heavy and the city call is increasing as the big event approaches.

Miss Charlotte Paradise, cashier at A. L. Vaughan & Co.'s store, is expecting her brother, Eugene, back home almost any day now. He was with the famous Thirty-third that made such a brilliant record abroad.

Joe Einweck, of the Bassett & Washburn force, is still with the American troops in Russia. It would not be at all surprising if Uncle Sam ordered the boys home from there in the near future.

A. E. Turner, of Mosinee, Wis., called on the wholesale trade here this week.

BIG SUPPLY OF

ROSES

For Memorial Day

EXCEPTIONALLY FINE

White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland

CARNATIONS

Heavy Crop of White, Pink and Red

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

Complete Line of Greens

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. MEMORIAL DAY PRICE LIST **Subject to Change Without Notice.**

Mrs. CHAS. RUSSELL	Per 100
Specials	$25.00
Select	20.00
Medium	$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00

Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Special	$12.00 to $15.00
Select	10.00
Medium	8.00
Short	5.00 to 6.00

MILADY	Per 100
Specials	$12.00 to $15.00
Select	10.00
Medium	8.00
Shorts	5.00 to 6.00

ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 8.00 to $10.00
Valley	8.00
Sweet Peas	1.50 to 3.00
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
New Ferns	$4.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $1.50
Leucothoe Sprays	1.00

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

EXTRA HEAVY SUPPLY

ROSES---CARNATIONS

For Memorial Day

Place your orders with us and you will get the best stock obtainable for the least money

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

	Per 100
MRS. CHAS. RUSSELL	
Extra Special	$20.00
Select	15.00
Fancy	12.00
Medium	10.00
Short	8.00
White—KILLARNEY—Pink	
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00
KILLARNEY BRILLIANT	
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00
RICHMOND	
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Short	5.00
SUNBURST AND OPHELIA	
Extra Special	$10.00 to $12.00
Select	8.00
Fancy	7.00
Medium	6.00
Good	5.00
MINIATURE ROSES	
Baby Doll	$ 3.00
Elgar	3.00
ROSES, OUR SELECTION	5.00

CARNATIONS, per 100	$6.00 to $ 8.00
	Per 100
MISCELLANEOUS	
Valley	$ 8.00
Lilies	25.00
Peonies	$8.00 to 10.00
Ferns, per 1,000	$5.00 to 6.00
Smilax, per doz., strings	3.00
Adiantum	1.50
Galax (bronze and green), per 1,000	2.00
Asparagus Sprengeri, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb	.35

Other Green Goods Market Rates.

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Yours *100% Service*

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

N. J. Wietor's son, Leo, who is attending college at Milwaukee, Wis., with his brother, Harry, wrote the following, which he sent home on Mothers' day: The noblest thoughts my soul can claim, The holiest words my tongue can frame, Unworthy are to praise the name, More sacred than all others. An infant, when her love first came, A man, I find it just the same, Reverently I breathe the name, The blessed name of Mother.

Allie Zech and wife, and George Asmus, wife and daughter, Beatrice, attended the dance given by the Milwaukee Florists' Club May 15, and report one of the best times ever. The trip to the Cream City was made by auto.

Bill Collignan writes from Le Mans, France, to T. E. Waters, that he is in good health, which his many friends here are pleased to learn. He has been promoted to lieutenant since he was overseas.

Peter Reinberg reports such a brisk demand for carnations for Memorial day that there is no question in any one's mind as to whether or not they will bring the advertised quotations.

Bassett & Washburn bought a new White truck this week. Mr. Washburn reports that business is good and that many large orders have already been booked for Memorial day.

Fred Price and Allie Zech will bowl a match game for the individual championship of the trade at the Wabash alleys, Saturday evening, May 24. The winner will be $50 to the good.

A. Lazeroff, who was formerly employed in the local wholesale market, was honorably discharged from the army recently after serving many months overseas.

A. T. Pyfer & Co. received a shipment of asters as early as last week, which attracted the attention of all the city buyers who visited their establishment.

Sam Cohan, formerly employed in Poehlmann Bros. Co.'s office, has been honorably discharged from the army after serving many months abroad.

Miss Olga Tonner, who has been at home with an ulcerated tooth for over a week, is expected back in a few days at O. A. & L. A. Tonner's store.

Walter Stoklos received several large shipments of strawflowers the past week. The stock was some of the finest ever offered in this market.

L. T. Chrisman, of the Alpha Floral Co., Des Moines, Ia., is spending a few days here this week on a combined business and pleasure trip.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

Jos. Vacha, 2448 West Forty-seventh place, has the sympathy of the trade in the loss of his father, whose death occurred last week.

Edward C. Weed is another of the young men in the trade who has just returned from France with the American troops.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

Make up a list of what you need and let us have your order as early as possible. Do it now.

Memorial Day Price List

Subject to Change Without Notice.

AMERICAN BEAUTIES

All lengths of stem at market prices on day of shipment.

MRS. CHAS. RUSSELL	Per 100
Special	$25 00
Select	$15.00 to 20.00
Medium	8.00 to 12.00
Short	5.00 to 6.00

ROSES

Richmond,	special	$10.00 to $12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Milady,	special	$10.00 to 12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Killarney Brilliant,	special	$10.00 to 12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Ophelia,	special	$10.00 to 12.00
"	select	8.00
"	medium	6.00
"	short	5.00

ROSES—Continued		Per 100
White Killarney,	special	$10.00 to $12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Killarney,	special	$10.00 to $12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Mrs. Ward,	special	$10.00 to $12.00
" "	select	8.00
" "	medium	6.00
" "	short	5.00
Sunburst,	special	$10.00 to $12.00
"	select	8.00
"	medium	6.00
"	short	5.00
Cecile Brunner		3.00
Elgar		3.00
Baby Doll		3.00
ROSES, OUR SELECTION		5.00

Extra special roses billed accordingly.

CARNATIONS	Per 100
Fancy Red	$10.00
White and Pink	8.00

PEONIES	Per 100
Fancy	$10.00
Special	8.00
Good	6.00

ORCHIDS	Per doz.
Cattleyas	$ 9.00

EASTER LILIES	Per 100
Select	$15.00

MISCELLANEOUS

Valley	$ 8.00
Calendulas	$3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons	per bunch $0.75 to $1.00
Callas	per doz. 1.50 to 2.00
Sweet Peas	$1.00 to 2.50
Cape Jessamines	1.50 to 3.00

DECORATIVE

Plumosus strings	$0.50 to $0.75
Plumosus	per bunch .35 to .50
Sprengeri	" " .35 to .50
Adiantum, fancy long	per 100 1.00
Smilax	per doz. 2.50
Ferns	per 1,000 5.00
Galax	" " 1.25
Mexican Ivy	" " 5.00 .75
Leucothoe sprays	75c
Boxwood, per lb	25c; cases 7.50

Mention the American Florist when writing

According to one of the daily papers, 1,000 girls will march at the head of the Prairie Division parade next week, strewing flowers in its path, and, in order to get enough, every citizen who can get into the country next Sunday, May 25, is urged to pick wild flowers and send them to the 149th F. A. headquarters, 22 East Washington street, which will distribute them to the girls. All city park boards have agreed to pick and send every wild and greenhouse flower in the parks for the parade. The florists called a special meeting to see how many they could furnish, but the shortage of greenhouse flowers will make necessary the addition of all the wild flowers obtainable.

Jack Beyers, who probably did as much fighting as any other American soldier abroad, is due to arrive at New York this week. There will be one grand time in the old town when he gets back.

Eddie O'Neil, formerly with the Ernst Wienhoeber Co., has taken a position with the Park Flower Shop, Cleveland, O., and will report for duty in a few days.

Vaughan's Seed Store reports unusual demand for gladiolus bulbs for late planting from florists who plant for their own summer counter trade.

This market is unable to make express shipments to Winnipeg, Can., and Detroit, Mich., owing to the strikes in those cities.

At Erne & Co.'s store, double white narcissi have been arriving in good supply the past week and in splendid condition.

Miss Schmuck, of the Taepke Floral Co., Detroit, Mich., was a visitor at the Weiland-Risch Co.'s store last week.

YOU CAN GET IT HERE

FOR MEMORIAL DAY

Everything in CUT FLOWERS, Especially

Peonies, Roses, Carnations, Sweet Peas

Complete Line of GREENS and FLORISTS' SUPPLIES

OUR Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street **'Phone Central 6284**

Mention the American Florist when writing

Emil Jehlik, 1825 South Ashland avenue, and daughters, have returned from a pleasant visit at Muscoda, Wis.

Mrs. P. J. Foley, who has been in the hospital, returned home May 17 and is progressing favorably.

R. J. Haight, the well-known horticulturist, will remove to California in the near future.

Al. Barber, of the Park Flower Shop, Cleveland, O., was a welcome visitor May 16.

Salt Lake City, Utah.

Many residents of this city are being enrolled in the "Grow More Roses" campaign being conducted by the Commercial club, it being pointed out that most varieties will with ordinary care survive the winter in this climate. A. B. Kesler, a local expert in flower growing, is a member of the campaign committee who has taken a great interest in the movement and is offering valuable information regarding planting.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

LILIES.
Chicago Lily headquarters. Positively the largest and best supply.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Stocks Pansies

SNAPDRAGONS
Candytuft.

PEONIES

JASMINE

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

Milwaukee, Wis.

STOCK BECOMING MORE PLENTIFUL.

For the first time during the month the supply in all lines became more plentiful last week but the demand kept pace with the arrivals and there was not much decline in prices. The absence of funeral work, which has been unusually brisk for some time, was noticeable.

FLORIST CLUB'S MAY BALL.

In spite of inclement weather, for it rained nearly all of the afternoon, the dancing party which was held May 15 at the Calumet club was well attended and proved to be a most enjoyable affair. The fire place near the entrance and the main hall were decorated with palms, ferns, etc., kindly donated by club members. During several intermissions Mme. Lurad entertained with vocal selections which made a decided hit. Refreshments were served in the course of the evening. Unstinted credit is due President Kennedy and Messrs. Hare, Halliday and Marquardt who comprised the entertainment committee and to Mesdames Wm. A. Kennedy and Henry Marquard of the ladies' reception committee, for the success of this enjoyable event, a real treat in every way. George Asmus, wife and daughter, and Allie Zech and wife of Chicago were among the out-of-town guests, making the trip by auto and returning home the following day after calling on friends in the forenoon.

NOTES.

The C. C. Pollworth Co. had a brisk demand for spring stock during the past week. Although their supply was larger than in former seasons, they are sold out on some lines at this time, with further orders being received daily.

With the backward season showing its effect, the growers in this vicinity are working overtime to get the young carnations into the field. They are two weeks behind as compared with other years.

The Holton & Hunkle Co. reports consignments shipped to its Canadian customers, May 12, were returned from St. Paul, Minn., due to an expressmen's strike in the Dominion.

Gust. Rusch & Co. report business is keeping up in good shape with a plentiful supply to meet all requirements.

E. O.

Pittsburgh.

BAD WEATHER AND STREET CAR STRIKE.

Mothers' day will go on record as the best in the history of the trade in this city. It rained every day for a week previous to the occasion, but in spite of inclement weather, everything cleaned up with the exception of American Beauties. Carnations, as usual, were in greatest demand and returned from $10 to $15 per 100. The first shipments of southern peonies arrived in time and met with quick sales at $1.50 and $2 per dozen. The street car employes went on a strike May 14 and as a wheel has not been turned since that date, coupled with bad weather, business has been nearly paralyzed. The death of H. J. Heinz caused a flurry the latter part of the week and some of the retailers had very good orders. American Beauties have been of fine quality and the demand at present is somewhat improved. Receipts of Columbia, Russell and Milady have been light but equal to requirements. Pink and white Killarneys, Ophelia, Shawyer, Sunburst and Hilda are being received in large numbers and are quoted at from $3 to $15 per 100. Carnations are now in plentiful supply and the price has dropped to $6 and $8 for the best while poorer stock goes for much less. The receipts of Easter lilies and callas are not heavy and they clean up each day at 20 and 25 cents. Snapdragon is poor as its season is about over. Yellow daisies are very good and are sold at $2 and $3 per 100. The supply of peonies is not nearly adequate. The call for other flowers is light.

NOTES.

Joseph Seaman, formerly with Randolph & McClements and the Alpha Floral Co., is now representing the McCallum Co. on the road. Earl Tipton of the latter firm has returned from a business trip to Philadelphia and other points in the state.

Visitors: Dr. Dux, Jacksonville, Fla.; John Kiel, East Liverpool, O., and C. E. Nelson, Wellsville, O.

M.

Toledo.

SPRING PLANTING IN FULL BLAST.

The spring planting season, which has been retarded by the unusually cool temperature, is now on in full blast with the arrival of more seasonable weather. Greenhouses and growers who make a specialty of out-of-door planting report a brisk demand for all kinds of bedding stock which is in good supply this year. Geraniums are sold before they can come into bloom and are bringing the highest prices in years. This plant had always been valued too cheaply in this vicinity, but the war forced a change. The five cent sale, which so demoralized the market in other years, is a thing of the past. Hanging baskets, window and porch boxes, shrubbery and vines of all sorts seem to be in a good demand and all indications point to a splendid clean up this year. Business continues excellent and there is a healthy and continuous call for wedding decorations, graduation bouquets and funeral work. Stock is coming in fine quality and equal to the demand. Roses are exceptionally good and clean up. Carnations and sweet peas are of splendid quality and sell briskly.

NOTES.

Schramm Brothers are great believers in linking up with the national advertising campaign, and have ex-

FOR DECORATION DAY

WE OFFER

THE BEST QUALITY **ROSES** **LEADING VARIETIES**

CARNATIONS—Are in good supply with prices reasonable.

DARWIN TULIPS—We shall have a nice lot of outdoor **Darwins** for the occassion. Be sure to include them in your order.

PEONIES—Don't overlook this item, 60c, 75c and $1.00 per dozen.

FERNS We have plenty of good Ferns to offer. $5.00 per 1000; in case lots of 5000, $4.50 per 1000.

Leucothoe.....75c per 100; $6.00 per 1000

Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Sweet Peas, Peonies, Tulips, Stocks, Daisies, Calendulas, Valley, Calla Lilies, Snapdragons, Pansies, Mignonette and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations

Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

tensively advertised the slogan, "Say It With Flowers." They use it on all their printed matter, on their machines, and have recently had it painted on one side of their greenhouse, 30 feet in length. They also use all the electros furnished by the committee in the daily papers. That advertising pays, is demonstrated by their rapidly increasing business.

The Western Avenue Greenhouse, conducted by Arthur G. Imoberstag, is fast coming to the front and is doing a splendid business. The store has an admirable location in a thriving district where there is little or no competition. A. G. grows the majority of the flowers and plants he sells.

The Scottwood Greenhouse arranged a large wedding decoration last week that was the talk of the town. Tom Magee said it was the biggest order he had ever received, and he took care of it in his usual artistic manner. The Scottwood has a fine display of geraniums of excellent quality. Mothers' day broke all records.

FERNS-Fancy and Dagger-FERNS

Any Quantity. Prompt Shipment. Right Price.

H. C. WILLIS, Kinston, Alabama

Mention the American Florist when writing

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Mention the American Florist when writing

Place your orders here for Memorial Day.
Everything in Cut Flowers and Greens.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Paul Timm, Monroe and 20th streets, has several houses full of splendid bedding stock which he reports is moving lively. Paul is making steady progress, and says his business is increasing rapidly.

John Lambert, for some months decorator for Mrs. J. B. Freeman, has left to take a position in the south he loves so well.

A. C. K.

Fort Wayne, Ind.

LULL FOLLOWS MOTHERS' DAY.

There was a lull in the trade last week following the Mothers' day business, and most of the florists were glad for a brief respite, with only a normal amount of work to keep them busy. As stock was decidedly scarce, they could not have filled a great many more orders, at least until the middle of the week, when the supply showed a substantial increase, due to the warmer temperatures. Funeral work was about normal, and there was a moderate demand for stock for prenuptial affairs, and a very good call for flowers for the hospitals, and small weddings. Counter trade has been brisk, due, no doubt, to the pleasant weather. The supply, particularly in roses and carnations, had been very short, and the scarcity of carnations continues, with prices stiff. Roses were more plentiful the latter part of the week.

NOTES.

The advance preparations for Memorial day are more in evidence than ever, and the florist is an exception who does not have a nice stock of all kinds of marketable wreaths, baskets, bouquets, etc., in readiness for the Memorial day rush. Advance orders are already numerous, both through the F. T. D., and local orders.

A splendid cut of America gladioli is a daily occurrence at the Flick Floral Co's. greenhouses. This firm is having a heavy spring trade in all lines. Some fine Darwin tulips and peonies were also noted here.

W. J. & M. S. Vesey report an overwhelming business on Mothers' day, which far surpassed last year, in spite of the shortage of flowers. They are now doing a big business in bedding plants.

The Doswell Floral Co. is having a fine sale of porch boxes and baskets and good trade in hospital flowers. They report the Mothers' day business this year exceptional.

Ed Wenninghoff is showing some handsome deep rose rhododendrons and attractive hydrangea plants. He reports an unusual demand for roses last week.

The Freese Floral Co. had a number of out-of-town wedding orders, and are having a large number of advance bookings for Memorial day.

H. K.

Gladiolus Cut Flowers

We Are Now Shipping. Send Us Your Orders.

Price per 100 lbs.: — Small size, $3.00; medium, $4.00; all sizes, mixed, $5.00; fancy select, $8.00. F. O. B. here. Nice varieties, well packed.

TAIT BROS. CO., P.O. Box 556, Brunswick, Ga.

Mention the American Florist when writing

Omaha.

BUSINESS UNUSUALLY ACTIVE.

Florists in this city have had no respite from the rush of business during the entire spring season but of course there are no complaints heard on this score. The winter brought heavy trade occasioned by the influenza epidemic and this was followed by Easter, Mothers' day and events of less importance closely crowding one another. And now Memorial day is close at hand. At this time a monster demonstration is being planned for this city's returning soldiers and the programme will include the strewing of the line of march with flowers. The trade is already wondering where they are to secure the blossoms for this event. Stock is much higher priced than last year, but under the conditions which have made such advances necessary the public have paid the increase with but little complaint and more flowers are sold here than ever before.

A. E. L.

Jersey City, N. J.

John F. Madden, 768 Bergen avenue, had quite a lot of work for the parade of the home-coming Jersey soldiers, May 19. He made a large American flag of immortelles, and a large heart inscribed, "We welcome you with all our heart." He also had other decorations. William Grote, formerly with McKenney, Fifth avenue and 42nd street, New York, is now designer for this store. Madden has a large cemetery patronage, and is now busy with Memorial day preparations. They had fine Mothers' day business and sold 3,000 carnations besides other stock.

First Sergeant Alfred F. Kendall, of the 496th Areo Squadron, landed at Hoboken, May 5, after 18 months' service "over there." He is a brother of Miss May F. Kendall, the popular florist of 532 Jersey avenue, who, with the rest of the family, was rejoiced to see him safe home again.

James A. Sullivan, 277 Grove street, reports good business. Joseph Williams, who was with Fred Wolfinger, of Newark, for four years, is now the designer at the Sullivan store.

E. Bonnot, who for a number of years was located on Montgomery street, has now a good store at 115 Monticello avenue.

H. G. Weidemann, 222 Monticello avenue, states that he had good Mothers' day business.

The Bergen Flower Shop, 731 Bergen avenue, reports good Mothers' day business.

A. F. F.

Welcome Home, Sons of Liberty

and may those who fell for the cause be fittingly remembered for MEMORIAL DAY.

MEMORIAL DAY PRICE LIST—In Effect May 26, 1919.

PEONIES.

BEST VARIETIES FRESH CUT STOCK

	Per 100
Select fancy	$10.00 to $12.00
	(1000 lots, $100.00)
Select choice	$ 6.00 to $ 8.00
	(1000 lots, $60.00)
Common	$ 4.00 to $ 5.00
	(1000 lots, $40.00)

We have a heavy cut of the famous Evansville, also Southern Illinois Peonies, from choice well-grown stock that will be just right for Memorial Day trade without holding in storage. All stock guaranteed to reach you in good condition.

CARNATIONS	Per 100
Select fancy	$8.00 to $10.00

ROSES		Per 100
Russell,	long	$20.00 to $25.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Columbia,	long	20.00 to 25.00
"	medium	12.00 to 15.00
"	short	8.00 to 10.00
Ophelia,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Sunburst,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Milady,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Brilliants,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
Killarney,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00
White Killarney,	long	$12.00 to $15.00
" "	medium	8.00 to 10.00
" "	short	5.00 to 6.00
Ward,	long	12.00 to 15.00
"	medium	8.00 to 10.00
"	short	5.00 to 6.00

YELLOW DAISIES		
Choice select	2.00 to	3.00

SNAPDRAGON		
Long choice	4.00 to	8.00

SWEET PEAS		
Fancy Spencers	1.00 to	2.00
Ferns ....per 1000,		5.00
Asparagus ....per bunch,	.35 to	.75
Case lots	5.00 to	8.00
Sprengeri ....per bunch,	.35 to	.50

Subject to Market Change.

A. T. PYFER & COMPANY

164 N. Wabash Avenue — Formerly at 30 E. Randolph Street, L. D. Phone Central 3373 — CHICAGO

Mention the American Florist when writing

Cincinnati.

TRADE ABOVE COMPLAINT.

Business, although somewhat quiet, is fairly satisfactory. Supplies are large and fully adequate for all present wants. The rose supply is good and of high quality. Carnations are fairly plentiful, but include only a fair amount of fancy stock. Gladioli are coming along nicely and are proving good property. Peonies have been finding an excellent market. Easter lilies, callas and rubrums are all meeting buyers. Sweet peas are fairly plentiful. A part of the receipts of this flower are of a high quality. Others offerings are snapdragons, which are extremely plentiful, calendulas, cornflower, Cape Jessamine and marguerites.

NOTES.

Complaints having been received that automobilists have been destroying plantings of the Garden Club, breaking off large branches of lilacs and roses along country roads, the county commissioners have asked the prosecuting attorney to take action for malicious mischief.

Geo. Klotter has begun to cut his cornflowers. They always prove popular at this time of the year.

C. E. Critchell has been getting some excellent new ferns that are moving readily.

Visitors: I. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa.; Miss Harbison, Danville, Ky. H.

ODELL, ILL.—W. E. Baker has opened a flower shop in the Zweifel building.

PORTLAND, ORE.—Wm. G. Wood, who will leave shortly for Japan, has sold his range to the Brodahl Floral Co.

THE
PEONY HOUSE
OF
AMERICA

YOUR

PROTECTION

Kennicott Bros. Co.

"Exclusive Wholesalers to The Trade Since 1881"

CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

E. F. Winterson Co.
166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO
We carry the year round the best wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

San Francisco.

GOOD MOTHERS' DAY TRADE AND PRICES.

The volume of business transacted by the stores of this city on Mothers' day was far in excess of all expectations. The advertising campaign during the latter part of the week was no doubt a good business venture. There was an ample supply of nearly all stock. Carnations, which all week were wholesaling at 50 cents per bunch, jumped to $2.00 a bunch of 25 flowers on Friday. It was impossible to get white carnations for less, but even at that high figure all were sold. Colored carnations shared in the jump and brought $1.50 per bunch. Even at this writing, they are still bringing the same high figures. Roses did not share in the advance enjoyed by the carnation, but owing to the high price of the latter flower, the stores pushed the sale of other stock and cleaned up completely. There was a large cut of red and pink roses. Quite a lot of American Beauties were sent into the market and sold readily. Red roses and Cecile Brunners were in great demand. Mrs. Ward was also in good favor. Mrs. George Shawyer, a great favorite here, sold out early in the day. Good snapdragon was in short supply. Wherever available, it was bought up eagerly at fine figures. Every color was in favor. Iris was in great demand and no finer stock has ever been handled here than was sent into the market. Some of the stock had stems over four feet long, with splendid foliage. White, yellow and lavender were the quickest to sell out. Gardenias were also good property, but the receipts were not quite adequate for the large demand. A large supply is expected shortly, however. Cattleyas sold at $1 per bloom, with the sales very brisk. Peonies in all colors were in splendid supply. This season's stock is the best ever received in this market and they have jumped into prominence at a bound. Very few violets were received. This flower has disappeared from this market until next fall. Little, if any, bulbous stock was offered, owing to the lateness of the season. callas, both white and yellow, being about the only thing in this line to be had. Sweet peas are now at their best here. Large quantities were sold at attractive prices. Nearly all colors of the newer Spencers were represented. In flowering plants, rhododendrons were about the only thing to be had. Medium and small sizes sold out quickly, but the large plants dragged a little. There was a large offering of decorative greens and an immense quantity was disposed of.

NOTES.

The fifth annual California wild flower exhibition was a great success in every way. It was held May 9-10 and attracted large crowds. Wild flowers, plants, trees and native grasses from every corner of the state were on exhibition. The purpose of this show, which is an annual affair, is to educate the public to the importance of the native flora of the state and to urge the importance of their conservation. Since the automobile has become common, on the hidden highways of the state, many of the choicest varieties of flowering shrubs and wild flowers have come near to extinction. It is the great object of these shows to educate the public, so that the ruthless destruction of our native flowering shrubs can be prevented in some degree. John McLaren showed a large collection of flowering plants from Golden Gate park. Luther Burbank also made an interesting exhibit. Harold B. Parks, of Santa Clara, showed a large collection of fungi and mushrooms. Dr. Chas. Francis Saunders, of Pasadena, exhibited a collection of edible and medicinal plants formerly used by California Indians. The society is meeting with such success that these shows are to be repeated every year in this city.

The Art Floral Co. is displaying some very well grown orchids in pots this week. The Mothers' day business was excellent and a large amount of stock was shipped out of town. The shipping department in the basement is being enlarged and every convenience arranged for this end of the business. George Matraia, son or P. Vincent Matraia, is now associated with this company.

The California State Floral Society held its spring show May 10 at Yosemite hall. There was a beautiful display of roses and all other seasonable flowers. The showing of perennials was also excellent for so early in the year. The attendance was very good and the show voted a great success.

The large space used by the florists of this city in the daily papers contributed largely to the great increase in Mothers' day business. The cooperative advertising that the leading stores used of late has no doubt enriched the florist stores in every section of the city.

Inquiries among the growers would seem to indicate that the supply of gladioli for Memorial day will fall short of requirements. This is very popular here for shipping purposes, and large quantities are used for this day.

The Mission Florists report a splendid trade for Mothers' day. The high price of carnations helped the sale of other stock in fine shape, and they sold out completely in cut flowers. Funeral work always keeps this firm busy.

Podesta & Baldocchi are showing great quantities of cattleyas this week. The size of the flowers is one of the principal attractions. It is as finely grown stock as we have ever seen in this city.

The Francis Floral Co. is specializing in irises this week and is displaying many beautiful varieties. Business continues good at this pretty store. A large trade in baskets is always done here.

M. H. Ebel is in town from Sacramento, arranging for his supply of cut flowers for Memorial day. He says trade in that city on Mothers' day was much heavier than anticipated.

Domoto Bros. are receiving a large cut daily from their greenhouses across the bay. Shipping trade is keeping up in a satisfactory way with this firm.

JAMES T. LYNCH.

WHAT ARE YOUR REQUIREMENTS?
Red Pots, Hanging Baskets, Lawn Vases, Jardinieres and Specialties
If high grade porous wares, neat designs and courteous business methods merit a share of your patronage, write us for catalogue and prices.
FLORIST SPECIALTY CO., Idaville, Ind.
Mention the American Florist when writing

The Kentucky Society of Florists.

The Kentucky Society of Florists held its monthly meeting on the evening of May 14 at the Y. M. H. A. building. The meeting was well attended, full of interest and worth while. The excellent talk by "Billy" Mann on "Good Fellowship," and the lively discussion which followed, was the big feature of the evening. President Baumer appointed a committee to look after the details for the trip to Indianapolis in November when the Kentucky Society of Florists will meet with the State Florists Association of Indiana. The committee consists of Dave Walker, chairman; Milton Reimers, and Joe Able. It was decided that the society give an outing during the coming summer, and H. Kleinstarink, as chairman, Louis Kirch, Dave Walker, Anders Rasmussen, and Lewis Pleiss were appointed as a committee to make arrangements. Dues were then collected, and after several minor matters of business were disposed of, the meeting was adjourned.

JOS. L. ABLE, Sec'y.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas. Russell	8.00@	30.00
" Hoosier Beauty	5.00@	15.00
" Killarney Brilliant	5.00@	15.00
" Killarney	5.00@	15.00
" White Killarney	5.00@	15.00
" Richmond	5.00@	15.00
" Prince de Bulgarie	5.00@	15.00
" My Maryland	5.00@	15.00
" Mrs. Geo. Shawyer	5.00@	15.00
" Milady	5.00@	15.00
" Sunburst	5.00@	15.00
" Mrs. Aaron Ward	5.00@	15.00
" Hadley	5.00@	15.00
" Ophelia	5.00@	15.00
" Double W. Killarney	5.00@	15.00
" Mrs. Moorfield Storey	5.00@	15.00
" Champ Weiland	5.00@	15.00
" Stanley	5.00@	15.00
" Francis Scott Key	5.00@	15.00
" Bayard Thayer	5.00@	15.00
" Cecile Brunner		3.00
" George Elgar		3.00
" Baby Doll		3.00
" Nesbit		3.00
" Our selection	5.00@	6.00
Carnations	8.00@	12.00
Cattleyas, per doz		10.00
Daisies	1.50@	2.00
Lilies	15.00@	20.00
Peonies	6.00@	12.00
Valley		8.00
Calendulas	3.00@	6.00
Callas		15.00
Sweet Peas	1.00@	2.50
Snapdragons, per doz	1.50@	2.00
Mignonette		8.00
Iris, per doz	2.00@	2.50
Ferns per 1,000	5.00@	6.00
New Ferns per 1,000		4.00
Galax per 1,000	1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy per 1,000	5.00@	6.00
Plumosus Strings each	.60@	.75
Smilax per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20 00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts ..... 10.00 per 100

If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

BETTER SUPPLY IN GOOD DEMAND.

There has been a steady supply in all lines the past week, with an increasing number of gladioli and Spanish iris. Roses are in good form, and considering the time of year, bring very fair prices. Hadley, Russell, Ophelia, Columbia and American Beauty are of splendid quality. Sweet peas, while short stemmed, are in good demand. Cattleyas are gilt edged: nothing less than one dollar and no selection, big and little going together. The giganteums are practically done, there being but a few straggling lots. What an experience growers have had with these bulbs the past year. They proved to have much greater vitality than expected and were profitable to all who had the courage to handle them. Snapdragon is now at its crest, fine stock being offered in all the houses. High grade peonies are now in, the first lots coming from the neighborhood of Washington, D. C. Local stock is now said to be practically safe for this market as the buds are well developed and the early ones are fully expected to be open by May 22 or the first of the following week. There is an abundance of shrubbery, deutzias, spiraeas and snowballs, which is in great favor with designers and decorators. Outdoor lily of the valley has been very plentiful. It is as good as the best imported.

May 19.—There was a fairly good demand in all lines this morning. Shipments from growers were normal, with the exception of roses, which were rather scarce, although not sufficiently so to affect prices. Carnations are quite plentiful and only the highest grades brought six cents. There are fairly large shipments of southern peonies, irises and gladioli. Cattyelas are behind the demand and anything worth while brings $1 each.

OUTERBRIDGE TALKS ON BERMUDA LILIES.

Theodore R. Outerbridge, of Sunnylands, Bermuda, the Easter lily expert of the island, was a recent interesting visitor. In speaking of the introduction of the lily to Bermuda, he stated it was sent there by W. R. Buchanan, a prominent florist of New York about 50 years ago. The variety was Tokashima with striped foliage, a native of Japan. They were sent as a present to the public librarian in Hamilton, John Richardson, who planted them out, and as they grew and multiplied, gave them away to his neighbors until they were grown quite extensively in many yards and in the cemeteries. After a time they lost their variegation and there was a change in the shape of the flower. There was no movement to grow these commercially, until one summer a young man by the name of Kift, from the United States, suddenly appeared, and going from one garden to another bought up all he could get his hands on. This set the people thinking and before long little patches of lilies were seen in many gardens and small farmers added lilies to their onion patches. The production increased until it reached over 1,000,000 bulbs per annum. Then over cultivation produced weakness in the stock, and this, together with the ravages of a minute insect in the bulbs, so injured

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Violets, Carnations, Easter Lilies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street. PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, May 21.

	Per 100
Roses, Beauty, Special	40.00@ 50.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	10.00@ 15.00
" Killarney	5.00@ 12.00
" My Maryland	5.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	4.00@ 6.00
" Ophelia	6.00@ 15.00
" Russell	10.00@ 20.00
" Shawyer	6.00@ 12.00
" Bon Silene	4.00@ 5.00
Lillies	15.00@ 20.00
Cattleyas	75.00@ 85.00
Carnations	3.00@ 6.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Minognette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 5.00
Callas	15.00@ 25.00
Romans	4.00@ 5.00
Golden Spur	3.00@ 4.00
Smilax	25.00
Iris	8.00@ 10.00

BOSTON, May 21.

	Per 100
Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCANNATI, May 21.

	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

Always high grade Easter Lilies

1225 Race St. Philadelphia, Pa.

Mention the American Florist when writing

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

their vitality that the demand fell off and they proved unprofitable. Of late years, however, the bulbs have, by periods of rest, reclaimed their vigor and are quite satisfactory. Stock furnished to growers the past season gave excellent results.

SMOKER AT JUNE CLUB MEETING.

Hugo Niessen, chairman of the house committee of the florists' club, reports that his committee is busy with the programme of the smoker, which is to be the feature of the June meeting. He declares it will be a hummer, and that every member of the club should be present as they will surely enjoy it.

NOTES.

The past week was largely given up by the people of city and state to welcoming its soldiers, 18,000 of whom arrived safely home and marched through crowded thoroughfares, lined, it is estimated, with 2,000,000 people. It was a general holiday with but little business except for restaurants, hotels and transportation companies. There was not much in the way of floral decorations, except at Independence Hall, where elaborate grandstands were decorated with large hemlock and magnolia wreaths. There were also well designed borders of planted evergreens extending from the curb to the hall either side of the main entrance. In the center of this space was placed the Liberty Bell on a platform or base handsomely decorated with green wreaths. This setting was very effective.

Henry A. Dreer, Inc., had an enormous catalogue business the past two months. At one time they were 13 days behind with their orders. This has now been cut down to eight days, the cool weather of the past two weeks causing an easing up in the demand. The labor situation is more satisfactory this year which is also a great help. This firm has been fortunate in being able to secure a large stock of kentias from England, which, with another consignment sufficient to fill their houses, now on the water and due to arrive before the fatal embargo, will round up their stock of florists' decorative plants.

The feature of the June meeting of the florists' club is to be a smoker, a regular old time affair, but up to date in every particulaar. There will be special features as well as good local talent from the ranks of the club. The

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 21.	Per 100
Roses, Beauty, special	40.00@ 50.00
" " fancy	20.00@ 30.00
" Mrs. Chas. Russell	12.00@ 25.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 25.00
" Sunburst	4.00@ 12.00
" Wards	4.00@ 10.00
" Ophelia	6.00@ 20.00
" Columbia	8.00@ 25.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	12.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1.000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, May 21.	Per 100
Roses, Hadley	3.00@ 8.00
" Killarney	3.00@ 8.00
" White Killarney	3.00@10.00
" Hoosier Beauty	3.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 6.00
" Sunburst	4.00@15.00
Carnations	5.00@15.00
Ferns	5.00

PITTSBURGH, May 21.	Per 100
Roses, Beauty, special	50.00@60.00
" " fancy	30.00@40.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
" Ophelia	6.00@18.00
" Hilda	6.00@15.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00@ 8.00
Valley	6.00
Ferns, per 1.000	5.00
Sweet Peas	1.00@ 2.00
Iris	10.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, VIOLETS
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, May 21.	Per 100
Roses, Killarney, W. Killarney	4.00@12.00
" Ward	4.00@ 8.00
" Mrs. Chas. Russell	8.00@25.00
" Ophelia	6.00@12.00
" Columbia	8.00@25.00
" Hoosier Beauty	6.00@12.00
Carnations, assorted	4.00@ 6.00
Cattleyas, per doz.	6.00
Sweet Peas	.75@ 1.50
Callas, per doz.	2.00
Snapdragons	.75@ 1.50
Mignonette	5.00
Calendulas	4.00@ 8.00
Daisies, Yellow	1.50@ 2.00

gold room of the Adelphia hotel, in which the rose meeting of May was held, has been engaged. A tempting luncheon will be served at 10 p. m. Everybody is invited. Come and bring your best girl. Hugo Niessen, chairman of the house committee, says this will be the best ever. Tickets $2.00 each person.

Finding Leo Niessen in a reminiscent mood the other day, he stated that his first sales as a wholesale florist were made, August 1, 1884, 35 years ago. From carrying his stock in a basket from store to store to managing a business of over $1,000,000 a-year with 50 employes, conducted in an eight story building of his own, is some progress. Few men in the business can equal this record. The firm of Leo and Arthur Niessen have been ably assisted by their two brothers, Hugo and John.

The Pink Killarney, which for a long time was the best bread winner for the Joseph Heacock Co., who grew this rose remarkably well, is now being discarded. The house of 20,000 plants is to be replaced with Ophelia, Columbia and the new Premier. White Killarney will still be grown.

John Walker and wife, of Youngstown, O., is now in the city visiting old friends. He has sold his establishment in that city to a corporation and the business will be continued as the John Walker Co., wholesale growers, in which he retains a small interest.

Edward Reid spent several days last week motoring through the mountains of Pennsylvania, making a trip of about 500 miles. He called on a number of the trade whom he found had all enjoyed a very good Mothers' day business. K.

New York.

SHORTENED SUPPLY AND BETTER BUSINESS.

There has been no cause for complaint over the condition of business during the past week. The previous cool and dark weather had a noteworthy effect in cutting down the rose supply, and add to that the probability that the growers have been too saving of coal, would seem to cover the situation. Carnations, having been forced and cut heavily for Mothers' day, were also on the light side and moved freely. In roses there was a stronger demand for the grades from No. 2 to extra than for special stock, consequently there has been an advance in prices. The few Cattleya gigas that are on the market bring the wholesale rate of 75 cents and $1 each, but other cattleyas are plentiful and cheap, running from 35 to 50 cents. Garuenias (native) are nearly out of the market and there seems to be room for the Cape Jessamines. Great quantities of sweet peas and lilac are arriving and the lilac seems to be "putting it over" on the former, as the latter are largely short stemmed. In double white stocks (Matthiala incanna), there is a better supply and quality than is usually seen in this market and they move quite well. A few southern peonies are offered, but neither the quantity nor quality warrants calling them factors. It is stated by those who have investigated, that the Pennsylvania peonies will be in this market for Memorial day. In delphiniums, marigolds, lupines and various other minor stocks, there is an abundant offering. There is a light supply of lilies on the market, and most of them are short. At present the demand is moderate. There are rumors of the cold storage bulbs being pretty well exhausted. Greenhouse lily of the valley, of which there is some good stock on the market, is slow. There are quantities of the outdoor stock about, and as it does well in funeral work and is cheaper, the buyers seem to prefer it to the greenhouse stock. Quantities of dogwood, apple blossoms and other tree flowers are on the market.

May 19.—The week opens with clear and warmer weather. Business is not active and indications point to an increased supply and a quiet week in the trade.

NOTES.

The arrival of mild weather has created activity among the Brooklyn retail florists located near the cemeteries. Evergreen cemetery is said to contain land enough to permit burials for the next 50 years, consequently there is room for the expansion of the florist business in its vicinity. The Rodmans have two stores on Conway street, one being camparatively new with a fine conservatory attached. The business formerly conducted by the late W. H. Hall is now conducted by F. G. Van Mater, who, by marriage, is related to the Hall family. This business has enjoyed a long and prosperous career. Three new stores have recently been opened in the immediate vicinity of Evergreen cemetery. E. Miranda is located at 25 Conway street, A. Tanzer at 36 Conway street, and J. J. Ryan at 1943 Broadway.

John S. Donato, a clever young man well known in the wholesale district, recently returned from France where he spent 18 months attached to Company B, 117th United States Engineers, 42d Division (Rainbow). May 16, 1918, at Banal Woods, he was wounded by a bullet that went through his left leg. September 28, 1918, he was wounded in the face by shrapnel, but the surgeons fixed him up so nicely that even his sweetheart did not notice the scars when he reached home. He saw service at Leunville, Champagne, Chateau Theirry, St. Mihiel, Sedan, the Argonne and other notable sectors, and was with the army of occupation for four months. He has been given his former position with Young & Nugent, 42 West 28th street.

John S. Nicholas, the Grand Central florist, says that his Mothers' day business was exceptionally fine. He sold 3,000 carnations and could have sold another thousand if he had had them. Possibly having July 1 in mind, he has at an expense of $12,000 fitted up on one side of his store elaborate arrangements for dispensing soft drinks. There is a long marble counter with the fountains and all other necessary appliances for the business.

The Nostrand Avenue retailers, Brooklyn, of which there is quite a number, report good Mothers' day business. One of the oldest—not in years, but time in service—Hugo H. Jahn, had good business and is keeping busy with funeral work. A. Gilas, who recently located at 526 Nostrand avenue, states that his Mothers' day business was equal to Easter Sunday. He had window posters made to order, calling attention to the day.

The annual dinner of the Past Presidents' Association of the New York Florists' Club was held at "Billy, The Oysterman's," May 19, at 5:30 p. m. After the dinner, Frank Traendly and Charles Schenck, both of whom are past presidents, entertained their associates at a theatre party in the Winter Garden.

W. H. Kuhn, Jr., son of Herman Kuhn, the retailer of Sixth avenue and 50th street, who was with the United States overseas forces, attached to Company B, Ammunition Train, 27th Division, has returned and resumed his position in his father's store.

Arthur Kerrigan, employed by William P. Ford previous to entering the United States army, has returned from overseas. He was a member of Company C, 306 Machine Gun Battalion, and was "over there" one year, being cited for bravery.

Malandre Brothers state that they had good Mothers' day business. They have sold their store located at Broadway and 103d street, and all their Broadway business is now conducted at their main store, Broadway, near 72d street.

The Galvin store, Fifth avenue and 46th street, reports good Mothers' day business as well as much other work. Robert Hale, formerly of Boston, is now manager, assisted by August T. Roth, formely with David Clarke's Sons.

Manager McCarty, of James Weir, Inc., Fulton and Pierreport street, Brooklyn, stated that they had good Mothers' day business and that in order to popularize the day, they sold carnations at a small profit. A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 8532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 21. Per 100

Roses, Beauty, special	30.00@	50.00
" " extra and fancy	10.00@	20.00
" Hadley	4.00@	25.00
" Francis Scott Key	3.00@	25.00
" Columbia	3. 00@	15.00
" Prima Donna	2.00@	8.00
" Alice Stanley	2.00@	10.00
" Mrs. Geo. Shawyer	2.00@	6.00
" Double White Killarney	3.00@	12.00
" Killarney	2.00@	6.00
" " Queen	2.00@	6.00
" " Brilliant	2.00@	6.00
" Aaron Ward	3.00@	8.00
" Sunburst	3.00@	8.00
" J. L. Mock	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	3.00@	15.00
" Ulrich Brunner	8.00@	20.00
Cattleya orchids, special	50.00@	75.00
Lilies, Longiflorum and Formosum	8.00@	15.00
Lily of the Valley	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	3.00@	5.00
Gardenias, per doz.	1.00@	3.00
Callas, per doz.	1.50@	2.50
Sweet Peas	.50@	1.75
Mignonette, per doz.	.75@	1.00
Tulips, per doz.	.50@	.75
Iris, per doz.	1.50@	2.50
Gladiolus, per doz.	1.50@	2.50
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	1.50@	2.50
Stocks, per doz.	.40@	.50
Delphiniums, per doz.	1.50@	2.00
Lily of Valley (outdoor)	3.00@	5.00
Peonies, per doz.	1.00@	2.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

SAMUEL MURRAY

The Leading Flower Establishment of

KANSAS CITY

Will arrange and deliver orders for flowers, plants or design work for the trade in any part of the Middle West. All Goods and Service Strictly First-Class.

MEMBER OF FLORISTS' TELEGRAPH DELIVERY.

SAMUEL MURRAY

1017 Grand Avenue, KANSAS CITY, MISSOURI

☛ **Memorial Day Mail or Telegraph Orders Given Best Attention.**

After June 15th we will be located in our new store, with more than twice the amount of space. One block east of our present location.

77-79 EAST MADISON STREET.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery OF "Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Rousley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Portland, Me.—Vose-Smith Co.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F.T.D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral C.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.

First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

LITTLEFIELD, Florist

WORCESTER, MASS.

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO

HARRY PAPWORTH

The Metairie Ridge Nursery Co.'s

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Portland, Me.

VOSE-SMITH CO.

646 CONGRESS ST.

Tel. 294. Res. Phone, 4627

Plants and flowers for all occasions.

Artistic designs a specialty.

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER **ROSERY**

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago May 21, was $50.

MRS. M. W. JOHANSEN, of El Monte, Calif., is still in the east.

VISITED CHICAGO: George C. Thomson, of Northrup, King & Co., Minneapolis, Minn.

C. HANSEN, representing A. Hansen, Copenhagen, Denmark, is calling on the American trade.

W. K. PARTRIDGE, with the W. W. Barnard Co., Chicago, who is in the hospital, is reported improving.

AT least four leading western packet commission houses will put out boxes for 1920 based on retailing vegetable packets at five cents each.

THE reduced freight rates from the Pacific coast to eastern points, details of which were given in our issue of May 10, page 822, are effective May 29.

ST. LOUIS, MO.—A. H. Hummert, of the St. Louis Seed Co., and others in the trade, were recent visitors to the capital in the interest of a seed bill.

THERE is talk of making Chicago headquarters for future meetings of the Wholesale Seedsmen's League, giving that body a wider influence in the trade.

NEW YORK.—Harry A. Barnard, representing Stuart Low & Co., London, Eng., has booked passage for home on the S. S. Aquatania, June 2; Thos. Madsen, of this city, will sail for Denmark, May 24.

IT is said European seed growers will be well represented at the Chicago convention of the American Seed Trade Association, June 24-26, or later, and a break in prices of some important American stocks is predicted.

THE passenger list of the S. S. Nieuw Amsterdam, which sailed from New York last week, included C. J. Speelman, G. Krowle, B. Rynveld, Geo. Van Zyverden, H. Wilden, J. Vander May and other Holland bulb specialists.

TOLEDO, O.—The clover market closed steady, May 20, at $27.00, no change during the preceding seven days. October was quoted at $20.05. Timothy was firm, cash being offered at $5.30, May $5.30, September $6.05 and October, $5.70.

CALIFORNIA seed reports indicate that though onion has been damaged some, the crop promises well. Beets are very poor, but with large acreage. Both carrot and lettuce look fairly well, radish generally good. Of course, it is a long time to harvest.

SEEDSMEN who have not received Department of Agriculture Circular No. 775, "Some Effects of the War Upon the Seed Industry of the United States," by W. A. Wheeler and G. C. Edler, reprinted from the 1918 Yearbook of Agriculture, will find it worth while to write for a copy.

Onion Sets in Bags.

Chicago, May 21.—It is reported that the railroad administration has called a hearing, May 27, at 11:50 a. m., at the office of the consolidated classification and transportation committee to pass on the question of adopting a rule prohibiting the use of sacks for onion sets in L. C. L. shipments. Onion set shippers should certainly be represented

Southern Seedsmen's Association.

The first annual convention of the Southern Seedsmen's Association, advance mention of which was made in our issue of April 19, page 674, will be held at Montgomery, Ala., May 26-27. The first session will open at 10 o'clock a. m., the address of welcome being followed by that of the president and the report of the secretary, after which Professor J. F. Duggar, director of the Alabama experiment station will address the meeting, his subject being, "The Production and Supply of Velvet Beans for Seed Purposes". The afternoon programme will include addresses by Curtis Nye Smith, Boston, Mass., counsel for the American Seed Trade Association on "Seed Laws"; Fred. I. Meyer, advertising manager for Chris Reuter, New Orleans, La., whose topic will be "Advertising", and W. A. Wheeler, of the seed reporting service, United States department of agriculture, who will speak on "The Relation of Seed Reporting Service to Southern Seedsmen."

The second day will be given over to a paper on "Co-operation", by Dick O'Bannon of the O'Bannon Co., general talks on the benefits of the association, admission of new members, and election of officers for the ensuing year. The present officers are Louis B. Reuter, president; E. A Martin, first vice-president; R. B. Buchanan, second vice-president; Frank S. Love, secretary-treasurer, and H. H. Gardner, field agent.

Frank S. Platt, New Haven, Conn.

Bulb Notes.

Louis Robert, Hyers, France, well known bulb grower, writes: "The United States forbids the importation of irises, jonquils, alliums and freesias under the pretext that they carry insect pests. We have never known in France that these bulbs were attacked by any kind of insect."

Reports have been circulated to the effect that applications for importing bulbs from the Azores have been refused because no legal inspection exists at that point. We think, however, the regulations provide for inspection at certain United States ports of entry.

French cables this week report recent drought which, they say, is likely to reduce the expected harvest of Paper White narcissus.

It is said the Fabre Line will charge 75 shillings per ton, plus 10 per cent, plus 8 shillings per ton lighterage.

Ninety-three thousand lily bulbs were exported from Bermuda during 1918.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:

Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices.

Mention the American Florist when writing

New York Seed Bill Vetoed.

Marshall H. Duryea, New York state correspondent of the American Seed Trade Association in a communication dated May 13 says that Governor Smith granted a hearing at Albany, May 7, on Assemblyman Witter's seed bill, as a result of which, the measure, the objectionable features of which were mentioned in our issue of February 22, page 268, was vetoed.

Kimberlin Makes Large Land Purchase.

What is said to be one of the largest real estate transactions in seed circles in California was the recent purchase by the Kimberlin Seed Co., of San Jose, of 800 acres in the delta region near Stockton. The land is in onion, carrot and other vegetables for fall crops, and at present is in fine condition. The company formerly operated this property under lease.

Platt Company Sells Warehouse.

The Frank S. Platt Co., of New Haven, Conn., has sold its extensive warehouses on Dixwell avenue. The business was founded by Mr. Platt in 1877 and incorporated in 1902. Mr. Platt entered the employ of the Robert B. Bradley Co., agricultural and woodenware house, as the "generally useful" in the spring of 1867, and having served the public for 52 years, proposes to retire from active duties, although he will retain a substantial interest and advisory connection with the young men now of the firm or in its employ who will perpetuate the good name and reputation so widely established at the Central stores on State street. The sale of the Platt property to the Yale Tire & Rubber Co., a new million dollar corporation, was a great surprise to every one interested in agricultural and horticultural enterprises, as he had been prominent in the New Haven County Agricultural Society and is still treasurer, a member of the Agricultural Extension Farm Bureau and a former member of the Connecticut state board of agriculture. He owns 1,500 square feet of glass, mostly Lord & Burnham construction, now leased to the Kelsey Floral Co.

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

MICHELL'S PRIMULA SEED

PRIMULA CHINENSIS	½ tr. pkt.	Tr. pkt.
Michell's Prize Mixture. An even blending of all colors	$0.60	$1.00
Alba Magnifica. White	.60	1.00
Chiswick Red. Bright red	.60	1.00
Duchess. White with zone of rosy carmine, yellow eye	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens. Crimson	.60	1.00
Rosy Morn. Pink	.60	1.00

PRIMULA OBCONICA GIGANTEA

A great improvement over the old type; flowers much larger.

	Tr. pkt.		Tr. pkt.
Lilacina, pale lilac	$0.50	Rosea, pink	$0.50
Kermesina, deep crimson	.50	Alba, white	.50
		Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies.
Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Mention the American Florist when writing

WANTED
50,000 Freesia Purity Bulbs
¾-inch and up.
Andrew R. Kennedy, Inc.
216 West 34th St., NEW YORK
Mention the American Florist when writing

THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.
Mention the American Florist when writing

Mr. Platt is the recognized pioneer of the Lima bean growers for seed in California, having in the 70's started in this business when the threshing was performed by the burro which trod them out, but was unsatisfactory to Mr. Platt, as too much culling was necessary to remove the soiled ones. The next year's crop was threshed out with light flails. That, however, cracked and broke them badly, wasting too large a proportion of the best and largest, until finally improved processes were evolved from the primitive slow hand methods to the accepted conditions of the present day. The first Bush Lima put on the market was offered by Peter Henderson & Co., and Mr. Platt paid $125 for a bushel of them, planting all for seed. From this crop he realized a handsome profit. During the subsequent years he contracted and supplied many of the largest houses, and there are some still drawing supplies who have not missed a year since 1877.

The record of success is a marked tribute to Mr. Platt's persevering industry and indomitable will.

Philadelphia Seed Trade.

C. W. Gloeckner, in charge of the bulb department of the Henry F. Michell Co., is in receipt of a recent communication from C. L. Marlatt, head of the federal horticultural board in Washington, in which he makes the statement that gloxinias and tuberous rooted begonias can be grown to a flowering size in a few months from seed, so that it is quite unnecessary to import them. It is now required that lists be furnished to the authorities at Washington of all seeds that it is desired to import before permits will be issued allowing them to be brought into the country.

The Henry A. Dreer seed department reports a wonderful counter trade, which is now beginning to ebb a little. First it was vegetables and later flower seeds. There has also been a strong call for all kinds of vegetable plants.

I. N. Simon & Son say their business is constantly increasing. They have an extensive display of vegetable and bedding plants on their Market street front, making the store very conspicuous.

"Sunshine Garden Seeds" and "Sunshine Border Flowers" are the attractive names on all packages of seeds of the Stokes Seed Store. A very satisfactory spring trade is in progress.

K.

BRITISH SEEDS
KELWAY'S
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.
Mention the American Florist when writing

J. Bolgiano & Son
CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.
53 Barclay Street, thru to 54 Park Place
NEW YORK CITY

Mention the American Florist when writing

Holland Bulbs

Prices on application.

R.. A. VANDERSCHOOT
299 Broadway, NEW YORK CITY
Phone: Worth 4677.

Mention the American Florist when writing

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

Mention the American Florist when writing

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists and Market Gardeners

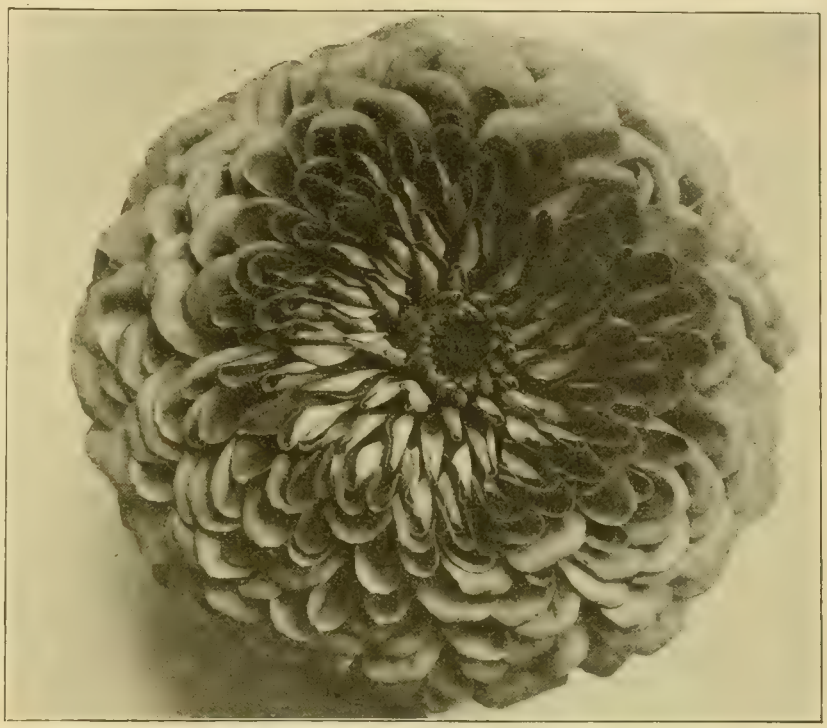
TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.
SANTA ANA, CALIFORNIA

Yokohama Nursery Co., Ltd.
Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

Gladioli Bulbs
Ready for Immediate Shipment.
WESTERBEEK & KLYN
25 Beaver Street, NEW YORK CITY
Connected with
MICHIGAN BULB FARM
BENTON HARBOR, MICH.



Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.
Contract Seed Growers, LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Seed Packets

FLOWER SEED SIZES TO CATALOGUE
ENVELOPES—RETURN ENVELOPES
Brown Bag Filling Machine Co
FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS
Growers of
Flower and Vegetable Seeds
Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.
ROCHESTER, N. Y. The Flower City

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

NEW YORK.—Old potatoes to the amount of 100 carloads have been shipped from this city to Russia.

THE reputation as the champion potato country on the western slope is retained by Olathe, Colo., having shipped out 861 carloads of humble spuds during the period from August 1, 1918, to February, 1919. Montrose is a close second with 727 cars to its credit.

YAKIMA, WASH.—A thousand tons of spinach, which will make approximately 1,000,000 cans, will be handled this year by the Libby, McNeill & Libby cannery here. A machine which will handle 75 tons of spinach per day, similar to those used by the concern in its large California establishments, has been installed.

Canned Vegetables to England.

A general license allowing the importation of canned, bottled, dried and preserved vegetables and pickles into Great Britain has been issued according to the British Board of Trade Journal for May 1.

Prices of Indoor Fruits and Vegetables.

Chicago, May 20.—Cucumbers, 2 dozen boxes, $2.00 to $3.00; celery, Florida, crate, $4.50 to $6.00; leaf lettuce, per box 30 cents; radishes, per bushel box, $1.25 to $1.50; tomatoes, 6 baskets, $5.50 to $7.00.

New York, May 19.—Celery (Florida), per case $1.50 to $5.00; cucumbers, $1.00 to $1.25 per dozen; mushrooms, $1.00 to $3.00 per three-pound basket; tomatoes, per pound, 15 to 35 cents; lettuce, per package, 50 cents to $4.50; radishes, per 100 bunches, $2.00 to $3.50.

"Red River Ohio" Potatoes.

The food products inspection service of the bureau of markets, United States department of agriculture, having been asked to define exactly what constitutes genuine "Red River Ohio" potatoes, has made careful investigations to determine the facts involved and reports as follows:

"The Early Ohio, probably more than any other commercial potato, varies in appearance when grown in soils of different types. Stock of this variety grown in western Nebraska, in black soils of the Red River Valley, and in sand lands near Minneapolis, is recognized as distinct by the wholesale trade in the markets, and lots usually are designated by the points of origin. Clay county, Minnesota, in the Red River valley, where the soils are chiefly dark loam and gumbo, first advertised "Red River Ohio" potatoes. Probably this was the principal reason for associating the name with the particular type of stock produced by such soils. But other counties, both on the Minnesota and North Dakota sides of the river, lie partly or wholly within the Red River valley, and there is no exact definition of the extent of this district, although points as distant from the river as Fergus Falls are usually included. In the Red River valley the soils range from light sand to dark loam and gumbo, these different soils producing varying types of Early Ohio potatoes. Consequently it is possible for entirely distinct types of this variety to be grown in the Red River valley proper, and for stock to become more or less mixed before being shipped, yet any of these potatoes may properly be designated as "Red River Ohios."

"Nevertheless, under certain conditions and for certain purposes, buyers prefer Early Ohios grown in dark soils, and will pay a premium for them, in which case they are entitled to protection in securing such stock. It is recommended, therefore, that in placing their orders or contracts they specifically state "Black Soil Red River Ohios" when this sort is desired, thus leaving no opportunity for the substitution of "Red River Ohios" grown in sandy soil.

Inspectors of the United States bureau of markets will certify as "Black Soil Early Ohios" only potatoes actually grown in black soils.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period May 13-20, indicate an upward trend of prices following a two weeks' declining movement with generally increased shipment. Potato prices rallied with advances of from 10-30 cents per 100 pounds. Moderate supplies of old stock and a light movement of new imparted a strong market undertone. No. 1 northern sacked white stock advanced 30 cents in the Chicago carlot market, closing at $2-$2.20 and strengthened in middle western jobbing centers to a closing range of $2.25-$2.40. Michigan shipping points advanced 10 cents to a range of $2.05-$2.10. New York Round Whites in bulk advanced 25 cents, ranging $2.40-$2.70, and sacked Maine Green Mountains made a similar recovery closing at $2.75-$3 in New York and Boston. Texas onion shipments were lighter than anticipated and markets responded promptly to the condition of moderate supplies. Yellow stock advanced 50 cents at shipping points and ranged $3.15-$3.50 per crate f. o. b. Consuming markets advanced 25-50 cents to $4-$5 per crate in the east, but New York reached $5.50. Middlewestern markets ranged $3.75-$4.25. Fancy old yellow stock reached a top of $10 per 100 pounds at New York, but Chicago quoted $4.50-$5. Liberal cabbage shipments, including considerable poor stock, kept the markets weak. Texas flat stock declined fully $2 further in Kansas City, ranging $2-$3 per 100 pounds, compared with $6-$6.50 the first week in May. St. Louis quoted $40-$50 per ton. South Carolina Wakefields followed a wide range both in quality and prices. Tomatoes were slightly higher. Fancy Florida stock ranged $3.50-$4.25 per 6-basket carrier at point of shipment. In northern consuming markets, west-coast stock was $5-$6.25 and east-coast $4.50-5.50. Lettuce prices were irregular.

LOUISVILLE, KY.—A commodious building at Main and First streets has been purchased by the Chambers Seed Co. and will be equipped with modern cleaning machinery.

MOUNDSVILLE, WEST VA.—A prisoner at the penitentiary here who has served 19 years and was offered a pardon five years ago but asked to be allowed to remain on account of his love for flowers, being in charge of the prison greenhouses, left the institution recently at the age of 65 years.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, 3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

Mention the American Florist when writing

De Graaff Bros.

(Inc. with S. A. Van Konijnenburg & Co.)

NOORDWYK, HOLLAND

Tulips, Daffodils, Iris, Crocus, Etc.

DELPHINIUM Belladonna

2¼-in. pots, 10,000 plants ready now. $7.00 per 100; $60.00 per 1000.

ENGLISH IVY

Extra long and heavy 6-inch pots. ... $60.00
Extra long and heavy 5-inch pots..... 40.00
Extra long and heavy 4-inch pots..... 25.00
Lighter grade 4-inch pots..... 16.00

VIOLETS

Rooted runners, May delivery.
Princess of Wales....100, $4.00; 1000, $30.00
Lady Campbell.....100, 4.00; 1000, 30.00

C. U. LIGGIT
Office: 325 Bulletin Bldg.,
PHILADELPHIA, - - PA.

Rochester, N. Y.

GOOD BUSINESS CONTINUES.

Business of late has been very brisk with Mothers' day trade all that could be desired. The day preceding the obsenvance was very inclement, with a downpour of rain, but in spite of this sales were most satisfactory. In face of the fact that some patriotic citizens advocated giving Victory bonds and thrift stamps in place of gifts of flowers, which had some effect, the day was a big one. All flowers were much higher in price than they have been for many years. Carnations were a trifle short of the demand, but quality was excellent. Flowering plants were limited in assortment and those available together with the basket arrangements sold freely.

NOTES.

The Rochester Floral Co. has removed to its new quarters at 9 North street. The new store is finished in white enamel throughout with two large refrigerators for display purposes. Trade is opening in fine shape at the new stand and Mothers' day business was excellent.

H. B. Stringer, who has been with George B. Hart for a number of years, is ill at his home and his many friends hope for his speedy recovery.

Felix Alberts has opened a new stand at Main and Franklin streets which will be known as Albert the Florist.

John Dunbar is still in the Hahnemann hospital, but we are glad to report is making rapid improvement.

CHESTER.

Providence, R. I.

TRADE QUITE SATISFACTORY.

Carnations are coming into this market at a rapid rate and the quality is good. There is a good demand for them. Roses are holding up well in price warranted by excellent quality. Sweet peas have weakened but continue to sell well. Yellow marguerites and outdoor lily of the valley are also good property and have a steady call. Geraniums, what there are of them bring good returns, four-inch stock being quoted at $25 per 100 up to $75 for five and six inch, wholesale, but there does not seem to be an unusually heavy supply that will be ready for Memorial day and they will of course go at good figures. Butcher shops, markets, novelty stores, and in fact every kind of a retail shop seems to be preparing to sell magnolia and wax flowers as indicated by the displays that are being made. One out-of-town concern is said to have sold two carloads of wax designs to one of the largest department stores last week.

NOTE.

James A. Foster, proprietor of the Warwick Greenhouses, died last week. His place was well known for its beautiful grounds and a fine farm. There were many handsome floral tributes sent from his friends in and out of the trade.

H. A. T.

ROSES THAT BLOOM

"In every sort of world-success
There lies a lot of happiness;
But this is something that I know—
It's fun to see the roses grow."

Rested Bench Plants
READY NOW!

	Per 100	Per 1000
White Killarney	$12.00	$100.00
Pink Killarney	12.00	100.00
Killarney Brilliant	12.00	100.00
Ward	12.00	100.00
Shawyer	12.00	100.00
Milady	12.00	110.00
Sunburst	12.00	110.00
Ophelia	12.00	110.00
American Beauty	16.00	150.00
Russell	16.00	150 00

When Rose Plants are cheaper than Geraniums, Buy Rose Plants for Decoration Day.

BE PREPARED!

M. C. GUNTERBERG
WHOLESALE FLORIST
State and Randolph Streets, CHICAGO, ILL.
Phones: Central 3067; Randolph 6800-6801.

Mention the American Florist when writing

Seasonable Stock

Adiantum Croweanum, 4 in , $20.00 per 100.
Chrysanthemums, Old Fashioned Hardy, in red, pink and yellow, 1½ in. pots, $4.00 per 100; $35 00 per 1000.
Coleus, Golden Crown, 2½ in. $3.50 per 100; $30.00 per 1000.
Dracaena Indivisa, extra heavy, 6 in., 60c each; extra heavy, 7 in., $1.00 each.
Fuchsias, fine assortment, 2½ in., $4.00 per 100; 3 in., $12.00 per 100.
Snapdragons, 2 in., pink, in variety, Garnet and Firefly, $4.00 per 100.
Gladiolus, two best yellows, Niagara and Schwaben, extra size, 2 in., and over, $4.00 per 100; $35.00 per 1000; 1¼ in., $3 00 per 100; $27.00 per 1000.
Fuchsias, 4 in., in bud and bloom, $25.00 per 100.
Weeping Lantana, 2½ in., $4.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CARNATIONS

F. DORNER & SONS CO.,
Lafayette - - - Indiana

Mention the American Florist when writing

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

WOODSTOCK, ONT.—In memory of this city's fallen heroes, 150 six-foot oak trees, shipped from England are being planted here.

SYRACUSE, N. Y.—Dennis Dwyer, formerly with F. R. Quinlan, has been appointed superintendent of the state fair grounds.

RIVERSIDE, CALIF.—The annual convention of the California State Nurserymen's Association will be held in this city May 26-27.

NEW YORK.—Lewis & Ballantine, of Roslyn, N. Y., have leased a vacant lot, 27x100 feet, at 1010 Fifth avenue, which will be arranged as a garden to display their plants and shrubs.

ONE of the live topics to be discussed at the coming convention of the American Association of Nurserymen, to be held at Chicago June 25-27, is free trade or protection as applied to the importation of nursery stock.

AUGUSTA, GA.—Following the retirement of Robert C. Berckmans, from the business formely conducted by Berckmans Bros. at Mayfield, Ga., the business will be continued by L. A. and P. J. A. Berckmans, Jr., as consulting horticulturists, 1212-1213 Lamar building, this city and entirely separate from the nursery and landscape operations previously conducted under the name of P. J. Berckmans Co., Inc.

Frost Damages Missouri Crops.

Jefferson City, May 16.—One-fourth of Missouri's apple crop has been destroyed, while the other fruit crops have been damaged from 10 to 28 per cent by the late frosts, according to the joint report of E. A. Logan and Jewell Mayes of the federal bureau of crop estimates and the state board of agriculture, respectively.

Municipal Nursery Planned for Columbus

A municipal nursery is being advocated for Columbus, O., with the idea of growing flowers, shrubbery and trees to be planted in the various parks. The estimated cost is $12,000. All plants for the present season were grown by Superintendent James Underwood at Franklin park. Over 100,000 bedding plants are soon to be distributed from this source. The total park area of Columbus, under public supervision, is 306 acres.

Shrubs in Bloom.

The earliest of the lilacs to bloom, the Chinese Syringa affinis and S. oblata were in full flower last week, according to the Arnold Arboretum Bulletin, and the lilac collection will probably be at its best about May 24. The red-flowered Japanese azalea (Rhododendron Kaempferi) is just opening its flowers on Azalea Path and fothergillas, many spireas, pearl bushes, many honeysuckles, barberries and other interesting plants will be in bloom this week.

Forsythias.

Forsythias, after having lost a part of their flower-buds in three of the past five winters, are again covered with flowers which have not been injured by the cold of the past week. The Arboretum collection contains specimens of all the species and varieties, and of many hybrids, and is interesting as indicating possibilities in plant breeding, when hybridizers enter a broader field than the one to which they have generally confined their efforts. The natural crossing of species of forsythias has produced plants with handsomer flowers than those of their parents. This is true of some lilacs and crabapples, and of many spiraeas, deutzias and rhododendrons, and it is not improbable that from the new material which has come into gardens in recent years handsomer garden shrubs and more valuable trees than those we now possess will reward the patient labors of the plant breeder. To the hybrid forsythias the general name of intermedia has been given. The parentage of these plants is not perfectly clear, although one of their parents is certainly the Chinese F. suspensa var. Fortunei, the plant which is most often cultivated in American gardens. The handsomest of these hybrids and the handsomest forsythia in the Arboretum collection, F. intermedia spectabilis, came here several years ago from a German nursery. The flowers of this form are bright yellow. Other handsome hybrids are var. primulina, with primrose-colored flowers, and var. pallida, with pale straw-colored flowers. The former appeared spontaneously in the Arboretum a few years ago. The flower-buds of all forsythias are often killed in severe winters, but those of these hybrids were for a long time believed to be hardier than those of the species, although in the winter of 1917-18 they suffered even more than those of their parents.—Arnold Arboretum Bulletin, May 1, 1919.

Blueberry Improvement.

F. V. Coville, of the United States department of agriculture, and Miss Elizabeth C. White, of New Lisbon, N. J. who for several years have been working to produce new and bettter varieties of blueberries by cross breeding the best wild plants, are at present trying to find a number of unusually fine wild plants for this work and will pay $50 for especially fine plants with very large berries and smaller prices for plants that have many berries of slightly smaller size if these berries are of unusually fine flavor. There are doubtless thousands of bushes in the country with berries three quarters of an inch or more in diameter, and many other bushes with berries just a trifle smaller, but of unusually fine quality, but it is only by having persons on the watch for them that these fine specimens can be discovered. All persons interested in finding such plants are requested to write to Miss White at New Lisbon, N. J., who will send full directions, with measuring gauges, and bottles of formaldehyde for mailing large berries that are discovered. The fine varieties developed by cross breeding will be distributed by the department of agriculture to persons who have learned enough about cultivating wild blueberries to show they can handle new varieties with success. Through the efforts of Mr. Coville, in cooperation with Miss White, the cultivation of blueberries will probably be established in a few years. Inasmuch as the department of agriculture is not permitted to award prizes for wild plants, those offered above are generously donated by Arthur E. Morgan, president of the Morgan Engineering Companies, City National Bank Building, Dayton, O.

Nursery Stock Names Under Fire.

Congress has been asked to enact legislation making it a misdemeanor, punishable by fine or imprisonment, or both, to ship in interstate commerce any nursery stock improperly labeled. The bill in question was introduced into the House of Representaatives by Congressman Cramton, of Michigan, and reads as follows:

"It shall be unlawful for any person to ship or deliver for shipment from any state or territory or the District of Columbia, to any other state, or territory or the District of Columbia or to receive in any state or territory or the District of Columbia from any other state or territory or the District of Columbia, and having so received, to deliver in original or unbroken package, for pay or otherwise, or offer to deliver to any person, any nursery stock which does not bear on each tree, shrub or plant or on the original unbroken package thereof, a label stating the true, accepted and correct name of the variety of such nursery stock, the name of the person who grew the same, and the place where it was grown. The accepted name of a variety shall be the name accepted by the recognized authority for each class of nursery stock in question, such as, in

VIBURNUM PLICATUM
Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

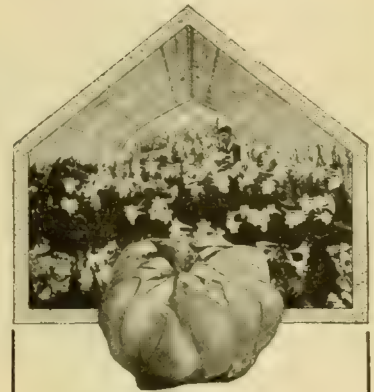
IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, — Introducers of BOX-BARBERRY — NEW HAVEN, CONN.

FORCING BULBS

On the merits of our past record we solicit your order for 1919

FRENCH==DUTCH

JAPANESE



Bermuda and California

30 YEARS
of established TRADE and CREDIT with the most reliable Foreign growers.

30 YEARS
of satisfactory Bulb deliveries in the U. S.

Favor US with Your ORDER.

Vaughan's Seed Store
Chicago New York

Our delivery record of All Bulbs in the difficult Season of 1918 has not been excelled by any other importer

Mention the American Florist when writing

the case of fruit trees, the American Pomological Society. 'Nursery stock,' for the purpose of this act, shall include all field and greenhouse grown plants, such as fruit trees, fruit tree stock, trees, shrubs, vines, cuttings, grafts, scions, buds, and all other plants or parts of plants for planting or propagation.

"Sec. 2. No person shall so ship or deliver for shipment or shall receive and deliver or offer to deliver to another, any nursery stock that is not true to name or that is wrongly or improperly labeled in a manner that will tend to mislead or deceive.

"Sec. 3. That any person who shall violate any of the provisions of this act or who shall forge, counterfeit, alter, deface, or destroy any label, certificate or invoice provided for in this act or in the regulations of the secretary of agriculture, made and promulgated under the authority of this act, shall be deemed guilty of a misdemeanor and upon conviction shall be punished by a fine not exceeding $200, or by imprisonment not exceeding six months, or by both fine and imprisonment in the discretion of the court. Upon conviction of any person of violation of any of the provisions of this act, the secretary of agriculture shall publish the name of such person.

"Sec. 4. That it shall be the duty of each district attorney to whom the secretary of agriculture shall report any violation of this act, or to whom any director of experiment station or any official of any state or any other person shall present satisfactory evidence of any such violation, to cause appropriate proceedings to be commenced and prosecuted in the proper courts of the United States without delay for the enforcement of the penalties herein provided for.

"Sec. 5. That the term 'territory' as used in this act, shall include the District of Alaska and the insular possessions of the United States. The word 'person' as used in this act, shall be construed to import both the plural and the singular, as the case demands, and shall include corporations, companies, societies, and associations. When construing and enforcing the provisions of this act, the act, omission, or failure of any officer, agent, or other person acting for or employed by another corporation, company, society or association, within the scope of his employment or office shall in every case be also deemed to be the act, omission or failure of such corporation, company, society, or association, as well as of each other person."

B. F. L.

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,
Wyncote, Pa.
Grower of Kentias.

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS
Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

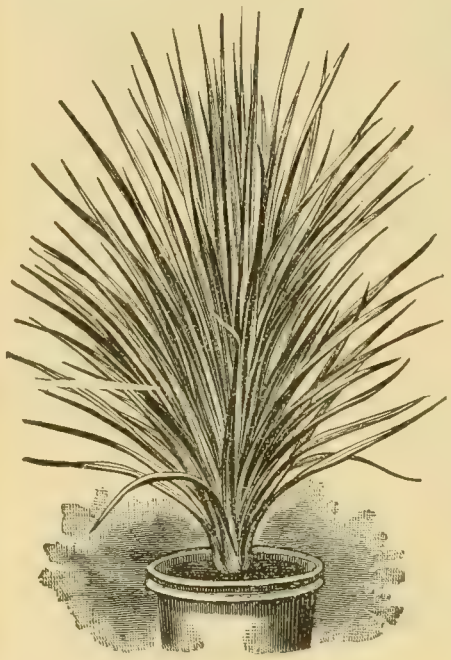
SPRING STOCK

One-half million plants ready now, of late propagation and transplanting, in excellent condition. Order today; this adv. may not appear again. Prompt shipment.

	Size Pot	100	1000
Abutilon, Savitzii	2¼ in.	$5.00	$45.00
Achyranthes, Red	2¼ in.	4.00	35.00
Ageratum, 3 kinds	2¼ in.	3.00	27.50
Alternantheras, R. & Y.	2 in.	3.00	28.00
Alyssum, Little Gem	2 in.	2.75	25.00
Cupheas, Cigar Plants	2 in.	3.00	25.00
Alyssum, Double	2¼ in.	3.25	30.00
Aster Plants, 4 varieties	2 in.	2.50	22.50
Canna, King Humbert, R. & Y.	3½ in.	10.00	95.00
Centaurea, Dusty Miller	2¼ in.	3.25	30.00
Chrysanthemums, Early, Medium or Late, all varieties	2 in.	3.35	30.00
Coleus, Golden Bedder and Verschaffeltii	2 in.	3.25	30.00
Fuchsias, 12 good varieties	2 in.	3.00	27.50
Fuchsias, 12 good varieties	4 in.	15.00	135.00
Geraniums, 8 leading varieties	2 in.	3.50	30.00
Geraniums, 8 varieties	3½ in.	10.00	90.00
Ivy Geraniums, 8 varieties	2 in.	3.00	27.50
Petunias, single mixed	2 in.	3.25	30.00
Marguerites, 3 varieties	2½ in.	4.00	38.00
Salvias, 2 varieties	2¼ in.	5.00	45.00
Salvias, 2 varieties	3½ in.	10.00	90.00
Stocks, 2 varieties	2½ in.	3.00	27.50
Verbenas, 2¼ fancy mixed	2½ in.	3.00	25.00
Vinca Variegata	2¼ in.	5.00	45.00
Vegetable Plants in Abundance			
Tomato Plants, all varieties	2 in.	2.25	20.00
Egg Plants, 2 varieties	2½ in.	5.00	45.00
Cabbage Plants, fine stock		.65	5.00

Alonzo J. Bryan
Wholesale Florist
WASHINGTON, NEW JERSEY

Mention the American Florist when writing



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch	$1.50 per dozen; $12.00 per 100
5-inch	3.75 per dozen; 30.00 per 100
6-inch	$6.00 per dozen
7-inch	7.20 per dozen

GEORGE WITTBOLD CO.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Mention the American Florist when writing

Cleveland.

GOOD MOVEMENT IN MOST STOCKS.

The long continued rainfall has had a bad effect on outdoor stock which now arrives full of sand and dirt. This is especially true of tulips. Lilac, both white and lavender, is now in large supply and meets with a good call. From present indications, local peonies will not be in for Memorial day, but a change in the weather may bring them along. Easter lilies and callas are scarce and clean up daily. Sweet peas are in good supply and some excellent stock is being received which enjoys a brisk sale. Short stock goes slowly. Carnations have been more plentiful but the demand has kept them moving out of the market as fast as they are received. Roses are also in more generous supply. Hilda, Ophelia, Sunburst, American Beauties and Pink Killarney constitute the bulk of the offerings in this line and the demand has been very good. Many weddings are taking place and there is a heavy call for bridal bouquet stock, white roses, lily of the valley, violets, sweet peas, orchids and adiantum. Some good snapdragon is now seen on the market and is disposed of quickly.

NOTES.

Reports continue to arrive regarding damage from the recent windstorm. At the Thomas Lisy range on East 99th street much glass was broken and several ventilators blown off. Several ventilators at the range of R. Emsley were also wrecked. The Brookline Floral Co., who suffered probably the greatest damage in this section, will probably build one large modern house to replace the four that were destroyed. Plans and specifications have been submitted by the Lord & Burnham Co., through its office in this city.

Members of the florists' club were entertained at the Hollenden hotel, on the evening of May 5 as guests of the J. M. Gasser Co. Adam Graham, one of the best known members of the trade, spoke of fruit and flower growing on the Isle of Pines, where he has spent the past five months, and arrangements were made for decorations for the soldiers' celebration, June 14, under direction of a committee composed of George Bate, Herman Knoble, F. C. W. Brown, Charles Russell and Charles Schmitt.

The Avenue Flower Shop, 1268 Euclid avenue, has closed it doors and disposed of the fixtures to Al. Barber of the Park Flower Shop.

Wm. Bramley of East 81st street put in two weeks as captain of the Victory loan team in his district and had good sales.

Wm. Biehl opened his flower stand in Luna Park, May 8.

C. F. B.

Robert Craig Co...

High Class **PALMS**

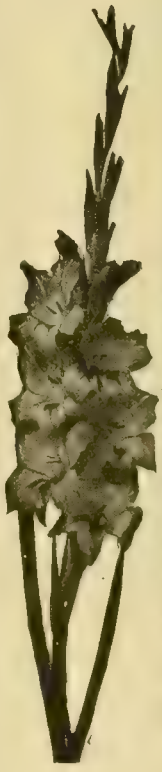
and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Rochester Florists' Association.

The monthly meeting of the Rochester Florists' Association was held at 95 East Main street, May 9. There being no business of importance up for consideration the committee on entertainment, E. P. Wilson, chairman, decided upon a musical event to which the wives and lady friends of all members were invited and the affair proved a complete success. About 100 were in attendance. The programme included piano numbers by Miss Florence, Sweeney, quartette selection, solos by George T. Boucher, president of the association, Horace Head, also a member of the quartette, whistling by Joseph Woerdin and dancing by two young ladies who proved adepts of the art. Ice cream and cake were served after the programme and a hearty vote of thanks was tendered to all the entertainers.

AMBROSE SECKER, Sec'y.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

GERANIUMS

50,000 **S. A. Nutt,** ready for June, a good time to buy. **Nutt** and **Buchner,** $15.00 per 1000. **Poitevine,** and **Ricard,** $17 50 per 1000.
SMILAX, good little pot plants at $2.50 per 100; same rate per 1000.
Parcel post or express, state which, post billed at cost.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus, fine, from pots, $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $7.50 per 1,000. ODOR GREENHOUSES, Iola, Kan.

BOUVARDIAS.

Bouvardia. For prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Lilium Rubrum. 8-9-in. $30.00 per case; 9-11 in., $30.00 per case. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

Cannas, 3-in. pot plants, Wyoming. Uncle Sam. Florence Vaughan, Maros, Feuermeer, Gustave Gumpper and Rubin, $1.00 per doz., $5.00 per 100. F. Vincent Jr. & Sons Co., White Marsh, Md.

CANNA, WYOMING. Established, 3-inch pots, 10 to 15 inches high, $7.00 per 100. The Wagner Park Nursery Co., Sidney, O.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

ROOTED CUTTINGS.

Big, strong stock now ready to come out of the sand. 2,000 Matchless, $4.00 per 100; $70.00 for the lot. 1,000 Belle Washburn, $5.00 per 100, or $40.00 for the lot. This is a big bargain as the stock is all Bassett & Washburn's well known quality.

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago

CARNATIONS—ROOTED CUTTINGS

$4.00 per 100; $35 per 1,000

2,000 Herald — 1,000 Pink Enchantress
4,000 Matchless — 500 Alice
500 White Enchantress

J. S. WILSON FLORAL CO.,
Des Moines, ... Iowa

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings

Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25.00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00
Seidiwitz	3.00	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
Golden Wedding	2.50	25.00	Mensa	2.50	25.00
Baby	2.50	25.00	Mrs. Beu.	2.50	25.00
Quinola	2.50	25.00	E. D. Godfrey	2.50	25.00
Aster	2.50	25.00	Mrs. Buckingham	2.50	25.00
Klondyke	2.50	25.00	Billy Primrose	2.50	25.00
Baby Margaret	2.50	25.00	Lilia Red.	2.50	25.00
			Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

CHRYSANTHEMUMS

White	Mrs. Morgan
Mistletoe	Golden Queen
Chas. Razer	Pink
Smith's Ideal	McNiece
Elsie Papworth	Patty
W. H. Chadwick	Dr. Enguehardt
Yellow Chrysolora	Chieftain
Marigold	R. E. Loeben
Yellow Chadwick	

Rooted cuttings..$3.00 per 100; $30.00 per 1000
2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Yellow	White
Mike Gabel	Kemmitt
Madge	Helen Newberry
Quinolo	Bronze
Pink	Md. LaPorte
Queen Marie	Mrs. Beu
Lillian Dotty	Red
	La Gravere

Rooted cuttings..$4.50 per 100; $40.00 per 1000
2½-in. pots ..... 5.00 per 100; 48.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas, $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—ROOTED CUTTINGS

Choice stock; $3 per 100; $25 per 1,000.

2,000 Crystal Gem — 500 Dr. Enguehardt
1,000 Moneymaker — 500 Maud Dean
2,000 Golden Queen — 1,000 Pink Chieftain
3,000 Golden Glow — 1,000 Unaka
500 Diana, White Pompon

J. S. WILSON FLORAL CO.,
Des Moines, ... Iowa

Chrysanthemum Max, Shasta Daisy, 4-in. strong plants, $4 per 100 prepaid. Cash. A. F. HARFST, 312 Corrington Ave., Peoria, Ill.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best bedding kinds, including Golden Bedder and Firebrand, 2-inch, $2.50 per 100. Brilliancy, $5.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracænas, Indivisa, 4-in., 20 cents; 3-in., 10 cents each. NICK REDING, 6731 Ridge Ave., Chicago.

FERNS.

Hardy Ferns—

	100	10	Each
Adiantum Pedatum, maiden hair.	$8.00	$0.90	$0.10
Aspidium Goldiana, golden fern.	8.00	.90	.10
Asplenium Thelypt, silver spl...	8.00	.90	.10
Onoclea Struthiopteris, ostrich..	8.00	.90	.10
Osmunda Cinna and Clayton....	10.00	1.20	.15

Also 6 other varieties. Descriptive illustrated list mailed free. 100 Ferns your selection billed 100 rate. Ludvig Mosbaek, Askov, Minn.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy, $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

Ferns. Boston and Scotti, 50c each; $4.80 per doz.; $35.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Ferns. An almost unlimited supply of the best quality fancy ferns. Write for prices. H. C. Willis, Kinston, Ala.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

GERANIUMS.

S. A. Nutt and Beaute Poitevine, 3-inch pots, fine stock, $11.00 per 100. Nutt and Poitevine, 2¼-inch pots, $6.50 per 100. GEORGE SEUBOLD, Florist, Huntingburg, Ind.

Geraniums. Madam Salleroi, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cash please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. Madam Salleroi, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

15,000 Geraniums in bud and bloom. S. A. Nutt and Poitevine, 4-in. pots, at $18 per 100. S. G. BRYFOGLE, Muncy, Pa.

Geraniums. S. A. Nutt and Buchner, $15.00 per 1,000. Portevine and Ricard, $17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. S. A. Nutt, 4-in., 15 cents; mixed, 4-in., 15 cents each. NICK REDING, 6731 Ridge Ave., Chicago.

GLADIOLUS.

Gladiolus for late planting. First size bulbs in first class condition. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Gladiolus. Cut Flowers. See our display advertisement in this paper. TAIT BROS. CO., Brunswick, Ga.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

French Hydrangeas. Best varieties, 3-in. mixed, $12.00 per 100; $100.00 per 1,000. Carl Hagenburger, W. Mentor, O.

IVIES.

Hardy English Ivy. Large and small leaf; three plants to pot; good strong plants, $8.00 per 100. Glechoma, ground Ivy, extra strong, out of 3-in., $7.00 per 100. Lobelia, Blue Compacta, extra strong, $6 per 100. Golden Privet, yellow and green, $8 per 100. SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

LILY OF THE VALLEY.

Fine Valley pips, imported stock, 3 cts. each, $20.00 per 1,000. MRS. FRANK JOHNSON, Louisa, Va., Route 1.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

MESEMBRYANTHEMUMS.

Mesembryanthemums. 2½-in. pots, in bloom and bud; the large blooming varieties, heavy plants, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PELARGONIUMS.

Pelargoniums. Lucy Baker and Easter Greeting, 5-in. pots; well grown plants in bud and bloom, 40c; 5 per cent for packing. Cash please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

PETUNIAS.

Petunias, Single, transplanted Howard Star, Balcony Queen, in rose, white and blue, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

PHLOX.

Phlox Drum., big plants, $5.50 per 1,000. Seedling Salvia, Mammoth Verbena, 75c per 100; Rosy Morn, large plants, $1.50 per 100. Dasheen, The wonderful new Caladium, big bulbs, $1.00 to $2.00 per doz. MRS. R. L. GLASS, Long Beach, Miss.

ROSES.

2-YEAR-OLD BENCH PLANTS.

	100	1000
Sunburst	$10.00	$ 90.00

2½-inch stock ready to plant.

	100	1000
Pink Killarney	$ 7.00	$ 65.00
Sunburst	7.00	65.00

GEORGE REINBERG,
Wholesale Florist,
162 N. Wabash Ave. Chicago.

BENCH ROSE PLANTS.
Brilliant, Ophelia, Hoosier Beauty, White Killarney, $8.00 per 100. No orders for less than 100 of a variety accepted.
BASSETT & WASHBURN,
178 North Wabash Ave., Chicago

New Rose Rosalind. Strong plants, 2¼-in., $15.00 per 100. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

SALVIA SPLENDENS and BONFIRE. Established from 3-inch pots, $8.00 per 100, $75.00 per 1,000. The Wagner Park Nursery Co., Sidney, Ohio.

SEEDS.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Michell's Primula seed. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SNAPDRAGONS.

Snapdragons, 2½-in. pots, bushy plants cut back; free from disease. Silver Pink, Phelp's white and yellow, $4 per 100. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

TULIPS.

Tulips, daffodils, iris, crocus, etc. De Graaff Bros., Noordwyk, Holland.

VEGETABLE PLANTS.

2,000,000 fine field grown cabbage plants. Bullhead, Copenhagen, Wakefield, Succession, etc. 500, $1.25; 1,000, $2.25, postpaid. Express, 1,000, $1.75; 10,000, $15.00. Cash. Potato and tomato, $3.00; 10,000, $25.00. Packed in moss, shipped anywhere safely.
TIDEWATER PLANT FARM,
Franklin Va.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.
Peppers, large, ready for field, $3.00 per 1,000; transplanted, $4.00 per 1.000.
ODOR GREENHOUSES,
Iola, Kansas.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

Yellow Jersey sweet potato plants, $3.50 per 1000. SIMANTON & PENSE, East 14th St., Falls City, Neb.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot, $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

Verbenas. Transplanted Red, Purple and White, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Vinca Minor or Myrtle. Strong plants with three to six buds, $1 50 per 100; $10.00 per 1000. Fred S. Davis, Centerville, Ind.

VIOLETS.

Violets, rooted plants. Lady Campbell, Swanley White, 3 cts. each; $12.00 per 1,000. MRS. FRANK JOHNSON, Louisa, Va., Route 1.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.
MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

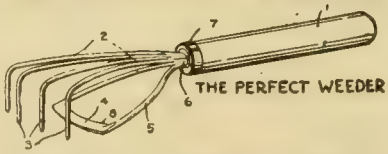
Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

Mention the American Florist when writing

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Grossberg-Tyler-Finnerman Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neldinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

Bailey's New Standard Cyclopedia Of Horticulture

Six Splendid Volumes

This work is Prof. L. H. Bailey's latest and greatest achievement and will undoubtedly stand as a monument to him. This is not a revision of the old Cyclopedia but a brand new work containing features not dreamed of at the time of publication of the original cyclopedia which was a pioneer work. The old cyclopedia of Horticulture, it will be remembered, was a cyclopedia in fact as well as in name, whereas the new **Standard Cyclopedia of Horticulture** is a gardener's manual as well as a cyclopedia and contains features that make it equally adapted to the amateur and to the professional, to the man without education or the man with high literary tastes.

PRICE, $6.00 PER VOLUME

Carriage paid to any part of the United States.

American Florist Co.,

440 So. Dearborn St.,
CHICAGO, ILL.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The Boiler of Unequalled Fuel Economy

Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO., WAVERLEY, MASS.

No Masonry—No Tubes

TUBELESS BOILER

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH, DEFIANCE, OHIO.

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY

BURNLEY, ENGLAND.

Mention the American Florist when writing

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $1.75.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $1.75.**

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
AlfredLozierRosery.924
Allen J K 919
Alpha Floral Co.....923
American Bulb Co .. I
Amling E C Co.....915
Anderson S A 923
Angermueller G H Co..... 916
Aphine Mfg Co.....939
Astoria Florist 922
Avenue Floral Co....924
Baer Julius.....923
Barnard W W Co.. 929
Bassett&Washburn.906
Baumer Aug 925
Baur Window Glass Co.....IV
Bayersdorfer H&Co.917
Begerow's.....922
Berger Bros.....916
Berning H G.....916
Bodger J & Sons Co.929
Boland J B 925
Bolgiano J & Son...928
Bramley & Son.....925
Braslan Seed Growers Co.....926
Breitmeyer's J Sons.922
Briggs Floral Co....924
Broadway Florist ..923
Brown A J Seed Co..926
Brown Bag Filling Machine Co 929
Bryan Alonzo J.....933
Buchbinder Bros....940
Buckbee H W.....924
Budlong Co J A.....911
Bulis J C Mfg o.... II
Burpee W A Co.....929
California Florists...923
Central Floral Co. ..925
Chicago Feed & Fertilizer Co.....940
Chicago Flower Growers Assn.....915
Clark E B Seed Co..928
Clarke's Sons D.... 921
Clay & Son.....939
Coan J J. 919
Conard & Jones Co..932
Cooke Geo H.....925
Cowee W J.....939
Coy H C Seed Co....928
Craig Robt Co.....934
Danker Fred A.....924
Dards Chas. 921
De Graaff Bros.....930
Dietsch A & Co.....IV
Dominion Floral Co.922
Dorner F & Sons Co.931
Drakos Co.....921
Dreer H A.....III 940
Duluth Floral Co...924
Dunlop John H 922
Dwelle-Kaiser Co...III
Eble Charles.....921
Edwards Fold'g Box.III
Elm City Nurs Co. 932
Erne & Co 914
Excell Laboratories. II
Eyres H G.....921
Fallon Florist.....921
Florist Specialty Co.914
Foerster Co Joseph .912
Foley Greenhouse Mfg Co III
Ford M 919
Ford William P.....919
Fox J M & Son Inc..923
Frauenfelder C.....924
Freeman Mrs J B ...923
Frey H.....924
Frey & Frey 924
Friedman 925
Froment H E..... 919
Futterman Bros.....918
Galvin Thos F.....923
Gasser J M Co.....922
Giblin & Co.....939
Gnatt Ove Co The...9 4
Godineau R & M....928
Goldstein I..... 919
Gorham Printery Inc.III
Grakelow Chas H ..922
Grand Rapids Flo Co.924
Grimm & Gorly.....925
Gude Bros ... .921
Gunteberg M C.....931
Habermehl's Sons J J 921
Hardesty & Co.....923
Hart George B 919
Hart Henry..... ...922
Haven Seed Co The.929
Heacock Jos Co.....933
Heinl John G & Son.924
Henderson A & Co.. I
Henderson Lewis....922
Henry Co The John.915
Henshaw Floral Co.919
Hentz & Nash.....918
Herr Albert M 934
Hess & Swoboda....922
Hession 923
Hews & Co A H.....III
Hill D Nursery Co..932
Hollywood Gardens.922
Holm & Olson.....922
Holton & PunkelCo.917
Hort Advertiser.....940
Hort Trade Journal .939
Hurff Edgar F.....928
Hurst & Son 928
Ickes-Braun Mill Co.IV
Idlewild Greenhs....925
Jahn Hugo.....922
Jones Percy.....928
Joy Floral Co.....921
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
KellerSons J B.....923
Kelway & Son.....928
Kennicott Bros Co..913
Kervan Co The.....919
Kessler Wm.....919
Kottmiller A.....921
Kroeschell Bros Co.939
Kruchten John 915
Kuehn CA.... 917
Kubl Geo A.....933
Landreth Seed Co ..928
Lang Flo & Nurs o.924
Lange A..... ..920 921
Levine & Co 903
Liggit CO 931
Littlefield Florist. ..924
Lockland Lum Co..939
Long Island Flo Co 922
Louise Flower Shop.923
McCallum Co 917
McGill R C & Co....927
McHutchison & Co 929
Mackie William.....919
Malandre Bros 924
Mangel.....925
Matthews the Flo'st 933
Matthewson J E.....921
May & Co L L.....925
Meconi Paul.....919
MetaireRidge Nurs .924
Michell Henry F Co 927
Michigan Bulb Farm929
Michigan Cut Flower Exchange 915
Millang Joseph A.. 918
Miller Floral Co 9.4
Miller & Musser 915
Moninger J C Co....IV
Murray Samuel .920 925
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 916
Newell A 924
N Y Cut Flower Ex 919
N Y Floral Co 925
Niemoth Theo 938
Niessen Leo Co 916
North Shore Flo Co.924
Pajan Louis C.....921
Palmer W J & Son..923
Pappas D J.....923
Park Floral Co.....923
Peacock Dahlia F'm.932
Peacock E R Co....927
Pearson E W.....923
Pedrick G R & Son..928
Penn the Florist ... 925
Peters & Reed Potty.III
Philadelphia Wholesale Floral Ex....917
Philips Bros.....924
Pierce F O Co.....IV
Pierson F R Co. .. I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co 926
Pikes Peak Flo Co..924
Pillsbury I L.....III
PittsburghCutFlo Co916
Podesta & Baldocchi925
Poehlmann Bros Co. 924 905
Pollworth C C Co...917
Polykranas Geo J ...919
Potter Floral Co 921
Pressing Seed Co W C.....926
Pulverized Manure Co The .....II'
Pyfer A T & Co.....913
Raedlein Basket Co 911
Randall A L Co. 915
Randall'sFlowShop 925
Randolph & McClements ... .924
Rawlings Elmer 932
Ready Reference....935
Reed & Keller 939
Regan Ptg House....III
Reid Edw 916
Reinberg Geo.....915
Reinberg Peter. 9 7
Rice Bros..... 917
Rice Jerome B Seed Co.....927
Riedel & Meyer.....919
Robinson JC SeedCo 928
Rock WmL Flwr Co.924
Rodgers J W 921
Rohnert Waldo 928
Ronsley Florist.....921
Rosery Floral Co ...925
Routzahn Seed Co ..928
Rusch G & Co 917
Saake O C 921
Salzer Seed Co 925
Sceery Edw 923
Schiller the Florist..923
Schillo A Lum Co...IV
Schlatter W & Son.. ... .923 940
Schmidt Chas L.....925
Shaffer Geo Co.....925
Sharp Partridge & Co 940
Sheppard H W.....925
Sheridan Walter F 919
Siebrecht George C..919
Simon & Son I N....928
Situations & Wants.903
Skidelsky S S & Co.. I
Smith A W & Co....922
Smith & Co E D 933
Smith & Fetters Co 924
Smith Henry. 924
Storrs & Harrison...931
Stumpp G E M.....922
Tait Bros Co 912
Thorburn J M & Co 929
Tonner O A & L A..909
Totty Chas H.....931
Traendly & Schenck.919
Traveling Wholesale Florist,.....918
Trepel Joseph.....923
Turner Bros.....940
United Cut Flo Co..919
Vanderschoot R A 929
Vaughan A L Co 909
Vaughan's Seed Store .....I 933
Vick's Sons Jas.....929
Vincent R Jr & Sons Co I
Vose-Smith Co.....924
Walker F Co.....921
Weber F H.. 924
Weidemann H G....923
Weiland & Risch ...915
Weir James 921
Westerbeek & Klyn.929
Western Seed & Irrigation Co.....927
Wietor Bros.....908
Williams Mrs E A...923
Willis H C 911
Winterson Co E F.. 914
Wittbold G Co 921 934
Wolfskill Bros & Morris Goldenson.921
Wonder Plant Irrigator Co.....908
Woodruff SD & Sons.928
Yokohama Nurs Co.929
Young A L & Co....918
Young John & Co ...919
Young Plant Co.....930
Zech & Mann...910 915

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3000 for $1.00. Postpaid.

Wm. Schlatter & Son

Before After

422 Main Street, Springfield, Mass.

Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade: it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.

11 S.La Salle St., Room 731, CHICAGO, ILL.

Glass Cloth

A transparent waterproof fabric as efficient as glass for hotbeds, cold frames, etc. Per sq. yd., 34c; 25 yds., at 33c; 50 yds., at 32c; 100 yds., at 31½c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.

TURNER BROS., Bladen, Neb.

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

Price, $6.00 Per Volume

Carriage paid to any part of the United States.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO, ILL.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY

Magic Brand Fertilizers

Pure Steamed Bone Meal

Magic Special Rose and Carnation Fertilizer

Precipitate Bone Phosphate

Magic Blood and Bone

Pure Pulverized Sheep Manure

Nature's Own Fertilizer

Write for prices and our instructive Book containing Feeding Charts.

Chicago Feed & Fertilizer Co.

Manufacturers and Distributors

UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, MAY 31, 1919.** **No. 1617**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June 17-18, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23-25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

THE MONTH OF BRIDES.

The June Wedding.

The month of June, when outdoor roses are at their best, is one of the most popular wedding periods of the year. Some brides consider May unlucky, and the selection of the time for the spring wedding is the week directly following Easter or early in June. Because it is the season that all nature is seen at its loveliest with an abundance of flowers, particularly the bush and rambler roses, there must be no dearth of such beauty in the decorations.

Most of these important functions are now held at the country estates, to which the family have moved for the summer, but in some cases this is not feasible, and the event takes place in the city, the ceremony in the church, and the reception at the house.

Church Decoration.

While there are scarcely any two church edifices exactly alike, there is a general principle underlying the decorative work that can be applied to any situation. The salient features are the banks of palms and flowering plants or vases to add life and color in the chancel to form a suitable background for the wedding party, a liberal treatment of the main aisle with arches or standards of cut flowers, the same at ends of pews, and all side windows filled with palms and flowering plants.

Various forms of architecture demand different treatment. In many Episcopal churches, the pews for the choir boys take up much of the room of the chancel. These pews face the main aisle. The ends, as seen from the church are good decorative points, which when well arranged, do not interfere with a view of the ceremony.

Where there is a wide pulpit platform, which extends well into the church, it is at times found necessary to remove some of the front pews to make room for the bridal party. A raised platform, a foot high, in this space is well worth the extra cost. The pulpit platform, when well banked with palms and flowering plants, will give a fine decorative effect. The center of the ceremony platform, at the head of the aisle, should contain a well decorated kneeling stool. On this is focused the eyes of the assemblage, and behind which the officiating clergyman awaits the bridal procession as they enter the church.

The center aisle is subject to many decorative features. Standards, holding vases of flowers well above the heads of the guests, are attached to the pew ends either side. These can be any distance apart. Arches across the aisle give an elaborate and finished effect. Bunches of flowers, tied to the pew ends, finished with generous bows of ribbon, are striking. At times, these are used only on the section reserved for the families of the contracting parties. Where there are large columns, these branches, or they can be placed in the effect with southern smilax and sprays of rambler roses which are arranged as if growing. Green wooden strips tied against the columns with twine, provide spaces in which to tuck these branches, or they can be placed in small, green tubes holding water, and suspended inside the cords from a wire hook soldered at the top.

In the plant arrangements, each specimen used should as far as possible stand out individually. Particularly is this true of cibotiums, than which there is nothing with greater decorative value.

A pretty finish to a church wedding is the laying of a white muslin cloth the length of the center aisle just before the bridal procession. It requires but a minute to do this. It is in a roll at the head of the aisle, one end tacked to the floor. It unrolls easily as two men carry it down the aisle, where it is stretched to catch several low broad-headed nails.

The features of the decoration at the dwelling are a profusion of cut flowers in vases used at every vantage point—

on mantels, tops of cases, on the piano, the hall rack, sideboards, etc., clusters of southern smilax over doorways, and over all mirrors, the decoration of all chandeliers, and an especially showy vase or basket for the center of the bouffe table.

Vases of flowers on the dressing tables in the guest rooms should not be overlooked. There should also be an effective background of plants and tall vases of cut flowers in the parlor, or wherever the reception takes place, in front of which the bridal party will receive.

The Bouquets.

The bouquets are generally a source of much concern as the colors of the flowers, the dresses, and the ribbons must be matched or of such unison as to produce a harmonious effect. There is nothing better for the bride than orchids with lily of the valley or white sweet peas. A short shower effect, with plenty of tulle and some narrow ribbons, to which flowers are tied, is now the vogue. The maid of honor's bunch is of roses or any chosen flower, generally self-colored. The bridesmaids carry spray bunches of pink roses or pink sweet peas. At times, the selection is all white or all yellow daisies, snapdragons, pink or blue hydrangeas. It is all a matter of fancy, one flower being as beautiful made up as another. Shepherd's crooks with flowers tied to them, and hat and handle baskets, are all popular and add variety.

The Country Wedding.

When the ceremony is at the country home, it is often planned to take place on the lawn, in which case much depends on the weather. An alcove or group of palms is arranged at a suitable location on the lawn, a short distance from the house, or perhaps a floral canopy is erected, underneath which the ceremony is performed. An open tent or awning to cover the seating space is sometimes erected, which is garlanded with green and flowers. A decorated kneeling stool is also indispensable here. Posts driven in a short distance from either side of the path leading from the house, festooned with garlands of green and flowers, is a pretty feature. At such a function, the guests are served at small tables placed under the trees or about the lawn, each of which is to have its vase or basket of flowers.

The bridal party is served on a separate table large enough to seat them all. This can be set under an artificial arbor of rambler rose sprays, arranged as if they were growing and a part of the permanent decorations of the lawn.

All the rooms on the first floor of the house are to contain good sized vases of flowers of such kinds as might have been cut from the garden border. There should also be palms in reserve, and tall floor vases, so that if necessary, on account of sudden changes in the weather, an alcove or background must be quickly built up in the largest room of the dwelling.

GEORGETOWN, KY.—Alex. Massaloch has purchased land near the city limits and will erect a new range.

PASADENA, CALIF.—W. Siebrecht has incorporated his business under the name Siebrecht's House of Flowers.

ELKHART, IND.—The West View Floral Co. presented each returned soldier in a parade here recently with a carnation.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Plants and Flowers as Wedding Gifts.

Presents to the young couple, whose wedding is announced by invitations to the ceremony, begin to arrive at once and continuously until the date of the event. Nearly all the gifts are useful and ornamental, objects of art or things more practical for everyday use in the new home.

It has always appeared that retail florists do not realize the opportunity that is open to their trade in the furnishing of plants and flowers as gifts for these numerous all-the-year-around events. While wedding gifts are, as a rule, articles that have permanent value, there are many received that have little, if any, utility and soon find a place in the storage closet.

There are many items in the florists' stock that are lasting and beautiful, and at the same time, useful and likely to enter into the everyday life and enjoyment of the new home. Jardinieres, with or without pedestals, that contain a specimen palm or fern, are an almost necessary decoration for the living room, and to the lovers of plants, one of their most cherished possessions. The indoor window box on a stand nicely filled, will make a good showing in the gift room, as will that necessary fixture, the cut glass or silver fern dish.

The vases and other receptacles for holding cut flowers are carried in good assortment in every well stocked store. These, while of themselves ornamental, are doubly so when nicely decorated with choice flowers and used for the purpose for which they are intended.

Dealers in very many lines of goods make a point of catering to this trade, during the fashionable wedding months, as in the early fall, at Easter and in June. Florists could get a

BRIDAL BOUQUET OF PANSIES.

share of this business that would, in time, become quite an important item. It must, however, be sought after and worked up. By circulars, advertising, window displays, etc., the fact that plants and flowers are especially appropriate as wedding gifts should be kept to the front at all times, and particularly during the periods when the majority of these events take place. The trade is just waking up to the possibilities of publicity. Results of well directed newspaper advertising in various communities, principally the middle west, at Easter and Mothers' day have been almost phenomenal. If this was to become universal in all the cities and towns of the country, and conducted with the same co-operative spirit and enthusiasm, results would be such as to tax the facilities of the trade to the utmost.

Next Week in the Flower Shop.

With the season's holidays past, and a matter of record, there is but the more or less busy days on which the various school commencements make an extra demand for decorations and gifts of bouquets and baskets. To make a specialty or cater to these events by keeping a record of dates, planning ahead and circularizing the homes of the students, is well worth while, as it gives the idea that flowers are necessary, and the enterprising man gets the business. College and school colors, in ribbons, are good stock to carry. Corsage bouquets, made up and tied with college colors, are especially appropriate and salable on commencement day.

Peonies are now at their best and should be featured. They are very showy and appropriate for all kinds of sprays, large baskets and decorations. In delivering one or two dozen loose peonies, large stiff sheets of white paper, wrapped into a cornucopia, with the flowers showing and tied at the handle with a piece of tape, and a bulldog clip to hold the edges of the paper, there is a neat looking package that takes the place of the more expensive box. If peonies become wilted, remove all superfluous leaves and stick the ends of the stems in boiling hot water, then put in a cool place free from drafts, and they will revive quickly.

Keep a good display of well-filled window boxes, vases and hanging baskets on the street front. They will sell and attract other trade. Do not wait for inquiries; everything in the plant line that is seasonable, is salable at this time. If it is just a little better than ordinary, and well featured, it will attract attention, and interest persons to the extent of purchasing, who, until they saw the articles, had no thought of needing them.

Cornflowers are good stock, being now at their best. Feature a special of the cheaper grades of pink roses in small tumbler or vase handle baskets together with cornflowers. The pink and the blue are very effective, particularly in a basket with tones of blue and white.

Next week will usher in the June weddings, and as flowers are now most plentiful and moderate in price, there should be much profitable business. A wedding window display, with sample bride's bouquet, bridesmaids' baskets or clusters, flower girls' small baskets, decorated kneeling stools, etc., artistically arranged, will be sure to attract attention and prove a good business bringer. The house that keeps itself before the public in this way, featuring the various events of the seasons, is sure to be classed as up-to-date and worthy of confidence.

BRIDAL BOUQUET.

Gladioli are now becoming a factor in the market. The greenhouse stock is much to be preferred to the outdoor southern flowers, which, as a rule, are cut very tight and rarely open uniformly. These gay colored spikes are useful and quite decorative, either by themselves or when arranged in combinations with other flowers. They are used to good advantage in all kinds of sprays and in wreaths. The spikes should be as open as possible. It is best to carry them in buckets or wide mouthed jars will allow plenty of space for the buds to expand. Far too often, particularly in the commission houses, they are seen squeezed into jars so closely together as to bruise all the open flowers.

A sample cutflower box or two, made of zinc or tin, painted the color of the store's boxes inside and out, when filled with flowers can scarcely be distinguished from the pasteboard folding or made-up box. Such boxes used to feature $2 or $3 boxes of flowers, as displayed in the case, can be kept wet, and used continuously. By grasping the paper lining, the contents is easily transferred as a whole to the paper box. Such boxes, nicely arranged, are sure to attract attention and induce sales that would otherwise not be made. A price card is a great help.

Mountain laurel is about due. Well flowered sprays or branches of this native shrub are as showy and decorative as much of the greenhouse stock. It is popular with many who like to take a bunch home for the library or dining table.

Wonderfully favorable Mothers' day business results are reported in last week's issue as being directly traceable to the co-operative advertising of the trade. Cleveland, Milwaukee, De-

troit and Chicago are conspicuous examples of what can be done in large cities, which communities are not as a rule considered emotional. It has been clearly demonstrated that the demand is there, and that the people will respond to well directed appeals. Truly the business is only in its infancy. The men who are witholding their support from the national publicity fund, are surely standing in their own light. All who contribute and take interest will be greatly benefited.

Commencement Flowers.

College and school commencements are quite a factor in the business of many of the trade, and would be interesting to others if they would give a little of their time in looking up the decorations and gift flowers that are always an important part of these affairs. To begin with, there should be a list of every college and school in or around the city or town. The name of the president or principal and other officials of each is important. A list of the students in each school, with home address, may be difficult to obtain, but there are a number of diplomatic methods that will succeed. As a rule, there are courses of several years. The names of students of first and second terms are frequently printed in the annual commencement programme with name of home city. Well written circulars concerning commencement flowers, mailed to the homes of students and to themselves as well, will be sure to bring good results.

Proposals for the decorations, such as palms for the platform, flags and bunting, of the school colors, for the room or hall, will always be well received and quite frequently secure the order. Class days, previous to the day of commencement, are often quite rich in floral decorations and, in the young ladies' seminaries, the order often includes a bouquet for each member. The flowers are in class colors, or tied with ribbons of these shades.

In all work of this character, particularly in the matter of the bouquets, great care must be taken to see that the flowers desired are readily obtained. To have to furnish several hundred bouquets of red roses about the middle of June is almost impossible, in any market, as by that time they are very small and pop open over night. There are several shades of pink that will be acceptable, if the order is pink roses. Sweet peas are also safe, as are snapdragons. The daisy is another popular commencement flower.

Flowers for gifts, ordered by family and friends, take the form of bouquets and baskets, not as a rule elaborate, but still in the aggregate are quite important. Baskets are to be recommended, as with their tins, containing water or saturated moss, they keep the flowers in much better condition than the bouquets, which soon dry out and wilt.

All the seasonable flowers, both outdoor and in, can be used for this work. Strive for bold, striking color effects that put a punch to the arrangement, that is sure to attract attention. Delivery tags must be correctly written and the donor's card securely attached.

Punctuality is important. Have the deliveries on time. Make out a list of baskets and bouquets, with names of recipients, and have it signed when flowers are delivered. Such receipts convince customers who are about to claim their order not filled, that the fault lies elsewhere.

Garden Vases.

Florists whose stores are situated or who cater to the trade of dwellers in the semi-suburban districts, where all houses have small lawns and porches, will find garden vases good stock to feature and carry in assortment. There are many graceful patterns from the old tulip form up to the more elaborate fancy designs with ornamental handles. They are made of terra cotta, cement and iron, with pedestals of the same material. All are very durable, doing duty in winter filled with evergreens. A well filled vase is just the thing for the center of a small grass plot. It requires little or no care, except watering, and will look well the entire summer. From August on, manure water is a good stimulant, which can be given once a week with good resutls.

While almost all bedding plants will do well planted in vases, there are some that seem to be more especially adapted for the purpose. For the center, Dracæna indivisa is considered best. Pandanus Veitchii is also good, its white striped foliage giving contrast to the colors of the flowers. Vincas and ivies, together with tradescantias, trailing coleus and abutilons, alternated with lobelia and sweet alyssum, are planted next to the edge to hang over, while the space around the center plant is filled in with geraniums, coleus, crotons and acalyphas. Ageratums, nasturtiums, verbenas and petunias are also useful and give a wealth of color in a sunny situation. For special effects, vases can be planted to one color, as all pink, all red, all white, or in combinations such as pink and blue, red and white, etc. All are better if started in the greenhouse for a few days so as to allow the roots to take hold before they are placed in the open.

There are a number of self-watering contrivances which no doubt have merit, but all require attention, and there is no better plan than to advise a good watering every evening. The garden vase would be a much more popular ornament if its sale was pushed and featured by florists, with examples of well-filled vases used in the ornamentation of their own grounds. Everybody knows about such lawn ornaments in a general way, but their use and advantages in giving beauty to the surroundings of the residence have to be impressed on the great majority of people before they begin to take notice. Such vases are popular as ornaments for the cemetery. Many of the craft who cater to this trade carry a large stock suitably grown entirely for this purpose. The entire month of May finds some men engaged all the time filling vases which have all to be in place and looking their best for Memorial day.

AUBURN, IND.—TenEyck & Son have opened a flower store at Garrett in connection with their range in this city.

DENVER, COLO.—The range of Wm. Barth, who has gone to California, has been purchased by J. T. Roberts, Jr.

A WELL FILLED BALCONY VASE.

PLANT NOTES.

Small Ferns.

The fern spores that were sown in last winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts of live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist house that is well shaded, and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained the plants themselves will not require much watering, only light sprinklings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable; plants that will cost $3 and $4 a hundred at that time can now be obtained for one-third of that amount, and a thousand or more of this small stock does not take up much space and will be disposed of before the bench room is needed in the winter.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month it is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, dry, position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphis. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. Cineraria hybrida is the variety most grown, and these are obtainable in some elegant strains with large, high-colored flowers. The C. stellata is a much larger and more rapid growing plant which is very showy, but it is not so well adapted for house culture when in flower.

Winter-Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of bloom and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

A BEAUTIFUL LAWN VASE.

Ardisias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. The seeds of the old plants are now thoroughly ripened and should be sown at this time. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seed box until early summer and potted in 2½ or 3 inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next

winter. The plants that have been grown for three years or more have generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the tops can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the growth of the plant. The older plants should be frequently sponged with a strong nicotine solution.

A Garden of the Brave.

That was a beautiful and moving conception of Sir John Fraser's spoken at the Pilgrims' luncheon that the burial lands of the war in France should be made gardens of flowers. In his eloquent words:

"I would like to see—and I do see sometimes in my vision—the flowers of America growing over where lie so many of your gallant sons.

"I know there will be mighty stretches of fleur-de-lys marking the sleeping places of 1,500,000 brave Frenchmen. I would like to see the blooms of Belgium nodding over the graves where brave Belgians sleep, and I know that out there I would like to see a mighty avenue of maple trees, all glorious with their crimson and with their gold, telling the place where the Canadians rest, and there will be mighty masses of the wonderful Australian wattle showing where the Australians are sleeping; yes, and I know that out there, too, will be great sheaves of green, the shamrock coverlet for the brave Irish; and there will be roses everywhere, the white rose and red rose, the roses of old England, of Lancaster and of York, telling where 500,000 brave Englishmen lie.

"Perhaps out in that Garden of the Brave I would come across stretches of heather, beautiful gold-purple heather. I know there were Scotchmen buried there. There would be playing—I would hear the sound of the pipes, for the pipes always play where dead Scotch soldiers lie; that is the vision that comes to me."

There would be many American symbols to join the pageant—goldenrod, California poppies, wild rose, among the rest. Certainly no more glorious and fitting memorial could be imagined than such fields of mingled beauty.

Sir John Fraser spoke of his idea as a vision that could never be realized. Perhaps he is right. Yet more difficult projects have come to pass when their appeal was strong. All such plans must wait upon practical problems, of course. No one knows as yet just how completely the ruin of the farm lands of France has been accomplished by shell and trench. The plan of planting forests in the worst afflicted areas has already received support in France. Land is too precious in France to devote large areas to non-productive uses. Yet, when the survey of conditions is completed, is it not altogether possible that certain great battlefields, perhaps the major part of that great line which held against every shock of Hun attack might be commemorated in fields of flowers representative of the countries that gave their best and youngest there?

Certainly the proposal is too appealing to be easily yielded. France will be the shrine of American pilgrimage for generations. The planting of flowers could be easily undertaken by our government or by our garden clubs or by the states. We shall hope the idea may appeal to France as both fitting and practicable.—New York Tribune.

NORTH SALEM, MASS.—F. E. Smith has purchased the range of Mrs. J. M. Julyn.

NEWARK, N. J.—Nicholas DePappas, a florist on Springfield avenue, who was recently charged with embezzlement by Wm. H. Zola, a former employer, has been found guilty by a jury in Quarter Sessions court.

COLUMBUS, O.—Claiming that the Hocking Valley railroad has so badly smoked up his greenhouse and residence as to make the property valueless, Theodore Olpp has sued for $10,000 damages and asks an injunction to prevent the railroad company from operating near the premises on the grounds of being a nuisance.

THE S. A. F.

The Society's Advertising—Correction.

Referring to the advertisement of the credit and collection committee which appeared in our issue of May 10, page 816, Robert C. Kerr, Houston, Tex., chairman, in a communication dated May 22, has the following:

"The last paragraph of this advertisement should have been omitted. It was struck out at the meeting of our members in Detroit, but through some error was allowed to slip by. We are not affiliated with the Webb bureau, having severed our connection with it at that meeting."

National Publicity for Flowers.

We are entering June with less than one-half of our required fund of $100,000 subscribed. It is quite obvious that we must speed up the campaign. Are our clubs and other organizations doing as much as they might? Why cannot they put on a "publicity night" occasionally, and thus arouse a local interest in the campaign? Any club, or organization that is willing to do this, can have the assistance of our committees, who, out of their membership, will supply speakers who can intelligently present the subject and meet any discussion. All that it is necessary to do is to notify the secretary of the requirement, and the speakers will be forthcoming. There are 60 or more organizations of florists in the country,

WEDDING PRESENTS OF FLOWERS AND PLANTS.

Low Bowl with Figure Insert Flower Holder, Iris and Calendulas.

but few only have, so far, made a push for the campaign fund through the "publicity night."

We ought, by this time, to be a long way towards our goal. Thousands of florists throughout the country have, as yet, given the fund no support whatever. As a subscriber said the other day, "What must be the feelings of those who have not subscribed when they see our superb advertisements in the magazines? They must, indeed, be hard shelled if they do not immediately send a contribution to the secretary. They know that certain of their trade brethren are providing the campaign amunition, and they should be proud, rather than otherwise, to contribute."

As has been said scores of times, the money collected is wholly expended for publicity for flowers. As fast as sufficient is collected for a magazine crusade, one is planned and put into execution. But we should keep continually at it, there should be no lulls. It is just as important that our slogan, "Say it with Flowers," be seen everywhere in summer time as in winter. People have birthdays every year; it is estimated that there are daily about 20,000 in a city like New York, and, naturally, they occur in summer as well as at any other time.

Our committees have prepared a plan of campaign for the summer, and are putting it into execution. We have to place our magazine advertisements well ahead of publication dates, consequently the committees sometimes are called upon to anticipate income. This is not fair to them, but, Mr. Nonsubscriber, you are at fault for this condition. Of course, you know that you intend to make a contribution, and would do it in a minute if you received a personal call for it. Will you not dispense with the necessity for this, and send to the secretary forthwith whatever you wish to contribute? If you would first like to see a list of subscribers, one will be sent to you upon request.

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

William Hied, Mobridge, S. D.	$25.00
Owosso Floral Co., Owosso, Mich. (1 yr.)	25.00
Goodbrad Floral Co., Mobile, (Addl)	5.00
E. C. Marshall, Kennett Sq., Pa.	5.00
W. G. Perrine, Berkeley, Calif.	2.50
Dayton Floral Co., Dayton, O., (1 yr).	50.00
R. H. Brackney, Three Forks, Mont. (1 yr)	5.00
John A. Koelker, Toledo, O.	5.00
Baumgarten Florist, Milwaukee, (Addl).	10.00
Greenwood Carnation Co., Milwaukee (1yr)	50.00
And Christensen, Stoneham, Mass. (Addl.)	5.00
R. L. Isherwood, Chillicothe, Mo.	10.00
The following were received by L. J. Reuter.	
B. A. Snyder Co., Boston, Mass.	50.00
A. M. Davenport, Watertown, Mass.	20.00
N. E. Florists' Supply Co., Boston, Mass.	25.00
Aubrey Pembroke, Beverley, Mass. (Addl)	15.00
	$307.50
Previously reported	$36,243.00
Total	36,550.50

JOHN YOUNG, Sec'y.

The Fallen Soldier.

Now lies he low—no more to hear
The victor's shout or clashing steel;
No more of war's rude cares to bear,
No more kind sympathy to feel.
No more he charges with the host,
The thickest of the battlefield;
No more to join in victory's boast,
No more to see the vanquish'd yield.

Hallowed Ground.

What hallows ground where heroes sleep?
'Tis not the sculptured piles you heap;—
In dews that heavens far distant weep
Their turf may bloom,
Or genii twine beneath the deep
Their coral tomb.

WEDDING PRESENTS OF FLOWERS AND PLANTS.
Basket of Roses and Orchids.

Plant Quarantine No. 37.

PEONY SOCIETY PROTEST.

(The accompanying protest adopted in substance at the meeting of the directors in New York, March 24, is submitted to the members of the American Peony Society for their consideration, with the recommendation that, if it meets with their approval, they should endorse it and send it with such additional memoranda as they may wish, to their own senators and congressmen.)

The directors of the American Peony Society at their annual meeting in New York in March, 1919, adopted the following protest against the above-named quarantine regulation:

The directors of this society, representing almost all American growers of peonies on a large scale, whether professional or amateur, register their protest against the proposed regulation for the exclusion of foreign nursery stock, commonly called Quarantine No. 37.

The protest is based on these considerations:

First, from the available published accounts of the preliminary public hearings of May and September last, as well as from the emphatic protests which have appeared in the horticultural press in recent months, it is evident that the nurserymen of the country are strongly opposed to the measure. It is they who will suffer by it. It is not too much to say that the quarantine will remove a considerable part of their means of livelihood. Now it is contrary to the genius of a democratic government that such a board as the federal horticultural board, in which professional horticulture is entirely unrepresented, should hold power as it were of life and death over such a considerable class of the community. This is autocracy, not democracy. And it is apparent from the progress of events that the trade has no effective way of making its protests heard, unless indeed it shall prove possible to bring about congressional action.

The horticultural profession is not opposed to such methods of quarantine as can be shown to be necessary and effective, and would be open to conviction if the board were willing to enter into a friendly and thoroughgoing discussion of the situation. But the attitude of the board towards the trade in connection with the present measure has been, to say the least, unfortunate.

The measure is therefore to be condemned on the ground that it is imposed in a despotic spirit, without due regard to the objections of those who are made to suffer by it.

In the second place the regulation is unreasonable in its discriminations.

A careful reading of the document and the literature that has grown up around it, reveals the fact that the board has lacked a sound and general idea from which to proceed. It appears that at the time of the public hearing in May, 1918, it was intended only, or mainly, to exclude plants shipped with

earth on their roots. The underlying theory then apparently was that it was in the earth that insect and other pests were most likely to be brought to the country. The board should at that time have been clear as to whether the danger lay chiefly in the plants themselves or in the earth about their roots; and apparently the board had indeed decided that the worst danger lay in the earth and not in the plants. Unfortunately the board does not seem to be very well informed as to what groups of plants are imported with earth on their roots and what are not. This is illustrated for instance by the allusion in a communication from the chairman to "peonies together with all other plants with earth," whereas peonies are generally washed free from all earth before shipping, and there is no reason why they should not always be shipped quite free from earth.

It would seem then that if the earth on the roots is the source of danger the energies of the board might more profitably have been directed to framing regulations that would insure the removal of earth from plants that were to enter the country, and prohibit the importation of those only which could not be shipped without earth. Instead of this the board has later extended its original restrictions so that now they cover not only all plants with earth but also almost all without earth —though lilies, tulips, narcissi, a few other bulbs, and a very few classes of plants are to be admitted. Since certain of these cannot well be shipped without earth, the board has recently published an amendment to the quarantine in which express permission is given to use earth in packing certain bulbs, provided the earth has been "previously sterilized in accordance with methods prescribed by the federal horticultural board."

It thus appears that some bulbs or roots may be imported with earth, whereas other bulbs and roots are forbidden even though free from earth.

The impression can hardly fail to be produced that the board instead of intelligently selecting for exclusion only those plants most likely to introduce pests, sought rather to exclude everything, whether involving any serious danger or not, in the belief that by spreading their net wide enough they would be sure to catch what they were after. They were then apparently induced in some way to make a few exceptions to the general rule of exclusion.

The board does not seem to have stopped to consider that this method will work most serious harm to the large business interests involved, as well as unnecessarily deprive the flower-loving public of America of many beautiful plants.

The choice of the few plants and bulbs selected for admission when considered side by side with similar ones that are excluded only awakens a sense of wonder as to what were the considerations which dictated the selection; and the statement issued by the board in defense of its action does not make the mystery any less.

In the third place, it is to be said that such a sacrifice of horticultural interests could only be justified—if at all—on the ground that the protection afforded by the measure was reasonably near to being complete. But no measure that could be framed would guarantee protection against the introduction of pests. Every boat that brings a cargo to one of our ports, which the board considers innocent, still brings material in which pests of one sort or another may be hidden—in fruits, even if it does not carry a shipment of the particular plants in packing, in hemp, in ballast, in the very vessel itself. It is to be noted that the quarantine specifically provides that "fruits, vegetables, cereals, and other plant products for or capable of propagation, intended for medicinal, food, or manufacturing purposes * * * may be imported without permit or other restrictions." It is very much open to question whether the dangers from these sources may not be quite as serious as those from shipments of well washed roots of peonies or other perennials and indeed in the case of imported vegetables, a good deal more so.

Z. D. Blackistone, Washington, D. C.

Furthermore, the countries to the north and south of us, having no such quarantine in force, would easily provide a way for the introduction of pests. It would seem almost futile to enact so stringent a regulation unless the co-operation of the Canadian government could be secured for similar regulations in Canada.

It comes therefore to this, that the horticultural interests and the gardening public are to be required to pay a high price for an immunity which is not a real immunity.

Finally, it is proposed to put into effect the restrictions on importation without allowing the growers of the country any adequate time in which to prepare for the new conditions. Importations have been very much curtailed during the past two or three years, so that stocks of imported material are now low; and at the same time labor conditions have been such that it has been impossible for the nurserymen to undertake any additional work whatever, looking to the growing of American stocks to take the place of what usually comes from Europe. The argument of the board in this connection is that since Belgium and other European countries have been sending us little or nothing for some time past, the present is a particularly good time in which to enact a general prohibition of importations from them. This argument may look simple and convincing from the point of view of plant inspection and control, but it is the reverse of convincing from the point of view of the nurseryman, who draws a very different conclusion from the same premises. His need is now more urgent than ever to be allowed a few years in which to build up a stock from which he might be able to propagate sufficient material to meet his future requirements.

The directors of the American Peony Society therefore respectfully present the following recommendations to the secretary of agriculture, to the horticultural board, and to the members of the Senate and House of Representatives:

That the Quarantine regulation No. 37 should be at once suspended,

That a new quarantine measure should be framed with the co-operation of the nursery and greenhouse interests, which should contain only such provisions of exclusion as are demonstrably and convincingly necessary, and such as would be really effective.

That where important classes of foreign plants are to be excluded, several years' notice of such exclusion should be given, in order that the cultivation of stock in this country may have reached a fairly adequate development before the foreign sources of supply are cut off.

The following officers of the American Peony Society were present at the meeting at which these recommendations were, in substance, unanimously adopted: James Boyd, president, Philadelphia, Pa.; A. H. Fewkes, vice-president, Newton Highlands, Mass.; A. P. Saunders, secretary, Clinton, N. Y.; A. H. Scott, treasurer, Oak Lane, Pa.; B. H. Farr, Wyomissing, Pa., and L. R. Bonnewitz, Van Wert, Ohio, directors.

Z. D. Blackistone, Washington, D. C.

Ten dollars and a reputation for integrity constituted the entire capital of Zachariah D. Blackistone when he started in the flower business back in 1898. The even $10 represented the amount saved and deposited by Mr. Blackistone in the old Union Savings Bank on F street, after seven years of work for a local flower dealer. Mr. Blackistone came to Washington in 1891 and started to work for $3 a week in S. C. Redman's grocery store. During the several years following, he held positions with various firms, contributing almost all his salary to family support; but none of these suited him until he began work with a florist. This was the beginning of success for him, for he later branched out for himself and established his present place of business, which is now rated as one of the largest and best-known floral establishments in the country.

Mr. Blackistone was born 45 years ago in Maryland on the lower Potomac, opposite Blackistone's Island. This island and the immediate vicinity have always been associated with the Blackistone family since the colonial days, when they received the original grant. He attended the public schools of the county and the Charlotte Hall Military Academy. Mr. Blackistone has one great hobby—his family. He has a wife and three children, with whom he spends much of his leisure in the woods, studying the birds, trees and flowers in their native haunts. He is president of the Florists' Club of Washington, and a member of the Society of American Florists. He is connected with several Masonic orders.—Washington Herald.

American Peony Society.

The seventeenth annual meeting and exhibition of the American Peony Society will be held in the Board of Commerce building, Wayne and Lafayette boulevard, Detroit, Mich., June 17-18. This exhibition will be managed by the Detroit Florists' Club as a result of a meeting of some of the members at Detroit May 21, and the approval of the officers of the society, who were unable to be present.

This announcement is made in advance of the premium list, which will soon be sent to the members and growers who are requested to make preparations to send flowers for competition and exhibition. Members of the American Peony Society are especially requested to urge growers in their immediate vicinity to attend this meeting, if possible, and also to make an exhibit of blooms in competition or otherwise. For the benefit of those who cannot come with their flowers, such growers may ship them by express prepaid, addressed to the Michigan Cut Flower Exchange, 264 Randolph street, Detroit, Mich., where a competent committee will receive and properly care for them, including the staging in the exhibition hall.

It is the desire of the society to make this exhibition the largest and most interesting in its history and to that end the Detroit florists are working hard and giving wide publicity through the daily press to the event, which will assure a big attendance at the exhibition of all lovers of peonies. The prizes to be offered will be sufficiently attractive to encourage growers from all parts to make exhibits which may be entered in whichever class the grower may elect.

Some of the awards will consist of roots of the most valuable varieties extant and amateurs and professional growers will have a chance to add some rare sorts to their collections by this method which are not available by purchase.

Among these may be mentioned the Le Cygne, by President James Boyd, and the great sensational variety, Jubilee, shown at the Philadelphia meeting two years ago, offered as a prize by Lee R. Bonnewitz, Van Wert, Ohio; also, the celebrated varieties Elwood Pleas and Lady A. Duff will be offered by Chas. F. Wassenberg, Van Wert.

Foreign Trade Conciliation.

To successfully develop American foreign trade an arrangement is necessary for settling the disputes which will invariably arise in all buying, especially during the first stage of establishing trade abroad. It is evident that there is now a most serious intention on the part of the American manufacturer to develop foreign trade on a large scale. It is equally evident that in the face of an open world competition a workable system of arbitration or conciliation is necessary in each of the foreign centers where goods are to be shipped, according to Erwin W. Thompson, commercial attache of the United States department of commerce, Copenhagen, Denmark, in a communication dated March 28, 1919.

The fundamental difficulty at present is that the manufacturer, as a rule, honestly believes the goods he ships are exactly according to the order received. Likewise the average large foreign buyer honestly believes in his own judgment concerning the goods when they arrive. These honest opinions are often at variance. A few standard organizations, like the London Corn Exchange, have been successfully utilized in some special commodities which have standard specifications. But, even in the best cases, an arbitration at a distance from either buyer or seller often leaves traces of dissatisfaction which militates against future relations.

To successfully reconcile differing opinions on opposite sides of the ocean, it is necessary to have some unified agency with offices on each side in which local influences and acquaintanceship can inspire confidence in the decisions. This agency might be operated as a special department of a large New York financial institution already having branches or offices in important foreign centers. This department should be so staffed that the report of the foreign agent on the character of any given American shipment, on arrival at destination, will be considered authoritative and, above all, trustworthy.

Sales might be made under a standard clause something like—"all differences to be arbitrated and settled through the international adjusting agency." Such a clause might be stamped on the draft in a way to automatically bind both drawer and drawee, wherever and however negotiated. A difference between buyer and seller may be (1) only financial, legal, and commercial, or (2) technical. Financial, legal, and commercial differences may easily be arbitrated by some existing committee of the chamber of commerce or similar organization at the place of destination. The important point would be to have the adjusting agency represented on this committee, or at least be in a position to review the findings.

As to technical differences, each of the foreign agency branches should find in its locality some responsible expert in each line of merchandise whom it could call in on occasion and pay a fee to examine any given question. Generally speaking, a technical dispute would involve (a) a physical or chemical question as to the composition of the article; (b) a mechanical question, such as the adaptability of the article for the purpose intended. Disputes relating to the physical or chemical composition of the material could very easily be submitted to the public testing laboratory of the foreign government, and its decision, being purely one of facts, should be reasonably convincing to both parties. Disputes relating to adaptability must necessarily be settled by expert opinion, and the agency would call in the proper expert and obtain a written opinion, comprising a judicial explanation as to the compliance or noncompliance of the article with the terms of sale. This and all other findings should be subject to review by the agency, which should submit one copy with its indorsement to the local buyer and transmit one copy to the head office in New York for its indorsement and submission to seller.

At the foreign end it would be the business of the agency to cultivate the goodwill and confidence of all local buyers of American goods, so that its decision would be accepted on a friendly basis. Such buyers as would not willingly accept these decisions could be card-indexed for future reference. From the buyer's standpoint, it would obviously be good business to keep in proper relations with the agency.

At the American end, the decisions received from the agency abroad would be passed on to the sellers, who would look favorably on them because of the personal chain of responsible endorsements—foreign expert, agency abroad, agency in New York, exporter, manufacturer, superintendent of works, individual packer and workman. Such sellers as might not be satisfied with this arrangement would be card indexed for guidance in any succeeding transactions.

Gardening Course for Ohio Women.

In response to an agreement by prominent Cleveland women to furnish a minimum of 20 students, a summer course for women in gardening and poultry at the Ohio State University, Columbus, for four weeks beginning June 23, has been arranged. Members of the Cleveland and Shaker Lakes Garden Clubs and the Women's Land Army committee of Cleveland have raised $1,000 to provide 20 scholarships at $50 each, the cost of the course, which will include a general study of vegetable gardening, fruit growing, beautification of home surroundings, poultry raising, care of milk and butter making. There will also be special classes for canning and drying surplus supplies of vegetables, the culture of truck crops and the study of flowers. In order that other women may attend and that other organizations may provide additional scholarships, the number of registrations that will be accepted has been raised to 40. There will be no entrance examination, no tuition fee and the only age requirement is that the students shall be over 18 years of age. Further information may be had upon application to Dean Alfred Vivian of the College of Agriculture, Columbus, O.

Kansas City Flower Show.

The fourth annual show of the Amateur Flower Gardeners' Association, held at the Hotel Muehlebach, Kansas City, Mo., May 17, was said by both visitors and officials to have surpassed any previous exhibition, being larger than in previous years with 71 entries including showings from St. Joseph, Liberty, Independence, Mo., and Lawrence, Kan. Irises had an important part in the exhibition, 100 varieties being arranged along one side of the hall. The columbine also proved to be a strong favorite. Peonies and Oriental poppies also vied with each other for the visitors' attention. There were in addition splendid displays of indoor flowers by Mrs. Melville Hudson and roses by the Longview Farm. Other exhibits included delphiniums, specimen anchusas, sweet williams, pyrethrums, flowering shrubs and greenhouse plants, and well arranged bouquets and table decorations. The officers of the association are Mrs. Massey Holmes, president; Mrs. Henry D. Ashley, vice-president, and Mrs. Alfred Hurlburt, secretary-treasurer. A fall exhibition will be held which will include classes for vegetables.

Horticultural Society of New York.

There will be an exhibition of flowers held by this society June 7-8 in the Museum building, New York Botanical Garden. Premiums are offered for peonies, roses, flowering shrubs and trees, and herbaceous plants. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, New York Botanical Garden, Bronx park, New York.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

The month of brides 941
—The June wedding 941
The retail trade (illus.) 942
—Plants and flowers as wedding gifts.....942
—Next week in the flower shop.....943
—Commencement flowers 944
—Garden vases 944
Plant notes 945
A garden of the brave 946
The Society of American Florists 946
Plant quarantine No. 37 947
Z. D. Blackistone (portrait).....948
American Peony Society 949
Gardening course for Ohio women 949
Personal 950
Boston Orchid show 950
New York show preliminary schedule.....950
American Rose Society 950
Boston 952
Ontario Gardeners' and Florists' Club.....952
Cleveland 953
Pittsburgh 953
Fort Wayne 953
Louisville 953
Chicago 954
Providence 958
San Francisco 959
Cincinnati 960
Texas State Florists' Association.....960
Philadelphia 962
New York 964
Detroit 966
Rochester 966
The seed trade 972
—Wholesale Seedsmen's League 972
—Louis B. Reuter (portrait).....972
—Onion sets hearing 972
—American Seed Trade Association 973
—Southern Seedsmen's Association 973
—Iowa Seed Dealers' Association.....975
Market gardeners 978
—Scotch potato prices 978
—Vegetables under glass 978
—Tobacco fertilizer experiments 978
—Strawberry varieties 978
—Cucumber beetle control 979
The nursery trade 980
—California Association of Nurserymen.....980
—Nursery stock names under fire.....980
Heating efficiency 982

THE S. S. Westpool, recently arrived at New York from Antwerp carrying 1900 bay trees in tubs.

THERE is talk of a big chrysanthemum show at Chicago next fall in connection with the $50,000 national apple show.

FREESIA flowers, both white and colored, are said to have sold well in the Covent Garden market, London, the past season.

WE are in receipt of the proceedings of the twenty-eighth annual meeting of the American Carnation Society, held at Cleveland, O., January 29-30, 1919.

A REPORT from London May 28 is to the effect that on Memorial day the English will decorate with flowers the graves of 3,000 American soldiers who died on British soil.

Personal.

Fred H. Howard, of Howard & Smith, Los Angeles, Calif., is on the way to Paris, where, on invitation of the French government, he will officiate as judge in the rose trials at Bagatelle next month.

UNITED VERDE EXTENSION, the Arizona copper concern, is offering a one-eighth acre garden patch to any employe. Ground ready for seeding, water furnished free and a professional agriculturist employed by the company to assist and advise.

Boston Orchid Show.

The preliminary premium list is out for the important exhibition of orchids and other plants to be held by the Massachusetts Horticultural Society at Horticultural hall, Boston, March 24-28, 1920. Prizes amounting to more than $5,000 are offered. Copies of the schedule may be had on application to the secretary, Wm. P. Rich, Horticultural hall, Boston, Mass.

New York Show Preliminary Schedule.

The first preliminary schedule of the New York flower show to be held in the Grand Central Palace in that city, March 15-21, 1920, has been issued and copies of same or further information may be had upon application to Secretary John Young, 1170 Broadway, New York. Included in the schedule in the division for private growers are 31 classes for plants in flower, 10 for palms and foliage plants, six for ferns, 11 for bulbous plants, six for orchids and two for roses in pots and tubs. Commercial growers will be well provided for with awards ranging from $500 to $10 in similar classes. An important feature of the show, as usual, will be the trade exhibition, floor plans of which are now available for reservation.

British View of Plant Quarantine.

In commenting on Plant Quarantine No. 37, the British Horticultural Advertiser of April 23 has the following:

"The trade press on the other side reports an amendment (?) of the Prohibition act, under which a number of bulbs and lily of valley will be allowed entrance if packed in sterilized soil. The authorities over there appear to possess a somewhat limited knowledge of the trade, as they state 'dry earth is the only suitable material known for packing these bulbs.' We have, of course, seen auratums packed in clay, but who ever saw Dutch bulbs packed in this way? The weight would double expenses for freight, and, surely buckwheat chaff is as clean and free from infections as any soil, whether sterilized or not."

American Rose Society.

Professor E. A. White, Cornell University, Ithaca, N. Y., secretary of the American Rose Society has announced two rare treats for members of the society during June, as follows:

WASHINGTON TEST GARDEN MEETING.

June 3 is the date of the fifth annual inspection of the national rose test garden at Arlington Farms, Washington, D. C. Those attending will meet at 10:30 a. m. at the store of Gude Bros. Co., 1214 F street, N. W., and proceed to the test gardens, the inspection commencing at 11 o'clock. At 1:00 p. m., luncheon will be served at the Ebbit House, and at 2:30 p. m., a start will be made for "Twin Oaks," where the visitors will be received by Mrs. J. C. Bell. The Florists' Club of Washington, through its president, Z. D. Blackistone, has most kindly offered to act as hosts, in an informal way, to the American Rose Society for the day, in much the same manner as heretofore. All those who will attend should, therefore, notify the chairman of the reception committee, Otto Bauer, care of the S. S. Pennock Co., 1216 H street, N. W., Washington, D. C.

June 4, Captain George C. Thomas, Jr., invites members of the society to inspect his splendid rose garden at Chestnut Hill, near Philadelphia, Pa. In addition to the sight of this notable garden an interesting rose programme has been arranged. It is believed that this is the most important invitation ever extended to members of the American Rose Society, not only to see roses, but to meet Captain Thomas, whose knowledge of roses is unique.

J. Horace McFarland, Harrisburg, Pa., editor of the Rose Annual, urges that more of the comment cards mailed with the annual be returned as he is anxious to make the annual reflect still more closely the desires and observations of the members.

Secretary White calls attention to the fact that the membership privilege, permitting a 1919 member to send in a new $2 membership for a friend expires July 1. The new member will also receive both the 1919 and the 1918 annuals if remittance is received before that date.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, place and date of meetings.]

Cleveland, O., June 2, 8 p. m.—Cleveland Florists' Club, Hollenden hotel. Al. B. Barber, secretary, 1284 Euclid avenue, Cleveland.

Grand Rapids, Mich., June 2.—Grand Rapids Florists' and Gardeners' Club at office of member. Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids.

Montreal, Que., June 2, 8 p. m.—Montreal Gardeners' and Florists' Club at 642 St. Catherine street. W. H. Horobin, secretary, 283 Marquette street, Montreal.

Dayton, O., June 3, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. Geo. W. Frisch, secretary, 3205 East 5th street, Dayton.

Holyoke, Mass., June 3, 7:30 p. m.—Holyoke and Northampton Florists' and Gardeners' Club at member's place of business. James Whiting secretary, French Hall, Amherst, Mass.

Los Angeles, Calif., June 3, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., June 3, 8 p. m.—Minneapolis Florists' Club at 218 North 5th street. Wm. J. Vasatka, secretary, 3340 Chicago avenue, Minneapolis.

Philadelphia, Pa., June 3, 8 p. m.—Florists' Club of Philadelphia at Adelphia hotel. Robert Kift, secretary, 4044 Haverford avenue, Philadelphia.

Pittsburgh, Pa., June 3, 8 p. m.—Pittsburgh Florists' and Gardeners' Club at Allegheny Carnegie Music hall. E. J. McCallum, secretary, 137 Seventh street, Pittsburgh.

Washington, D. C., June 3, 8 p. m.—Florists' Club of Washington at 1214 F street, N. W. E. P. Rodman, secretary, Chevy Chase, Md.

Albany, N. Y., June 5, 8 p. m.—Albany Florists' Club at 611 Broadway. Robert Davidson, secretary, 139 Second street, Albany.

Chicago, June 5, 8 p. m.—Chicago Florists' Club at Hotel Randolph, Wells and Randolph streets. A. T. Pyfer, secretary, 164 North Wabash avenue, Chicago.

Milwaukee, June 5, 8 p. m.—Milwaukee Florists' Club at Kurtz Bros., Eleventh and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Reading, Pa., June 5, 8 p. m.—Reading Florists' Association at home of member. F. H. Lauck, secretary, 123 South 5th street, Reading.

Lake Forest, Ill., June 6, 8 p. m.—North Shore Horticultural Society, Council chamber, City hall. J. H. Francis, secretary, Lake Forest.

Tacoma, Wash., June 6, 8 p. m.—Tacoma Florists' Association at Maccabees' hall, 1116 Broadway. J. L. Simpson, secretary, 519 East 50th street, Tacoma.

Lake Geneva, Wis., June 7.—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. F. Brady, secretary, Lake Geneva.

San Francisco, Calif., June 7, 8 p. m.—Pacific Coast Horticultural Society at Redmen's building, 240 Golden Gate avenue. John R. Walsh, secretary, 502 California street, San Francisco.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Experienced grower of chrysanthemums, carnations, and pot plants wants position; single man, now in Chicago. Address
Key 380, care American Florist.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Welland.** 1614 Sherman Ave., Evanston, Ill.

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—Three greenhouses and residence, with one-half acre of land. Reason for selling: sickness. Address
Anton Forst,
Leverich St., Woodside, L. I., N. Y.

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

Seed Cleaner Wanted

Man who has had experience cleaning clover, timothy and grass seeds. Wages, $125 per month. Steady employment. Chance for advancement.

Key 385, care American Florist.

Help Wanted

At once, experienced greenhouse man capable of growing a general line of stock (potted and cut). Good wages and permanent position to one who can produce the goods. Wire at once at our expense if interested.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Help Wanted

Men who worked in rose houses and in greenhouses, also rose section men. Write all particulars to

ADOLPH H. POEHLMANN.
Poehlmann Bros. Co., Plant B, Morton Grove, Ill.

HELP WANTED

Rapid make-up man on sprays, designs, etc. An opportunity to grow up with us. State wages to start, also age.

Alpha Floral Company
KANSAS CITY, MO.

Agency Wanted

British Seedsman wishes to represent a good firm of American wholesale seed growers as sole agent in Great Britain and Ireland. Write in first instance to

Key 386, care American Florist.

Order Clerk Wanted

Order clerk who has had experience filling field seed orders and as assistant shipping clerk. Wages, $110 per month. Opportunity for advancement. State age and experience.

A B C, care American Florist

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.

Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

To Grass Seed Men

Wanted—Man who has had plenty of experience buying and selling grass and field seeds. Salary, $6,000 per year to begin. State age and experience.

SEEDSMAN, care American Florist

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Restock For Summer Months

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

Boston.

LIGHT DEMAND AND HEAVY SUPPLY.

Business during the past week has been very quiet with a large supply on hand. Prices, in consequence, are reasonable. Everyone is looking to the largest Memorial day trade on record. Several of the department stores are carrying heavy lines of prepared wreaths and sprays, advertising them at prices ranging from 69 cents to $4 each.

NOTES.

Due to inclement weather, the May exhibition of the Massachusetts Horticultural Society was not as large as would otherwise have been the case. There were, however, flowers of rare beauty and specimens showing the possibilities of scientific culture, both in flowers and vegetables. One of the most interesting features was the large exhibit arranged by James Marlborough, gardener for the Thomas E. Proctor estate at Topsfield, which included his collection of geraniums grown in tree form. A miniature rock garden on a space 30 inches square shown by Miss Marian Case also presented interesting possibilities.

The florists' association held its second meeting at the Parker House, May 20. After a splendid dinner, the business session and a clever talk on "Americanism" by Sailor Ryan followed. Chief Yeoman Harry Manliff, formerly a florist, but now a war-made orator, spoke at length regarding the future of the florist trade.

May 22 was flower day at Liberty court in aid of the Salvation Army drive. Messrs. Cohen, Liebman, Sloane and Hastings collected from both markets and all of the surplus stock was sold during a heavy rain storm and brought $800 for the worthy cause.

Henry M. Robinson & Co. are unusually busy, working night and day shift trying to keep pace with Memorial day orders.

John Rogers, formerly in charge of the flower stand in the Copley Plaza, will open a flower shop in the Little building.

Thomas Cox, one of the pioneers of the trade in this section, died, May 20, from heart trouble, age 72 years.

N. F. McCarthy's auction room is well patronized these days. A large stock is well displayed. S. K. G.

Ontario Gardeners' and Florists' Ass'n.

The monthly meeting of the Gardeners' and Florists' Association of Ontario was held in St. George's hall, Toronto, May 20, President H. G. Dillemuth in the chair. The coming convention and flower shows were the principal business of the evening. The date of the coming convention of the Canadian Horticultural Association was fixed for August 12-14. The programme was outlined, and it was left in the hands of the executive committee of the Gardeners' and Florists' Association and the executive committee of the retail florists' club to secure a hall, and to allot floor space for trade exhibits, for which several applications have come in from American firms. An entertainment and sports committee was appointed, and every member is looking forward to a very large and enjoyable convention.

T. Manton reported on a meeting of the horticultural section of the Industrial National Exhibition. There are a few main changes in the exhibition. The class of perennials and annuals, formerly calling for 25 varieties, now calls for 20 distinct species. The decorated tables' class is confined to floral decorations, the silver being omitted. There is a new class open for competition, which will prove very popular, an exhibition of rock gardens. Space is allowed for a decorated bride's table not in competition, open to all.

The date for the chrysanthemum show is fixed for November 11-15. This will be a great start for the show. November 11 being the date set for Thanksgiving day. The retail florists have decided not to compete at this show, but to use the prize money allotted to them in decorating that section of the hall set aside for them. This departure from competition in this section will be very popular and a great benefit to the public and trade alike.

The winners in the evening's show were: Geo. Thompson, eight points for six calceolarias; Wm. Hermiston, nine points for a Davallia fern; Thos. Crisswell, eight points for a basket of tomatoes. ALEXANDER SIMPSON, Sec'y.

Nassau County Horticultural Society.

The monthly meeting of the Nassau County Horticultural Society was held May 14, with Vice-President Frank Wilson in the chair. There was a fine display of tulips on the exhibition tables and keen competition in the 14 classes. John F. Johnston, S. J. Trepass and Alex. McKenzie were appointed judges and the following awards were made: Best three varieties, six of each, Jas. McCarthy; also first for entries of 18 and 12 breeder tulips and first and second in several classes of Darwins. F. C. Johnson received both first and second honors in the Darwin and Picotee sections and Ed. Harris also secured several awards for Darwins. At the next meeting, which will be held June 11 the competition will be for 24 pods of peas, 12 strawberries and vase of outdoor flowers, not an annual or shrub.

HARRY GOODBRAND, Cor. Sec'y.

June Weddings
and
Commencements

THESE occasions call for Flowers of Superior Quality during a season of warm weather. In filling your orders, we ask that our success in producing the best grade of summer flowers be given your every consideration.

Poehlmann Brothers Co.
62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Cleveland.

DULLNESS PRECEDES MEMORIAL DAY.

Trade during the past week has been rather quiet. Indications, however, point to a brisk Memorial day trade. Stock has been quite plentiful but the demand has been lighter than at any time since Christmas, causing an accumulation that was cleaned up by the street men on Saturday. They are doing a thriving business. Lilac is very plentiful and has been in fair demand. Outdoor tulips and Narcissus poeticus have practically no call. Carnations clean up daily. Sweet peas are in heavy supply. Roses are equal to requirements in all grades and varieties, with the exception of white sorts, for which there is a good call for weddings. Lily of the valley is none too plentiful, but some good outdoor stock is arriving, however, and helps to fill the orders. The supply of snapdragons is also limited. Good southern fancy and dagger ferns are now in. A few single violets, daisies, wallflowers, swainsona, etc., add to the variety.

C. F. B.

Pittsburgh.

MARKET RECOVERS AFTER DROP.

Prices took a tumble the early part of the week owing to a heavy supply, but Friday and Saturday they were back to normal. American Beauties are of excellent quality, but the demand is light. Russell, Columbia and Milady remain the rose favorites with Ophelia a close second. Sunburst, Pink Killarney, Hilda and Shawyer are hard to move at times. Carnations are good and clean up easily. Some very good peonies are arriving daily and bring from $9 to $10 per 100 with Festiva Maxima quoted at $12. Easter lilies and callas are seen in small quantities and it is believed that next week will be their end. The supply of Spanish iris is short of the demand. Snapdragons, mignonette and calendulas are of poor quality and do not move fast. The peony outlook for Memorial day is not very encouraging, due to the cold, rainy weather during the past two weeks.

NOTES.

Henry Blind, road salesman for the McCallum Co., has purchased a fine salesman's car which he will use in visiting the trade this summer.

Visitor: T. Malbrane, Johnstown, Pa.

M.

Fort Wayne, Ind.

BEDDING TRADE IN FULL SWING.

The warm weather of the past week has ushered in the spring bedding season, which is now in full swing. The prices on geraniums are higher than at any other time in the history of the trade here, but they are sold before they can come into bloom. Hanging baskets and porch boxes are selling fast. If the weather continues warm, there is no doubt of a complete clean-up within a fortnight. Cut flowers are fairly plentiful. Roses are of excellent quality, and show an increase over last week. Carnations are generally of good quality and prices are high. Peonies, locally grown, are bringing $2 and $3 per dozen. They are not very plentiful, but are expected to be in the market in full force for Memorial day. Handsome sweet peas continue to meet a fine demand. Outdoor shrubs are seen in the flower stores, where they are used for decorating. Lilacs, of the home-grown variety, are now offered here, and double Poeticus narcissus are meeting with public favor.

NOTES.

At the theatrical performances given at the Palace theatre several thousands of cut flowers were sold for the benefit of the Soldiers' Community House, for which the performance was given. These flowers were donated by the local florists.

Visitor: S. L. Nelson, Burlington, Ia.

H. K.

Louisville, Ky.

BAD WEATHER HURTS PLANT DEMAND.

Continuous rains and unseasonable weather have interfered with planting and for that reason the plant business has not been up to expectations, although prices hold up well. Geraniums in four-inch pots are bringing $3 per dozen, coleus, verbenas and alternantheras, proportionate figures, while roses of the same size return 50 to 75 cents each. Peonies have been damaged by late frosts and there will be a light supply of these.

NOTES.

The New Nanz & Neuner Co. will reglaze and paint their entire range this summer. Although the price of coal in this city is from $4 to $4.70 per ton, the firm was able to purchase several carolads at 70 cents per ton, due to a railroad wreck near this establishment.

After a successful business career of half a century the business of J. G. Bettman & Sons is being discontinued, the range and seven acres of ground being sold to L. Karl Guettig. Will Bettman is said to have made several hundred thousand dollars in oil.

Anders Rasmussen of New Albany is planting carnations in solid beds at his new range and will carry them through instead of planting in the field.

The J. Schulz Co. recently featured a display of irises with name cards attached which proved a good attraction and was a business getter.

H. G. W.

Price List--June 2nd

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

Our Russells are the finest for quality of any in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 75c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

RUSSELL and COLUMBIA

75c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$10.00 per 100
Medium	$6.00 to 8.00 per 100
Good short	4.00 to 5.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$10.00 per 100
Medium	$6.00 to 8.00 per 100
Short	4.00 to 5.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$4.00 to $5.00 per 100

Other Flowers at market prices.

We call special attention to our **Ferns,** which are the best Massachusetts stock. Extra large. Price, $5.00 per 1000

Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY DEMAND FOR MEMORIAL DAY.

The demand for Memorial day was heavy this year and it was impossible to fill anywhere near the many shipping orders that were booked. Carnations easily brought the advertised quotations, which was surprising to many of the dealers but was predicted in these columns a few weeks ago. Peonies never were in such short supply for Memorial day as this year, nor did they bring such high prices. Roses were scarce, taking the market as a whole, and some of the houses which were long on peonies offered to exchange them for roses. Miscellaneous stock had a good call owing to the scarcity of roses, carnations, peonies, etc., and cleaned up nicely in all lines. Lilac sold as quickly as it reached the store at high prices. Orchids were in short supply and commanded high figures. The supply of lilies was limited and what little stock reached the market found immediate buyers. A few callas were among the offerings. Tulips were quite a factor in the market and so were snapdragons, stocks, candytuft, iris, narcissi, lupines, statice, daisies, poppies and a few other items which were used to good advantage during the general scarcity. Many out-of-town buyers visited the market personally to protect their supply and found conditions exactly as they were reported in regard to the great shortage which many could hardly believe true. The warm weather which has prevailed all week may possibly help conditions for the local buyers if it continues, but from present conditions it appears as if everything will clean up completely in all lines, for there is no surplus in the market at this writing and many orders are being filled short or refused altogether. The daily papers are devoting considerable space to Memorial day this year and the florists are naturally reaping the benefit. Made-up wreaths never had such a brisk call and will play an important part in the cemetery decorations this season. One of the department stores offered sweet peas at a song last Saturday, May 4, which it is reported were secured from the wholesale market and again brings up the old evil that everyone thought was eradicated for good when the retailers organized for their mutual protection.

DEPARTMENT STORE PLANT TRADE.

The loop stores operating plant departments, report a great scarcity of bedding stock this season, with a strong demand for what they have to offer. Hillman's discontinued the sale of plants entirely this season, owing to the great scarcity, and the other stores, especially The Fair, Boston Store and Rothschild's, are making every effort to meet the demand, although they realize it is practically useless, considering conditions. The line is limited to geraniums, cannas, coleus, begonias and salvias. Geraniums in 4-inch pots are being sold for 15 cents each or $1.62 per dozen. All the stock offered is practically in 4-inch pots with cannas, coleus, begonias and salvias priced at 19 cents each. Boston ferns in 8-inch pots sell for $1.75 each. The buyers for these stores mention that they never experienced so much trouble in securing stock as this season, and one in particular said that the growers probably favored them with what they got in order to protect their business next year.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations

You will find that our stock gives best satisfaction for wedding work. Order here.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **PRICE LIST**—In Effect May 31. **Subject to Change Without Notice.**

	Per 100
Mrs. CHAS. RUSSELL	
Select	$20.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
RICHMOND	
Select	$10.00
Medium	6.00
Shorts	$ 4.00 to 5.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	
Select	$10.00
Medium	6.00
Short	$ 4.00 to 5.00
MILADY	
Select	$10.00
Medium	6.00
Shorts	$ 4.00 to 5.00
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 4.00 to $ 6.00
Valley	8.00
Sweet Peas	1.50 to 2.50
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $2.00
Leucothoe Sprays	1.25

Mention the American Florist when writing

FOR

Weddings and Commencements

Peonies, Roses, Sweet Peas, Carnations, Etc.

A. T. Pyfer & Company

Formerly at 30 E. Randolph Street

164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

Mention the American Florist when writing

NOTES.

The next florists' club meeting will be held Thursday evening, June 5, at the Hotel Randolph. This is "Ladies' Night" and everyone in the trade, whether members or not, are cordially invited to be present. The good-of-the-club committee, of which T. E. Waters is chairman, promises everyone a good time.

Miss Irene Borsch and Harry Gardner, with A. T. Pyfer & Co., were married last Saturday evening, May 24, and will leave shortly for Sacramento, Calif., where they will reside in the future.

George Wienhoeber had a window display of very appropriate Memorial day wreaths this week that attracted considerable attention. He reports a strong demand for funeral work.

ROSES and CARNATIONS

For June Weddings and Commencements

Place your orders with us and you will get the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Yours 100% Service

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

Mrs. Edward Hines, gold star mother, addressed the Evanston Commercial Club May 22. It was decided to incorporate a "gold star mothers' section" in the Memorial day parade, to consist of a black automobile in the center of which will be set a large gold star surrounded by 36 smaller stars representative of the 36 Evanston heroes. During the day the car will stand in an Evanston park, so that all who wish to pay tribute may place wreaths on the automobile.

Allie Zech, Frank Jarel, Joe Erringer, Fred Ottenbacher and Michael Freres visited Zech & Mann's growers at Crown Point, Ind., May 25. The first spring blooming sweet peas made their appearance at this establishment this week.

Miss Pauline Ziska is doing the office work at Joseph Ziska & Sons' store. The veteran wire manufacturer now has four grownup children with him at his establishment, Pauline, John, Joe and Raymond.

Dr. H. Dux, of Jacksonville, Fla., is spending a week here. He visited Ove Gnatt Co.'s factory at La Porte, Ind., with T. E. Waters, May 26, and both were royally entertained by that firm.

George Fischer & Brother have moved a few doors south in the same building that they have been located in at Lake street and North Wabash avenue.

The E. C. Amling Co. had a vase of the new rose, Premier, on display at its store, May 22, which was the first shipment of the Weiss-Meyer Co., Maywood.

The florists had another good co-operative advertisement in the daily papers on the 23d, exploiting May flowers.

Stanley Lovick, the prosperous young South Halsted street florist, is driving a new seven passenger Nash touring car.

The families of A. Henderson and H. N. Bruns are planning to spend the summer in cottages at Lakeside, Mich.

Gust. Rusch, of Gust. Rusch & Co., Milwaukee, Wis., was a visitor, May 22.

THE
PEONY HOUSE
OF
AMERICA

YOUR

PROTECTION

Kennicott Bros. Co.

"Exclusive Wholesalers to The Trade Since 1881"

CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

Miller & Musser are now occupying A. Henderson & Co.'s store at 211 North State street.

Miss Josie Then is cashier at the Lake Shore theatre, Broadway and Belmont avenues.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

WEDDING FLOWERS

We have what you want if it is obtainable in the Great Central Market.

Extra Fancy Peonies, Roses, Valley, Orchids, Sweet Peas, Daisies, Etc.

Complete Line of Greens

Veterans of the world war will march with heroes of other wars in the annual Memorial day parade, May 30. Special exercises in honor of the 200 of this city, killed in action, the 2,047 other dead, and the 418 missing, will be held. At the same time, the graves of men who fought in the Civil war, the Philippine insurrection, the Boxer uprising and the Spanish-American war, will be decorated. The parade is expected to be the longest ever held here, for every returned soldier was asked to march.

Clarence Enders, son of John Enders, with Poehlmann Bros. Co., arrived home this week from France, where he served with one of the infantry units of the famous 33d division, which was given such a rousing reception here May 27. Jack Byers, Leo Koropp and Luke Schrer, who are also members of this division, are expected here shortly and there is no doubt but what all their friends will be glad to see them again.

John Poehlmann has returned from a business trip through Tennessee, Arkansas and several other western states. He was the guest of Kirby Boersler, of Kirby's Flower Shop, Little Rock, Ark., for two days at the state farm at Columbus, adjoining Governor Lowden's plantation.

Ove Gnatt, of The Ove Gnatt Co., La Porte, Ind., was here on business this week. He reports trade exceptionally brisk and has no complaint whatever to make in regard to dull times the past year, which was a "humdinger" with his firm.

Miss Olga Tonner, who has been on the sick list for several weeks, was able to visit O. A. & L. A. Tonner's store May 27 in time to witness the welcome to the 6,000 33rd Division heroes.

Allan Humason, E. C. Pruner and Fred Longren are back from out-of-town trips, and are spending a few days here with their families.

WEDDINGS and COMMENCEMENTS

Everything in CUT FLOWERS, Especially

Peonies, Roses, Carnations, Sweet Peas

Complete Line of GREENS and FLORISTS' SUPPLIES

O. & L. A. Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street 'Phone Central 6284

Mention the American Florist when writing

W. N. Rudd says that in his many years of experience in the florist business, this is the first season that the cemeteries have sold geraniums cheaper than the street peddlers.

Leonard Kill, who is now in the automobile accessories business at Los Angeles, Calif., visited his many friends here this week and everyone was certainly glad to see him.

Walter Stocklos received several shipments of Cape Jasmine this week that arrived in splendid condition.

Sergt. Walter Sampson, of A. Lange's force, for some time in a German prison camp, was among the soldiers who returned from France this week.

Corporal Allan Gehrling, who has been overseas with the American troops, was honorably discharged last week and is again on the job at Bassett & Washburn's store.

N. J. Wictor and wife spent a few days at Milwaukee, Wis., last week with their sons Leo and Harry, who are attending college there.

WE OFFER

THE BEST QUALITY **ROSES** LEADING VARIETIES

VALLEY—We have plenty for your June weddings.
CARNATIONS—Are in good supply with prices reasonable.
PEONIES—Don't overlook this item, 60c, 75c and $1.00 per dozen.

FERNS We have plenty of good Ferns to offer. $5.00 per 1000; in case lots of 5000, $4.50 per 0
Leucothoe.....75c per 100; $6.00 per
Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Sweet Peas, Peonies, Tulips, Stocks, Daisies, Calendulas, Valley, Calla Lilies, Snapdragons, Pansies, Mignonette and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations
Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

The Culver Legion has appointed John G. Poehlmann one of a committee of seven to round up the Culver men in this city for a reunion to be held at the Culver Military Academy at Culver, Ind., June 9. The Culver boys responded to the colors in a hurry when war was declared on the Central powers and the institution is proud of the 56 gold stars that adorns its service flag and the remarkable showing made by the other students who had the good fortune to return safe and sound.

The Central Floral Co. has another beautiful window display at its North State street store, in which a 36-inch magnolia wreath with a gold star of calendulas plays the leading part. An eagle with an American Beauty rose in its beak stands proudly on a bough overhead, while in another part of a window there is prominently featured an echeveria wreath.

The Nauman & Heepe Co., Cleveland, O., has placed an order with the John C. Moninger Co. for seven new houses, 36x150 feet, to be erected at Macedonia and devoted to pot plants. The order includes the heating system, erection, etc.

Vaughan's Seed Store was handsomely decorated this week for the return of the Prairie troops.

Visitors: John E. Lapes, Cedar Rapids, Ia.; Mike Rocklin, of Rocklin & Lehman, and W. Newman, of the Art Flower Shop, Sioux City, Ia.; O. Johnson, of Johnson Bros., Memphis, Tenn.

Gladiolus Cut Flowers

We Are Now Shipping. Send Us Your Orders.

Price per 100 f. o. b.—Small size, $3.00; medium, $4.00; all sizes, mixed, $5.00; fancy select, $8.00.
F. O. B. here. Nice varieties, well packed.

TAIT BROS. CO., P.O. Box 556, Brunswick, Ga.

Providence, R. I.

MUCH ARTIFICIAL STOCK DISPLAYED.

Artificial flowers in wreaths, sprays and bouquets seem to predominate for this year's Memorial day trade, almost everyone having large stocks of them for the occasion. In natural flowers, roses, carnations, sweet peas, etc., are still good and are meeting with fair sales. Boston has been shipping in good short roses during the week. Outside flowers are also meeting with a heavy call. Geraniums bring good prices.

NOTES.

The feature of the meeting of the Rhode Island Horticultural Society, held at the Public Library, May 28, was an interesting lecture on the "Home Garden," by Arthur Sellew, whose topic included the growing of potatoes and other vegetables for the home table as well as flowers for decoration and exhibition purposes.

Good crops of sweet peas are still being sent to this market by Raymond Leach of Pawtucket and J. Marshall of Centerville.

H. A. T.

GRAND JUNCTION, COLO.—J. W. Watson is adding 25,000 feet of glass to his greenhouse plant.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

ZECH & MANN

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Stocks Pansies

SNAPDRAGONS
Candytuft.

PEONIES

JASMINE

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

San Francisco.

TRADE CONTINUES ACTIVE.

While there has not been any special activity along any lines this week, business has showed much steadiness. With the first great cut of outdoor roses and other flowering stock about over, the public has turned its attention to the stores, the steady source of supply for their requirement. Stock in nearly all lines, with the possible exception of roses, is beginning to shorten up considerably. There is, of course, a large cut of roses and Ulrich Brunner is expected next week. This rose, which at this season is probably the most popular of all varieties, will be had in large quantities daily throughout the summer months. American Beauties are splendid at this writing. The prices being received are very satisfactory. The one flower that has jumped into popular favor here in practically one season, is the peony. It has never appeared in such quantity or quality heretofore, owing in a great measure, to the erroneous opinion that it could not be grown here successfully commercially. As the contrary has been proven this season, we may expect to find it one of our leading spring features in the future. Spanish irises are still in great favor and a very fine lot of stock is arriving. Large quantities are being disposed of every morning at good figures. Carnations are being more largely used during the past few days, owing to the scarcity of other stock. Prices are about the same as last quoted, with a steady call. Some splendidly grown delphinium hybrids are being displayed in the store windows. Cattleyas are beginning to shorten up again, and prices remain very firm. Gardenias are coming along more freely of late, but prices remain as usual. Scabiosa caucasica is one of the perennials which are now in great favor. Ageratum hybridum is also being shown all over town. In pot plants, hydrangeas are most in evidence and seem to meet with ready favor. Rhododendrons are still to be had. A few azaleas are also coming in. There is an ample supply of all decorative material.

NOTES.

One of the most remarkable collections of water color paintings of American flowers ever displayed in this country is being shown at the Stewart hotel this week by George B. Mendell, of Australia. The collection, which includes close up studies of 211 American flowers and more than a score of Australian native flowers, is the work of Mrs. Ellis Rowan, an Australian, and represents 11 years' work. Recently she refused an offer of $75,000 for the set. The paintings are done with such life-like exactness that several Australian professors of botany have used them extensively in their class work. The paintings are to go to Leland Stanford University.

The largest contributor in the trade to the Victory loan was C. C. Morse & Co. Their subscription amounted to $50,000. This firm says business is very good. Sweet peas are expected to be in bloom shortly at the company's farm at San Juan. Many valuable novelties that have been held back owing to the disturbed conditions will probably be put on the market this coming season.

The plantings of chrysanthemums made by the Lynch Nursery Co., of Menlo Park, are very extensive this year. Superintendent Ellings is planting largely of many of the latest novelties, particularly Louise Pockett, which it is expected, will displace Wm. Turner, owing to its having a stiffer stem and neck. All the plants are being grown under cheesecloth houses.

John McLaren, superintendent of Golden Gate park, has been designated to select and design a grove in the park to be known as "Heroes' Grove." It is to be planted to Sequoia gigantea and sempervirens, a tree for each of this city's sons who have given up their lives for democracy. When completed, it will be one of the scenic spots in Golden Gate park.

The MacRorie-McLaren Co. has been giving a great deal of prominence the past week to window displays of the new Leptospermum Nicholii. This beautiful variety, with its red foliage and crimson flowers, was shown to great advantage and attracted much favorable comment among the trade.

Many out-of-town florists have been here placing orders for their Memorial day supply. Prices quoted have been fairly stiff, but no questions are being asked. There is no doubt but the trade this year will be the heaviest ever experienced.

The Art Floral Co. is rushing work on the shipping department extensions which has been going on for several weeks. They are hoping to have it completed in time to take care of the Memorial day business.

The Menlo Park Horticultural Society is going ahead, formulating plans for a fall floral exhibition. A large prize list will be issued, as usual, and the exhibition committee is busy at work arranging the schedule.

Milton Tonini, owner of the Bay Counties Seed Co., is an enthusiastic yachtsman after business is over. He is the owner of one of the fastest yachts on San Francisco bay, and is a very generous host to all his friends.

The prospects for a large cut of gladioli by the bulb growers are very promising this season. It is doubtful, however, if the supply from this district for Memorial day will be very large.

The E. W. McLellan Co. is practically booked up on Memorial day business. Manager J. A. Axell says it promises to be the heaviest Memorial day business in the firm's history.

Ferrari Bros. are cutting heavily on roses at present. Their crop of gardenias and cattleyas is fine just now. They find the demand for all stock to be excellent.

JAMES T. LYNCH.

You will need select stock for your weddings, etc. The best place to obtain it is here.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

Cincinnati.

MEMORIAL DAY SHORTAGE FEARED.

Memorial day business promises to be very good. As a whole the supply of flowers is good, and fairly large, but it is not up to that for this occasion in the past several years. The market tightened up at the beginning of this week and prices in some lines took a decided jump. Roses are in good supply. The general quality of the offerings in this line is very high. The carnation receipts shortened up somewhat at the beginning of this week, but this was due mainly to an effort on the part of the growers to begin to accumulate a supply for the demand the middle of this week. Sweet peas are fairly plentiful. Practically no Easter lilies may be had, while offerings in rubrums and callas are somewhat limited. Some candidum lilies are available for the Memorial day business. Gladioli are finding an excellent market. The few peonies that come in sell readily. The cut for Memorial day is far below that of other years. Iris has been selling fairly well. Other offerings are stocks, calendulas, marguerites and cornflowers.

NOTES.

P. J. Olinger was in New Castle, Ind., at his greenhouses a part of last week. He states that his prospects for Memorial day are very bright.

All of the local wholesale florists will close on Sundays hereafter during the summer months. The first Sunday closing will be June 1.

Frank Ball is now with C. E. Critchell's force. Mr. Critchell is getting in an excellent lot of Cape Jasmines.

Visitors: Miss Margaret Weiland, Evanston, Ills.; Mrs. F. K. Schweikert, Hinton, W. Va.; Miss Harriett Van Meter, Springfield, O.; J. W. Rodgers, Dayton, O.; C. E. Ruch, Richmond, Ind., and Jos. R. Goldman, Middletown, O.

H.

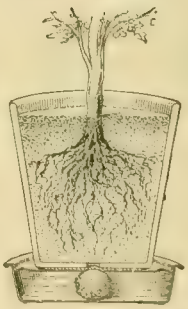
Texas State Florists' Association.

Texas florists anticipate the greatest convention in the history of the organization at Austin, July 9-10. The trade throughout the state has had a prosperous season and from reports so far received there will be a large attendance. The various establishments are preparing to stock up for big business next year and it is expected that there will be a large trade display at the convention from which to make their fall purchases. The programme is now being arranged and will be a most interesting one.

George Asmus, Chicago, chairman of the publicity finance committee, will be at the convention in the interests of the national publicity campaign and Texas expects to "go over the top" in the quota. Mr. Asmus will make a report of the work up to the present time and will stress the importance of every florist co-operating in this great work. In fact, this is already well understood by the craft in this state and a large portion of the increased sales this year is attributed to the campaign carried on during the past winter. They look forward with a great deal of pleasure to having Mr. Asmus with them at that time.

ROBT. C. KERR,
Chairman Welfare Committee.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.

2544 N. Clark St., CHICAGO

SHORTSVILLE, N. Y.—Walter L. Wright has purchased one of the large R. H. McKerr houses at Canandaigua and will add same to his establishment here.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

PRICE LIST—EFFECTIVE JUNE 2

	Dozen	100
Roses, Beauty	$ 1.50@	$ 7.50
" Mrs. Chas Russell		5.00@ 25.00
" Hoosier Beauty		5.00@ 15.00
" Killarney Brilliant		4.00@ 12.00
" Killarney		4.00@ 12.00
" White Killarney		4.00@ 12.00
" Richmond		4.00@ 12.00
" Prince de Bulgarie		4.00@ 12.00
" My Maryland		4.00@ 12.00
" Mrs. Geo. Shawyer		4.00@ 12.00
" Milady		4.00@ 12.00
" Sunburst		4.00@ 12.00
" Mrs. Aaron Ward		4.00@ 12.00
" Hadley		4.00@ 12.00
" Ophelia		4.00@ 12.00
" Double W. Killarney		4.00@ 12.00
" Mrs. Moorfield Storey		4.00@ 12.00
" Champ Weiland		4.00@ 12.00
" Stanley		4.00@ 12.00
" Francis Scott Key		4.00@ 12.00
" Bayard Thayer		4.00@ 12.00
" Cecile Brunner		3.00
" George Elgar		3.00
" Baby Doll		3.00
" Nesbit		3.00
" Our selection		4.00
Carnations	4.00@	6.00
Cattleyas, per doz	10.00@	12.00
Daisies	1.50@	2.00
Peonies	6.00@	12.00
Valley		8.00
Calendulas	3.00@	6.00
Callas		20.00
Sweet Peas	1.00@	2.50
Snapdragons, per doz	1.50@	2.00
Iris, per doz	2.00@	2.50
Ferns per 1,000	5.00@	6.00
New Ferns per 1,000		4.00
Galax per 1,000	1.50@	2.00
Leucothoe	1.00@	1.25
Mexican Ivy per 1,000	5.00@	6.00
Plumosus Strings each	.60@	.75
Smilax per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

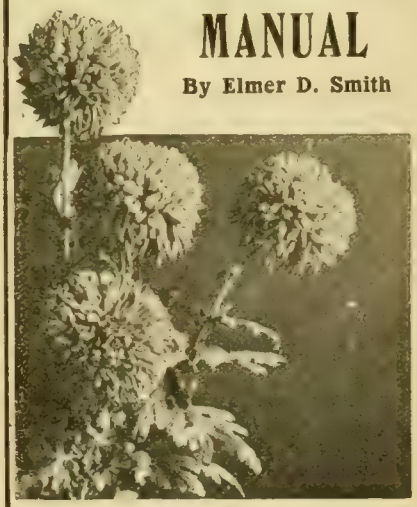
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts..... 10.00 per 100
If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

GOOD DEMAND BUT PRICES FAIL.

There has been considerable business the past week in the various demands for cut flowers, but prices have ruled low in comparison with those following Mothers' day. This is accounted for by lighter demand, and the competition of the outside flowers, mostly shrubbery and peonies, which latter have been received freely from the south. The first of the large flowered, long-stemmed varieties from local growers were seen in the market, May 24. Carnations are now the quantity stock. Two weeks ago, white varieties sold for from $10 to $15 per hundred; they close this week at $2 to $4, and very much less in cleanup thousand lots. A few of the choicest colored varieties sold as high as $6. Roses are now going off in quality. Russell, Ophelia and Columbia are still good, but the Killarneys are distinctly second class, all the short stock going in cleanup lots at bargain prices to the street men. The Ward is good stock, as is Maryland. American Beauty is commencing with its frilled edges, which is the beginning of the end, although it will be fairly salable until the middle of June. There is a good supply of indoor southern gladioli, also plenty of Spanish iris. Snapdragon is plentiful with high grades of splendid quality. Cattleyas are away below the demand; at one time, two sold for a dollar, and they would then buy a bushel of wheat, but now $1 each is the price, and a pair of them is not equal to the single measure of the grain. Cornflower is plentiful and of fine quality. Lily of the valley is almost over. Outdoor stock has never been better than this season. The status of the peony is still in doubt. One large dealer, with orders of close onto 50,000 flowers, is afraid they are about three days too late, while others think they will be about on time, particularly if a hot spell, which is now due, sets in. There has been an abundance of rain, which is favorable to good quality.

May 26.—There was an abundance of flowers in the market this morning and not a great deal of demand. Carnations were plentiful, with prices ruling low. Roses were not much in excess of the demand and are beginning to feel the effects of the warm weather. All kinds of outside shrubbery was plentiful. The peony situation worries the wholesalers. Wednesday is the great shipping day, and if the stock is not ready by that time, it is as good as lost, as flowers that readily bring $6 per hundred on Wednesday, are hardly worth $2 with only local demand, later in the week. Two days' very hot weather would bring them, but it looks now as if the bulk of the crop will be at its best early next week.

ROSES OF THE COMING SEASON.

The problem of many rose growers is the number of and the varieties to be forced for the coming season. Russell, Columbia, Ophelia, Maryland and White Killarney are the sure winners. American Beauty and Hadley only seem fitted for those who have made a study of them. Mrs. Ward finds favor with many. Richmond is a cropper that must make Christmas, or it

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists. 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Carnations, Peonies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, May 28.

	Per 100
Roses, Beauty, Special	40.00@ 50.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	10.00@ 15.00
" Killarney	5.00@ 12.00
" My Maryland	5.00@ 12.00
" Sunburst	4.00@ 12.00
" Ward	4.00@ 6.00
" Ophelia	6.00@ 15.00
" Russell	10.00@ 20.00
" Shawyer	6.00@ 12.00
" Bon Silene	4.00@ 5.00
Lillies	15.00@ 20.00
Cattleyas	75.00@ 85.00
Carnations	3.00@ 8.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Minognette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	3.00@ 5.00
Callas	15.00@ 25.00
Romans	4.00@ 5.00
Golden Spur	3.00@ 4.00
Smilax	25.00
Iris	8.00@ 10.00
Peonies	6.00@ 10.00

BOSTON, May 28.

	Per 100
Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, May 28.

	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.
Send for Our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Phila., Pa.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

PEONIES

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

does not pay. Prima Donna has done well with a number, but if Premier, which is being planted so extensively, turns out a winner, there will be no room for the singer. Sunburst is the best yellow, but few growers are satisfied with their returns. It should be held until something better in its color shows up. Sweetheart is good stock, if not in the hands of too many growers. It is popular for many purposes. Pink Killarney and Killarney Brilliant are going fast, this being their last season with many. Mrs. Shawyer is also falling behind. Scott Key and Mock are fancies, that will pay the growers who understand them. Old stock plants in all varieties lifted to make room for others, are no longer thrown out, as on account of the embargo, these are quickly grabbed up, to be grown on as pot plants for next season's spring sales, at a price that helps materially to pay for their successors.

NOTES.

The store men expect a good business for Memorial day, as it is thought that all the recently made graves, of which there are so many on account of the influenza, will all be visited on that day, and be provided with some sort of floral decoration. As with all the other holidays, no effort is being made by the trade to feature or encourage the celebration with the use of flowers. Evidences of what collective or co-operatitve advertising has accomplished for those who have studied the matter, and spent their money intelligently, are seen in many recent instances, the trade generally in these centers being delighted with results. The public spirited men who are trying to put across national publicity are having up-hill work. There are some who are doing much more than is to be expected of them, but thousands do nothing, and sorry we are to say it, for too many live in this city and vicinity. Philadelphia is one of the richest cities in the country, but the wholesale cut flower men of this burg, say it has the smallest demand, according to population, of any town on their list. The trade is here, but people must be awakened up to the fact that flowers are essential, that they are necessary to right living and the full enjoyment of life. The proper amount of well directed propaganda through the reading columns of the city newspapers, together with well planned campaigns in

Wholesale Flower Markets

PHILADELPHIA, May 28. Per 100

Roses, Beauty, special	20.00@ 40.00
" " fancy	10.00@ 15.00
" Mrs. Chas. Russell	10.00@ 20.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 20.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	10.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, May 28. Per 100

Roses, Hadley	3.00@ 8.00
" Killarney	3.00@ 6.00
" White Killarney	3.00@10.00
" Hoosier Beauty	3.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 6.00
" Sunburst	2.00@15.00
Carnations	5.00@15.00
Ferns	4.00@ 5.00

PITTSBURGH, May 28. Per 100

Roses, Beauty, special	50.00@60.00
" " fancy	30.00@40.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
" Ophelia	6.00@18.00
" Hilda	6.00@15.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00@ 8.00
Valley	6.00
Ferns, per 1,000	5.00
Sweet Peas	1.00@ 2.00
Iris	10.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, PEONIES
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, May 28. Per 100

Roses, Killarney, W. Killarney	6.00@12.00
" Ward	4.00@ 8.00
" Mrs. Chas. Russell	8.00@25.00
" Ophelia	6.00@15.00
" Columbia	8.00@25.00
" Hoosier Beauty	6.00@15.00
Carnations, assorted	6.00@ 8.00
Cattleyas, per doz.	6.00
Sweet Peas	.75@ 1.50
Callas, per doz.	2.00@ 2.50
Snapdragons	.75@ 1.50
Mignonette	5.00
Calendulas	4.00@ 8.00
Daisies, Yellow	1.50@ 3.00

line with or in connection with that of the S. A. F. publicity committees, would be sure to show good and satisfactory results.

Frank Ross, who keeps his finger on the public pulse in the demand for flowers, declares that the business is now back to normal, and there will be just good plain meals from now on —without pie. The extra demand of last summer, fall and winter was directly due to the influenza. It started in May, and gradually increased, but was not recognized until the great culmination in October. It hung on for a long time, but is now over. Any extra demand in one's business must now be due entirely to his own efforts. It will be a case of hustle from this time on. On Saturday last, Mr. Ross started a special fern sale in each of his three stores, with some 1,800 6-inch pot Scottii and Teddy, Jr. The wholesale price for these, if they have any quality, is now about $1 each. Mr. Ross, on account of these having been grown under contract, given last December, is able to sell them for 65 cents each. His claim is that prices for the season have been so high that he wants to give his customers a genuine bargain. It will be interesting to see how long they will last.

There are many good men in the trade in and about this city whose names have not as yet appeared in the list of subscribers to the S. A. F. publicity fund. There is no question but to tie up to this movement, and work in accordance with its well laid plans, making use of its electros, literature, signs, etc., will be of the greatest benefit to all retailers, and incidentally to the entire trade. Send your subscription for all you feel you can. Give as you would like to be benefited, and it will come back to you. The address is John Young, 1170 Broadway, New York.

An important deal in greenhouse property covering seven Lord & Burnham iron-frame houses, with a total of 40,000 square feet of glass, was closed when Clarence Allwine, Alden, Pa., purchased seven acres of ground and the above described houses situated at Seacane, Pa., from Robert Crawford, Jr. While these houses have been idle the past year, they are in good condition, and will be first planted with chrysanthemums, and then for the forcing of other cut flowers.

Victor I. Ridenour says: "Count me in as one who is a believer in Mothers' day. I pushed and featured the idea, sending out over 2,500 circulars, which I am glad to say, brought in very good returns. I was well pleased with the business, and its increase over that of a year ago."

Macaw Bros., Norwood, Pa., are about to erect a new house, 35x150, to be used principally for Christmas cyclamens and Easter rambler roses. Pot ferns are a specialty here, principally Scottii and Teddy, Jr., for which they have had a great demand.

Walter Mayer, of the engineers, and Charles Marbello, a sergeant in the gas defense corps, both of whom saw service in France, are back on the job with the Leo Niessen Co. They look and feel all the better for their experience.

The beautiful rock gardens at the John Wanamaker estate in Jenkintown are now at their best. Manager John Dodds planned and planted this well arranged feature, which adds so much to the beauty of the grounds.

C. U. Liggit's increasing business has necessitated larger office facilities. He moves this week to Room 303 of the same building, which increases his space about 100 per cent.

Visitors: Dr. H. Dux, Jacksonville, Fla.; Wm. H. Kaull, Tampa, Fla., who is returning from service overseas; L. Evenden, of Evenden Bros., Williamsport, Pa. K.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

New York.

ALL GOOD STOCK MOVES WELL.

The wholesale market, on the average, was not particularly active during the past week, but there was an ordinary amount of business for this season of the year. The peonies are now arriving in greater supply, and the quality of the stock is improving. Taken in conjunction with the lilac, they are making it slow for the carnations, which though moving, have dropped off in price. As a matter of course, all greenhouse stocks have lowered from winter prices, but there is a fair movement in everything that is good, including roses. One cannot recall a year when so much good lily of the valley, grown in the open, was seen in this market, and it sells. The best retail stores buy it, and for the time being, the greenhouse product has almost disappeared. The prospects for Memorial day business are good, and the outlook for the wholesalers is encouraging. In Manhattan (the original New York), the retailers have had but little business for that day, in the past, but it is hoped that this year, for obvious reasons, may bring an improvement. From Brooklyn and Queens boroughs, where many cemeteries are located, there is always a strong demand, which there is every reason to believe, will be greatly increased this year. The nearby cities, such as Newark, Paterson and Elizabeth, N. J., are all good customers of this city's wholesalers, so there is every reason to expect good business.

May 26.—After a week of rain and fog the weather has cleared and there is a cheerful tone to the market. There is an abundant supply of all stocks, and unless the demand for Memorial day is extraordinary, there will be no shortage. A heavy supply of peonies is expected for this week. Carnations dropped low the latter part of last week, day-old stock cleaning up at $1 and $2 per 100. A heavy supply of iris is also on the market, much of it going cheap. Easter lilies are almost out, small lots of 25 and 50 occasionally arriving, but with May peonies about, the lilies are not greatly missed. Cornflowers and various other minor stocks are in reasonable supply. A considerable amount of deutzia, wild spirea and other outdoor flowers of that nature is going to the cheap trade.

NOTES.

"Getting acquainted with water as a beverage will be one of the good things that this summer has in store for quite a number of our fellow men," writes Dr. Eugene Lyman Fisk in the New York Herald Magazine. In a half-page article, he intelligently discusses the benefits of water drinking, at the same time pointing out dangers that may lurk in impure water, from ice, and from excessive water drinking. It may be said in passing that but few city people are in any danger from the latter excess. Dr. Fiske closes his article as follows: "Let the man who has been accustomed to depending on beer as his hot weather draught take heart. He may perhaps not find water so pleasing to his palate, at least for a little while until his taste becomes normal, but he will find himself a healthier man if he adopts water as his favorite beverage, and he will also find that he will not require the copious draughts demanded by the beer drinker."

"Gone, but not forgotten," was the headline of a memorial noticed in the office of Hentz & Nash, Inc., May 26. It continued: "In loving memory of our beloved friends who left us three years ago: Mr. Jonathan Nash, May 27, 1916; Mr. John Kral, May 22, 1916." It was signed by Aubrey S. Nash, son of the late Jonathan Nash, now member of the firm of Hentz & Nash, Inc. Jonathan Nash was for years the active member of the firm of Moore, Hentz & Nash, and John Krel was for a long time their foreman.

A drive to raise $13,000,000 for the Salvation Army is the leading feature for this week, the money being needed for its home work. Although it is doubtless true that all the organizations that engaged in war relief work accomplished much good, some of them have, justly or unjustly, been criticized. The noteworthy exception is the Salvation Army. Within the memory of the writer, the Salvationists were a "feeble folk;" now the whole civilized world is proud to honor them.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

WHOLESALE FLORISTS
A. T. Young & Co.
54 West 28th St. New York
Consignments Solicited

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 28. Per 100

Roses, Beauty, special	30.00@	40.00
" " extra and fancy	10.00@	20.00
" Hadley	4.00@	25.00
" Francis Scott Key	3.00@	25.00
" Columbia	3.00@	15.00
" Prima Donna	3.00@	12.00
" Alice Stanley	3.00@	12.00
" Mrs. Geo. Shawyer	2.00@	6.00
" Double White Killarney	3.00@	12.00
" Killarney	2.00@	6.00
" " Queen	2.00@	8.00
" " Brilliant	2.00@	8.00
" Aaron Ward	3.00@	8.00
" Sunburst	3.00@	8.00
" J. L. Mock	3.00@	12.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	4.00@	20.00
" Ulrich Brunner	8.00@	20.00
Cattleya orchids, special	50.00@	75.00
Lilies, Longiflorum and Formosum	15.00@	25.00
Lily of the Valley	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	2.00@	4.00
Callas, per doz.	1.50@	2.50
Sweet Peas	.50@	1.75
Mignonette, per doz.	.75@	1.00
Iris, per doz.	1.00@	2.50
Gladiolus, per doz.	.75@	2.00
Daisies, yellow	.75@	1.50
Asparagus Plumosus, doz. bchs.	3.00@	4.00
Smilax doz. strings	1.50@	2.50
Stocks, per doz.	.40@	.50
Delphiniums, per doz.	.50@	1.00
Lily of Valley (outdoor)	3.00@	5.00
Peonies, per doz.	.75@	1.00
Cornflowers	.50@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

The Shakespeare Garden, in Central Park, near West 81st street, is now attracting attention. It was established several years ago by Prof. Edward Brook Southwick, then entomologist of the park department. It is a real old-fashioned garden and contains over 200 herbs and flowers that are mentioned in the poems and plays of the "Bard of Avon."

The next meeting of the New York Florists' Club will be held on the evening of June 9. This will be the last meeting until September, as a recess is taken for July and August. Chairman Miller, of the transportation committee for the Detroit convention, is likely to have further information concerning the trip, and there will be other features of interest.

Thorley's House of Flowers, Fifth avenue and 46th street, for which he paid a rental of $30,000 a year, has been rented to another concern at a much higher rate. A new building will be erected and a candy store will occupy the corner. Thorley's lease expires May 1, 1920.

Adolphus and William F. Gude, of Washington, D. C., were in this city May 22-23, and also visited several of the large New Jersey ranges. It is pleasing to note that William F. has so far recovered from his recent illness as to be able to travel and call on his many friends.

David Clarke's Sons, Malandre Brothers, Ralph Armstrong and other retailers arranged good designs for the funeral of Bishop David H. Greer of the Protestant Episcopal church, which was held at the Cathedral of St. John the Divine, May 23.

Frank R. Martin, bookkeeper for the Henshaw Floral Co., has been quite ill from an attack of stomach trouble, but is now improving. Everyone will be glad to see him back on the job, as he is a high-class man.

William P. Ford, 107 West 28th street, who has a farm at Chaddsford, Pa., and makes frequent trips there, expects to have a fine supply of peonies for Memorial day.

Patrick Welch, of Boston, was a visitor, May 23, and was in his usual cheerful frame of mind. He reports favorable conditions in the trade of Boston.

Noe & Sampson, the wholesalers, have been, and are now receiving fine stock of the carnation, Laddie, which brings exceptionally high prices.

Julius David Nigh, rosarian of Berkeley, Calif., and father of William Nigh, motion picture director of this city, died May 13.

Mack Brothers, Nostrand avenue and Halsey street, Brooklyn, state that they had good Mothers' day business and sold out.

Manager H. G. Perry, of Dards', with Mrs. Perry, has been to Vermont for a much needed vacation.

W. M. Hunt & Co. have taken the eastern agency for the Excell Laboratories of Chicago.

Vaughan's Seed Store received 22 cases of bulbs by the last Bermuda steamer.

A. F. F.

Tarrytown Horticultural Society.

The monthly meeting of the Tarrytown, N. Y., Horticultural Society was held May 21. President Russell was in the chair and was in his usual amiable humor. A long list of entries for the November show was handed in. Tarrytown has always been popular and successful with its fall shows, and this promises to be its banner year, and many friends will hope it may be so.

A. WATKINS.

FERNS-Fancy and Dagger-FERNS

Any Quantity. Prompt Shipment. Right Price.

H. C. WILLIS, Kinston, Alabama

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Detroit, Mich.

GARDEN CLUB'S TULIP SHOW.

The Garden Club of Michigan, aided by the Detroit Community Garden Club and the Ann Arbor Garden Club, gave a successful exhibition of tulips at the Hotel Statler, May 24. The exhibition was made chiefly by amateur growers, and the flowers, many of them, indeed most of them, were of extraordinary merit. Chester Jay Hunt, commercial tulip grower of Little Falls, N. J., was present with an exhibit of several hundred blooms, all correctly named, which was of particular interest to the visitors. Of special merit were the efforts contributed by the local florists, consisting of table decorations, bouquets, baskets and elaborate vases of flowers. These were exhibited by John Breitmeyer's Sons, Bemb Floral Co., W. B. Brown, Central Floral Co., E. A. Fetters, and J. F. Sullivan. An entrance fee of 25 cents was charged, and the income from this devoted to the Memorial tree planting fund. Nearly a thousand tickets were sold and the affair was pronounced a great success. The judges of the tulips were R. J. McKinnon, Chester Joy Hunt, and Mrs. W. Walcott. Among the private gardeners who made exhibits, and were prize winners in the different classes of the tulip exhibits were: J. J. De Carteret, John Bain, Julius Wallet, James Baddeley, Joseph Van Zien, Albert Stahl, John Flanders and John Chaene.

CLUB MEETING.

The florists' club held a well attended meeting at the Hotel Statler, May 27. Preliminary work, incidental to the meeting and exhibition of the American Peony Society which is to be held here, June 17-18, was transacted, after which the meeting was devoted to matters pertaining to the S. A. F. meeting, August 19-21. The various committees reported satisfactory progress in all efforts being made to make the Detroit meeting the greatest in the history of the society. Vice-President E. A. Fetters and ex-President Philip Breitmeyer are making strenuous efforts to get a great number of new members for the organization, and many of them will become life members. Joseph Streit, having in charge the bowling tournament, reports the entries of many teams for the contest which takes place on the finest alleys in the country on the top floor of the Recreation building, said to be the finest and best equipped structures of the kind in the United States. The boat ride on the magnificent steamer Britannia, Wednesday night, will be a feature of the local entertainment that will be specially delightful for all. It is expected many parties will auto to Detroit for the convention, and to that end special provisions are being made to care for the autos thus used.

J. F. S.

The Meyer Green SILKALINE

Used by Retail Florists for mossing funeral designs, tying bunches, etc., is **the only article that should be used** by growers for stringing Smilax and Asparagus, as it will not fade or rot in the greenhouse. It is handled by the best houses everywhere, but it should be ordered by name. **Meyer's.**

Price for any size or color, $2.00 per lb. Sizes: "F" fine, "FF" medium" and "FFF" coarse. **Do not take any fake green thread. Use the genuine Silkaline and get more thread and less wood.**

John C. Meyer Thread Co., Dept. FF, LOWELL, MASS

Rochester, N. Y.

SUPPLY GOOD WITH MODERATE SALES.

Trade has been somewhat dull during the past week, although there were occasional stimulations in the way of special work, such as weddings, funerals, etc. Cut flowers have been plentiful in spite of the long period of cloudy and rainy weather. Carnations are excellent and prices hold firm. Roses in all grades are good, but there has been no oversupply. Poeticus narcissus, tulips, etc., are offered now with daffodils and jonquils at an end. Sweet peas of excellent quality are taking the place of violets which are now very poor. Callas and Harrisii lilies are scarce. There is a good call for larkspurs, snapdragons, calendulas, marguerites anad similar stock. A few ramblers are still offered, also hydrangeas and calceolarias.

NOTES.

The Wilson Floral Co. and the H. E. Wilson Co. will consolidate with headquarters at 88 East Main street, June 1, with Horace J. Head in charge of the wholesale end. Extensive alterations in the premises are being made to accommodate the business.

H. E. Wilson and E. C. Armbrust conducted the exercises at Convention hall when 500 young ladies placed a like number of white flowers in a large wreath in the memorial services for this city's fallen heroes.

Joseph Nerdein is assisting in the spring rush at George T. Boucher's.

George T. Boucher is building an addition to his conservatory.

Visitors: Frank S. Baker, Utica, N. Y.; Julius Snyder, Boston, Mass., and Wm. Cahill, New York.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place

L. D. Phone, Graceland 1112

Send us your retail orders

We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST

2424 Eighth Ave., near 130th St., Telephone 1994 Morningside. NEW YORK

A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service

THE BELLEVUE-STRATFORD BROAD AT WALN UT STS.

Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.

FALLON, Florist.

DARDS

FLORIST

Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.

Quality, Service, Fair Prices.

Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.

WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders. Regular Trade Discount.

215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard

Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST

324 Fulton St. cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.

Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Rousley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Jersey City, N. J.—H. G. Weidemann.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 41th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the FLORIST
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

Jersey City, N. J.
H. G. WEIDEMANN'S
FLOWER SHOP
222 Monticello Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral C.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass. First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis. **DULUTH, MINN.**

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO HARRY PAPWORTH

The Metairie Ridge Nursery Co.'s FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. **CLEVELAND**

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS LORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark.

Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

SPOT CANARY was 13 cents at New York this week.

SOUTHERN CALIFORNIA seed growers had good rains May 22.

PHILADELPHIA, PA.—S. S. Skidelsky has removed his business to 50 Park Place, New York.

THE Broadway Limited of the Pennsylvania railroad resumed running between Chicago and New York, May 25.

CABLE advices of this week indicate that Narcissus Paper White grandiflora damage is greater than first expected.

A. J. BROWN, of the Alfred J. Brown Seed Co., Grand Rapids, Mich., is planning to start on a California trip, June 7.

ONION SET acreage in the Chicago district is looking better. Rains have stopped this week and growers can now get on to the ground.

WASHINGTON state cabbage, turnip and rutabaga growers are out this week with price lists, reducing former values nearly 50 per cent.

CHICAGO.—William Schoen, bookkeeper for the Illinois Seed Co., was drowned May 23 when colliding automobiles threw him from a bridge into the river.

VISITED CHICAGO: H. A. and H. P. Johns, J. S. Michael and J. R. Wise, of the Sioux City Seed Co., Sioux City, Ia., enroute to the firm's Michigan seed farms; A. L. Rogers, of Alpena, Mich., considering plans for his new warehouse here.

SAN FRANCISCO, CALIF.—The largest contribution to the Victory loan in the trade in this city was that of C. C. Morse & Co., amounting to $50,000. Many valuable novelties of the firm, held back due to disturbed conditions, will probably be placed on the market the coming season.

GEO. S. GREEN, of the Illinois Seed Co.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago, and John T. Buckbee, of Rockford, were at Springfield last week representing the seed trade in connection with legislative matters. The proposed new seed law (House Bill 476) has been referred to a sub-committee of the senate committee on agriculture.

THE local committee representing the Chicago jobbers in onion sets who attended the hearing of the railroad administration classification committee, May 27, are of the opinion that those in authority intend rather to raise the rates on onion sets than to make any definite regulations regarding the kind of package to be used. Well posted men in the trade say that the right way to prevent onion sets from rotting in transit is to expedite delivery, and believe the railroad administration can do nothing better than to arrange for quick service on perishable goods.

Wholesale Seedsmen's League.

A meeting of the Wholesale Seedsmen's League was held at the Hardware Club, New York, May 22, with the following in attendance: John L. Hunt, of Jerome B. Rice Seed Co., Cambridge, N. Y.; F. W. Bolgiano, Washington, D. C.; Captain Burnet Landreth, of David Landreth Seed Co., Bristol, Pa.; Chas. H. Breck, of Jos. Breck & Sons Corp., Boston, Mass.; Arthur B. Clark, of the Everett B. Clarke Seed Co., Milford, Conn.; J. Edwards, representing the W. Atlee Burpee Co., Philadelphia, Pa.; E. J. Flood, representing Robert Buist Co., Philadelphia, Pa.; S. F. Willard, of Comstock, Ferre & Co., Wethersfield, Conn.; Lem Bowen, of D. M. Ferry & Co., Detroit, Mich.;

Louis B. Reuter, New Orleans, La.
President Southern Seedsmen's Association.

E. L. Page, of Page Seed Co., Greene, N. Y.; C. Bruggerhoff, of J. M. Thorburn & Co., New York; E. A. Hartland, representing Vaughan's Seed Store, Chicago and New York; Lee Don, of Weeber & Don, New York; Watson S. Woodruff, of S. D. Woodruff & Sons, Orange, Conn.; George C. Thomson, of Northrup, King & Co., Minneapolis, Minn.; G. Whitaker, representing T. W. Wood & Sons, Richmond, Va.

A schedule of summer prices was prepared, and these figures can be had from members.

Onion Sets Hearing.

Onion set shippers, principally of Cook county, pursuant to an announcement that the consolidated classification committee of the railroad administration had called a hearing for May 27, notice of which appeared in last week's issue, page 926, the object of the session being to consider the question of the adoption of a rule by the committee prohibiting the use of sacks in L. C. L. shipments, met with the consolidated committee in its office, 1830 Transportation building, Chicago, and after an extended discussion of the proposed ruling in which the shippers' point of view was ably presented, the committee announced that it would reserve its decision.

Chairman Fife, of the classification committee, held to the opinion that much loss would be saved by the elimination of bags as means of shipment as well as decrease in freight claims, due to stock being received in poor condition through lack of ventilation, and shortage through theft. He also called attention to the fact that in shipments in bags, valuable car space was lost, as in less than carlots, damage could not be avoided where other articles of shipment were placed on top of them.

The shippers' interests were ably set forth to Chairman Fife by R. B. Howe, of the W. W. Barnard Co., Chicago, whose brief is reproduced herewith.

F. C. Hansen, traffic manager for Northrup, King & Co., Minneapolis, Minn., who attended the session, called the attention of the committee to a

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:

Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices.

Mention the American Florist when writing

number of excellent reasons why the bag as a container should not be discontinued.

George Reeves, of the Geo. Reeves Co., went on record as being in favor of crates, which in his experience caused little trouble in the way of breakage and were less liable to heat than bags, resulting in fewer claims for damage from this source. In his case there had also been more claims for shortage in bags than in crates. Many of his shipments, however, were in carlots.

CONTINUED ON PAGE 976.

American Seed Trade Association.

CHICAGO CONVENTION PROGRAMME.

The thirty-seventh annual convention of the American Seed Trade Association will be held at the Hotel Sherman, Chicago, June 24-26, the first session opening at 10 o'clock, the programme being as follows: "The Needs for Critical Study in Seed Production," by R. A. Oakley, United States department of agriculture: "Is Seed Trading Worth While," by Edgar Brown, and "Our Seed Trade with European Countries," by W. A. Wheeler, also of the department of agriculture; "Concerning Article 2," by Kirby B. White, of D. M. Ferry & Co., Detroit, Mich.; "Commissions," by Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; "The Garden Army and Its Purpose," by Lester S. Ivins, bureau of education, Washington, D. C., followed by the usual order of business.

Secretary C. E. Kendall has given notice of a proposed change in by-laws, adding the following section: "No appropriation of money shall be made from the treasury of the association until the sum to be expended has first been referred to the executive committee for its consideration and recommendation."

The secretary also calls attention to the fact that proper provision and distribution of badges requires that as many names of those who expect to attend the convention be sent to him as soon as possible, but by June 15 at the latest. Hotel reservations should be made at an early date on account of the number of other conventions in the city at that time.

PEACOCK BRAND SEEDS STANDARD OF QUALITY

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

MOTION PICTURE FEATURE.

One of the features of interest that will be shown at the convention will be a moving picture exhibition with subjects of special interest to the trade. In this connection there will be thrown upon the screen, pictures of members or sons of members of the association who took part in the war, as far as it is possible to obtain photographs of such persons. There are quite a number who have not responded with photographs to the committee having this in charge. It is requested that any who have not done so, mail such pictures immediately to Watson S. Woodruff, Orange, Conn., together with as many facts relative to the subject, as possible, including full name and address, branch of service, when and where located, and if duties overseas or domestic, in order that a record as complete as possible can be shown representing the association.

Southern Seedsmen's Association.

The first annual convention of the Southern Seedsmen's Association, announcement of which, with programme, appeared in last week's issue, page 926, was held at Montgomery, Ala., May 26-27. The attendance was most satisfactory, in addition to members, there being present representatives from several allied lines and seedsmen from other sections of the country, notably F. W. Bolgiano, of Washington, D. C., president of the American Seed Trade Association. The visitors were welcomed by W. A. Gunter, mayor-elect of the city, the response being made by G. B. McVey, of Montgomery. President Louis B. Reuter then read his address which was followed by the report of the secretary, after which Professor J. F. Duggar, director of the Alabama experiment station, spoke interestingly on "The Production and Supply of Velvet Beans for Seed Purposes." The afternoon programme held much of interest. Curtis Nye Smith, Boston, Mass., counsel for the American Seed Trade Association, had for his topic, "Seed Laws," and brought out many points of interest during his address. Fred I. Meyers, advertising manager for Chris Reuter, New Orleans, La., was an interesting speaker, his ably handled theme being, "Advertising." The session closed with a talk by W. A. Wheeler, of the seed reporting service of the United States department of agriculture, on "The Relation of Seed Reporting Service to Southern Seedsmen." The banquet, which was held at 6:30, was an enjoyable get-together occasion, 50 being seated. The menu was excellent, and the tables were attractively decorated, the flowers being furnished and arranged with the compliments of the Patterson Floral Co., of Montgomery.

The opening business at the morning session of the second day was the acceptance of several new members. Dick O'Bannon, president of the O'Bannon Co., Claremore, Okla., made an interesting address, his well-chosen sub-

WANTED

50,000 Freesia Purity Bulbs

¾-inch and up.

Andrew R. Kennedy, Inc., Seedsmen
216 West 34th St., NEW YORK

Mention the American Florist when writing

THEO. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing

ject being "Co-operation," which was followed by general talks on the benefits of the association.

The election of officers, the principal business of the afternoon session, resulted as follows: E. A. Martin, Jacksonville, Fla., president; R. B. Buchanan, Memphis, Tenn., first vice-president; Dick O'Bannon, Claremore, Okla., second vice-president; F. S. Love, Montgomery, Ala., secretary-treasurer. Executive committee: E. A. Martin, F. S. Love, Dick O'Bannon, Louis B. Reuter, G. B. McVey. Membership committee: C. O. Wilcox, chairman; D. R. Mayo, H. G. Rheney, F. S. Love and H. D. McMichael. Jacksonville, Fla., was chosen as the 1920 meeting place.

Among those in attendance were the following: J. E. Barr, Washington, D. C.; Frank W. Bolgiano, Washington, D. C.; R. B. Buchanan, Memphis, Tenn.; C. G. Clexton, Montgomery, Ala.; L. P. Cohen, Huntsville, Ala.; R. L. Eaton, Monticello, Fla.; A. W. Ferguson, Sherman, Tex.; H. G. Gardner, Montgomery, Ala.; W. B. Granger, Chicago; Meyer Greil and Terry Greil, Montgomery, Ala.; A. R. Harvey, Montgomery, Ala.; A. G. Hathaway, Augusta, Ga.; E. G. Hightower, Hattiesburg, Miss.; C. H. Hill, Nashville, Tenn.; L. E. Harris, Birmingham, Ala.; J. A. Hudson, Evansville, Ind.; F. W. Hull, New Orleans, La.; W. A. Krouse, New Orleans, La.; R. S. Lee, Fort Smith, Ark.; F. S. Love, Montgomery, Ala.; E. L. Mann, Palatka, Fla.; E. A. Martin, Jacksonville, Fla.; D. R. Mayo, Knoxville, Tenn.; H. D. McMichael, Tampa, Fla.; G. B. McVey, Birmingham, Ala.; W. H. Mism, Baltimore, Md.; O. H. Milam, Macon, Ga.; W. K. Moyer, Philadelphia, Pa.; Dick O'Bannon, Claremore, Okla.; J. R. Peay, Nashville, Tenn.; L. V. Page, Mobile, Ala.; S. P. Poyner, Dothan, Ala.; Wm. H. Reid, Chicago; L. B. Reuter, New Orleans, La.; H. G. Rheney, Charleston, S. C.; Francis Stokes, Moorestown, N. J.; A. W. Tibbetts, Chicago; W. A. Wheeler, Washington, D. C.; C. O. Wilcox, Louisville, Ky., and Miss C. F. Wood, Chicago.

C. O. W.

Dutch Steamship Dividends.

The Holland-America Line earned 140 per cent on its stock last year. The dividend was advanced from 25 to 40 per cent.

[Many steamers were out of commission the larger part of the year. What would have been the earnings had their boats been in service?—ED.]

BRITISH SEEDS

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

Mention the American Florist when writing

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place

NEW YORK CITY

Mention the American Florist when writing

Iowa Seed Dealers' Association.

The convention of the Iowa Seed Dealers' Association will be held in the chamber of commerce rooms, Des Moines, June 3, the meeting opening at 9 o'clock a. m., the session limited to one day, in order to permit members attending and returning to business with little loss of time. Inasmuch as this will be an important session with many topics for interesting discussion, it is urged that there be a large attendance. The ladies of members are especially invited. The state college will be represented, and this convention should be a very profitable get-together occasion. We will miss you if you are not there.

A. M. ELDRIDGE, Sec'y.

Imports at New York.

The following horticultural goods were received at the port of New York during the week ending May 17:

Via S. S. Paris from Cartagena—

To brokers: 212 cases live plants.

Via S. S. Tengrier from Antwerp—

McHutchison & Co., 37 cases of plants.

Wadley & Smythe, 10 cases plants.

R. Harris, 32 cases plants.

To others: 14 tubs laurel trees, 62 cases plants.

Via S. S. Baltra from Gottenburg—

Gerhard & Hey, two cases pine tree seeds.

Via S. S. Fredrick VIII from Copenhagen—

Beck, Van Sicklen & Co., 400 bags grass seed.

Arrivals during the week ending May 24 were as follows:

Via S. S. Malancha, from Glasgow—

I. Radwaner Seed Co., 16 bags clover seed.

United States Seed Co., 200 bags vegetable seeds.

Schisler, Corneli Seed Co., three bags vegetable seeds.

Via S. S. Westcape, from Antwerp—

Hussa & Co., 12 crates plants.

F. Smythe, 496 tubs laurel trees, 14 crates and three cases plants.

To others: 374 tubs laurel trees.

Via S. S. Aledo, from Antwerp—

Vaughan's Seed Store, 300 tubs laurel trees.

Wadley & Smythe, 39 cases plants.

T. D. Downing & Co., 24 tubs laurel trees.

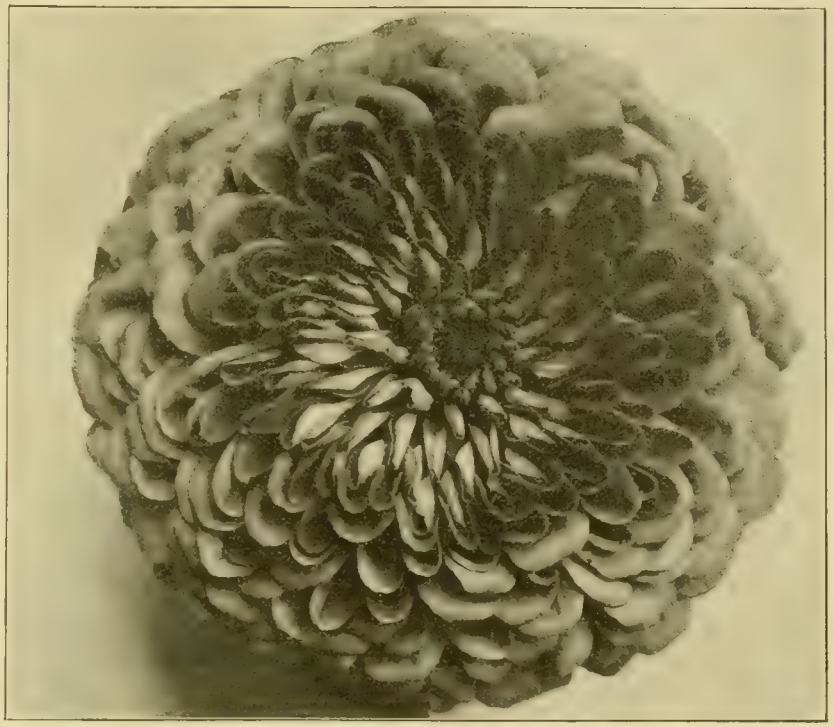
Hussa & Co., 48 tubs laurel trees.

C. B. Richards & Co., 120 cases plants, 36 tubs laurel trees.

F. B. Vandegrift & Co., one case plants.

To others: 12 tubs laurel trees.

A. F. F.



Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

Asparagus Plumosus Nanus Seed

New crop, cleaned, lathhouse grown. Now ready to ship.

1000 or more seeds	per 1000, $2.00	25,000 or more seeds	per 1000, $1.40
5000 or more seeds	" 1.75	50,000 or more seeds	" 1.30
10,000 or more seeds	" 1.60		

Delivered free anywhere in the United States or Canada upon receipt of remittance.

McHUTCHISON & CO., 95 Chambers St., New York

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Onion Sets Hearing.

CONTINUED FROM PAGE 973.

Among the shippers in attendance were the following: L. F. Rau, of L. F. Rau & Son, Chicago; R. B. Howe, representing the W. W. Barnard Co., Chicago; John Leonard, of the Leonard Seed Co., Chicago; George Welch, representing Budlong Gardens, Chicago; Geo. Reeves of George Reeves & Co., and F. C. Hansen, representing Northrup, King & Co., Minneapolis, Minn.

R. B. HOWE'S BRIEF.

To the Chairman of the Consolidated Classification Committee:

1. We are representing, acting as spokesmen, for the Cook County onion set shippers, whose shipments aggregate annually approximately 40,000,000 pounds, with an estimated value of $2,500,000.

Development of the Onion Set Industry.

2. The first commercial onion sets were grown in Chicago 33 years ago. At that time the barrel was the package used. As the industry grew and the number of packages used increased, the trade began to discard the barrel for the burlap bag which had proved a very satisfactory package.

2-a. It was also found that barrels and other wooden containers were not always to be had at the proper time in sufficient quantities. From that time to the present, the larger shippers of onion sets have found that, with the exception of a very small percentage of the entire total, onion sets shipped in bags went through to destination with practically no deterioration.

Thus the burlap sack has grown to be the customary package, and to eliminate the bag as a shipping container, will cause a radical readjustment of the onion set industry. The bag is used largely for the shipment of onion sets on account of:

1. Low cost.
2. It is a package convenient to handle.
3. It is economical of time and labor in packing.
4. It affords sufficient circulation of air.
5. It affords large quantity buyers an economical package because of less expense to unpack and re-store in trays.

(1) The bag is an economical package, 2-bushel sacks cost at present about 6 cents each, while 1-bushel crates, on present quotations, cost approximately 30 cents each. There is thus an increase of at least 600 per cent in the cost of the package, which means a corresponding increase in the cost to our trade. It hardly seems justifiable to us that the industry should be penalized to the extent of possibly $350,000.00 annually by the elimination of the bag as a container.

(2) Because the gross weight of a sack of onion sets is not quite 65 pounds, it affords an opportunity to be easily grasped and loaded into the car, thus enabling the railroad as well as our own employes to handle this commodity in minimum time.

(3) One of the reasons why the bag has become so popular is that it is the most economical package to fill and complete for shipment. It is quickly filled and weighed, and it takes but a few minutes' time to sew up a sack so that it will carry safely to destination, while other packages call for a certain amount of cooperage, nailing, etc., which is slow and expensive work.

(4) The sack affords a sufficient circulation of air throughout the sets, either in carload or less than carload shipments, than do the other packages provided for in the classification. The very structure of the bag is such that it will allow air to permeate the contents from all sides, while this is not so readily done in the case of barrels or boxes. Even more circulation is afforded where a deck is built into the car as was practiced by one large dealer last year.

(5) We have a certain class of trade which comes to Chicago from Louisville, and other cities to purchase their onion sets in the fall with the idea of storing them in their own warehouses for the spring trade. The onion set sack proves a very acceptable package to these gentlemen, as it enables them to ship their sets at a very low expense for the package, and to unpack them and re-store them in their own warehouses at a minimum expense.

2-b. An examination of the claims which have been presented by two shippers covering the crop seasons of 1917-1918, show that the reasons for these claims have been largely delays or losses in transit, which are factors affecting the operating conditions of the roads, and would have occurred irrespective of the package used.

Exhibit A—Section 1, represents claims filed by one large shipper during the season of 1917-1918, as follows: 3,200,000 lbs. of onion sets were shipped, consisting of 48 straight cars weighing 1,152,000 lbs. and L. C. L. shipments weighing 2,048,000 lbs.

48,500 bags were used.
3,000 crates were used (no baskets or barrels.)
6 claims were filed.
$173.70 amount involved in these claims.
2784 lbs. involved in these claims.
.0014% ratio of claims filed to total amount of shipments made.

Exhibit A—Section 2, representing claims filed by the same firm during the season of 1918-1919, as follows:

4,704,000 lbs. of onion sets shipped, consisting of 88 straight cars weighing 2,112,000 lbs. and L. C. L. shipments weighing 2,592,000 lbs.
70,000 bags were used.
3,000 baskets.
4,000 crates.
11 claims were filed.
$611.08 amount involved in these claims.
7168 lbs. involved in these claims.
.0028% ratio of claims filed to total amount of shipments made.

Exhibit B—Section 1, represents claims filed by another shipper during the season of 1917-1918, as follows:

1,632,293 lbs. total amount of onion sets shipped.
25,562 bags were used.
95 barrels.
100 1-bu. crates.
864 2-bu. crates.
35 claims were filed.
$926.48 amount involved in these claims.
25,634 lbs. involved in these claims.
.0105% ratio of claims filed to total amount of shipments made.

Exhibit B—Section 2, represents claims filed by the same shipper during the season of 1918-1919, as follows:

1,356,599 lbs. total amount of onion sets shipped.
25,524 sacks were used.
65 barrels.
213 1-bu. crates.
673 2-bu. crates.
6 claims were filed.
$127.76 amount involved in claims.
2368 lbs. involved in claims.
.0018% ratio of claims filed to total amount of shipments.

In view of the foregoing data regarding claims covering onion set shipments, the onion set industry cannot justly be penalized as a whole because of the carelessness or inefficiency of a few small shippers.

After a full discussion of the proposed elimination of the bag as an onion set package, the following resolutions are presented:

Announcement

We beg to announce to our friends and patrons that we have removed from 1004 Lincoln Bldg., Philadelphia, to

50 Park Place, New York City

where we will be located in the future

This important change in our business has been necessitated by conditions which we could no longer ignore.

Our increased importations of foreign stock, such as Japanese, French and Holland bulbs, etc., impel us to be at the port of entry. Other reasons, more or less of a private nature, likewise served to bring about this change.

We take the opportunity at this time to announce that our representative, Mr. E. F. Hoehl, has secured an interest in our business, and will continue traveling as heretofore.

We thank you for all past favors, and confidently believe that with improved facilities we shall be enabled to serve you more promptly and efficiently than ever before.

S. S. SKIDELSKY & CO.

50 Park Place, NEW YORK CITY

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Holland Bulbs

Prices on application.

R. A. VANDERSCHOOT,

299 Broadway, NEW YORK CITY

Phone: Worth 4677.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

Gladioli Bulbs

Ready for Immediate Shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Whereas, the consolidated and western classification committees of the United States railroad administration has now under consideration the question of discontinuing the bag as a container for onion set shipments, and

Whereas, In view of the nearly universal practice and custom among onion set shippers of using the bag as a container it being the best, most economical and efficient one known to shippers as proven by years of experience, and use, and

Whereas, Among the principal reasons for its use in preference to any other form of container are:

1. The result of the 30 odd years' experience of the onion set growers and shippers of Cook county, which comprises the largest producing and shipping center of the United States, is that the bag is the most desirable package in which to make shipment of onion sets.

2. Onion sets in bags can be delivered more easily and quickly and the bags have a longer life as a container than one made of wood or other material.

3. Onion sets in proper condition and under proper inspection shipped in bags will remain sound if shipped to any part of the United States; on the other hand, if they are soft or sprouting and have not been properly cured, they will deteriorate and rot, irrespective of the package in which shipped. The losses that have occurred when shipped in bags have been either due to delays in transit or lack of ventilation. Inasmuch as probably 90 per cent of the entire shipments go out in sacks, it is natural that the greater apparent loss is on shipments made in sacks.

4. During the shipping season our experience has been that we were unable to secure other than bag containers in the quantity and at the times needed, and owing to the perishable character of the goods every delay is very serious. Again, in the present situation where a new building era is beginning on a scale more extensive and stupendous than ever known in the history of this country, it means that lumber will be more difficult to secure when needed and more expensive than ever, and will cause an added drain on the lumber resources, when in our judgment every foot of lumber is now needed for building purposes.

5. The weight of a bag is at least one-twelfth less than a wooden container for a like quantity of onion sets. For instance, a two-bushel bag weighs less than one pound, a one-bushel crate of wood weighs from six to eight pounds.

6. That the cost of a wooden crate as compared with the cost of a bag carrying a like quantity of onion sets is cheaper by at least 600 per cent, which makes a direct saving of whatever the difference in cost is to the consumer.

Therefore, be it resolved, By the onion set shippers of Cook county, Illinois, that we are unalterably opposed to discontinuing the bag as a container for onion set shipments for the reasons above set forth, but are ready and willing, as we have always been, to ship in wooden crates or barrels or baskets where the purchaser so desires, and we now earnestly urge that you do not discontinue the use of bags as containers for onion set shipments.

We further resolve, That the bag as a shipping container should be retained for all shipments, and onion sets in bags take the same classification as heretofore.

(Signed)

Van Deursen Bros., Chicago.
H. H. Chester & Co.
Leonard Seed Co., Chicago.
Everette R. Peacock Co., Chicago.
Wm. B. Anderson, Norwood Park.
Robert F. Leesley Co., Chicago.
Vaughan's Seed Store, Chicago.
The W. W. Barnard Co., Chicago.
Chas. E. Waterman, Dolton, Ill.
Peter Hollenbach, Chicago.
Lawrence F. Rau & Son, Chicago.
M. Kirkeby & Co., Morton Grove, Ill.
Peter Peerholte, South Holland, Ill.
John Meeter & Son, Lansing, Ill.

In response to an appeal to our trade for an expression of opinion as to their attitude in regard to the elimination of the bag as a container of onion sets, the following letters received are presented:

Henry Field Seed Company, Shenandoah, Ia.
J. Chas. McCullough Seed Co., Cincinnati.
Schilder Bros., Chillicothe, O.
Hardin, Hamilton & Lewman, Louisville, Ky.
Barteldes Seed Company, Lawrence, Kans.
Schisler-Corneli Seed Co., St. Louis, Mo.
Nelson & Finch, Peoria, Ill.
Herndon-Carter Co., Louisville, Ky.
Hall Seed Company, Louisville, Ky.
The Nebraska Seed Company, Omaha, Neb.
Harvey Seed Company, Buffalo, N. Y.
Southern Seedsmen's Ass'n, Montgomery, Ala.
The Burton Seed Company, Denver, Colo.

CALIFORNIA FREESIAS

Will Be Ready Soon
Better ORDER Now

There will be no Importations.

PURITY (Improved)	Per 1000	PURITY (Improved) Vaughan's Special Strain.	Per 1000
3/8-1/2 inch...	$ 5.00	3/8-1/2 inch...	$ 6.00
1/2-5/8 inch...	8.50	1/2-5/8 inch...	10.00
5/8-3/4 inch...	12.50	5/8-3/4 inch...	15.00

CHINESE "JOSS" LILIES
Write for Prices.

Vaughan's Seed Store

CHICAGO **NEW YORK**

Michell's New Crop Flower Seeds

PRIMULA CHINENSIS
Alba Magnifica, Chiswick Red, Duchess, Holborn Blue, Kermesina Splendens, Rosy Morn, Michell's Prize Mixture,
Each of above, 60c per 1/8 tr. pkt.; tr. pkt., $1.00.

PRIMULA OBCONICA GIGANTEA
Kermesina, Lilacina, Rosea, White, Hybrida Mixed,
Each of above, 50c per tr. pkt.

CINERARIA
Grandiflora Prize Dwarf, Mixed, Grandiflora Prize, Medium Tall Mixed,
Each of above, 60c per 1/8 tr. pkt.; tr. pkt. $1.00.

ASPARAGUS PLUMOSUS NANUS
Greenhouse Grown

100	seeds	$ 0.50
1000	"	3.00
5000	"	13.75
10,000	"	25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

POTATOES at Fairfield, Me., reached the highest price of the year last week at $4.00 a barrel.

Prices of Indoor Fruits and Vegetables.

Chicago, May 27.—Cucumbers, 2-dozen boxes, $1.50 to $1.75; celery, Florida, crate, $4.50 to $5.50; leaf lettuce, per box, 20 cents; radishes, per 100 bunches, $1.50 to $2.00; tomatoes, 6 baskets, $4.00 to $5.00.

New York, May 26.—Celery (Florida), per crate, $1.50 to $3.50; cucumbers, 75 cents to $1.00 per dozen; mushrooms, $1.00 to $2.50 per three-pound basket; tomatoes, per pound, 12 to 25 cents; lettuce, per package, 30 cents to $5.50; radishes, per 100 bunches, $1.00 to $2.00.

Scotch Potato Prices.

The food controller announced that the maximum grower's prices for potatoes in Scotland, according to Commerce Reports, were increased as from March 1, as follows: For potatoes delivered during March, $37.20 per ton f. o. r.; for potatoes delivered during April, $39.60 per ton f. o. r.; for potatoes delivered during May and subsequent months, $42 per ton f. o. r. In each case the price at which the food controller will purchase Scottish potatotes from growers for export to England and elsewhere will be $3.60 per ton less than the maximum price. These increases correspond with the increases which have been granted to growers in England and Wales.

Vegetables Under Glass.

Under glass, the tomato and cucumber crops should have our best attention. Owing to the widespread cool, rainy weather, these crops will be very slow outdoors, hence the greenhouse product will have an open market for a long time to come. Where lettuce has been grown late, it is still possible to start cucumbers. We have seen some such late crops of cucumbers come in handy and pay handsomely, as from now on little heat is needed.

When cucumbers and tomatoes are setting fruit, we must look after feeding these crops. There is nothing better for these two than a good coat of bone meal, followed by a mulch of coarse manure. However, the greenhouse grower will soon have to face the scarcity of manure, the same way as the outdoor man, and even now many places may be short of this material. In the absence of manure, use sulphate ammonia. We have made it a practice to mix ammonia with the larger bulk of raw limestone, thus improving its condition, and adding some lime to our crops as we go. In this form ammonia is safely applied as a top dressing any time, indoors or outdoors. Ammonia and bone meal in most cases will fill the bill. Outdoors, owing to the long-continued rains, nitrogen will be lacking to a great extent, and a top-dressing of ammonia will do wonders.

MARKETMAN.

Vegetable Markets.

Weak and irregular markets with increased shipments were reported to the bureau of markets, United States department of agriculture, for the period May 21-27. Western potato markets advanced with new stock higher in most instances, but eastern sections were weak and unsettled owing to heavy receipts. No. 1 northern white stock, sacked, gained 10 cents in the Chicago carlot market and closed at $2.15-$2.30. Michigan shipping points also gained 10 cents, reaching $2.10-$2.20 per 100 pounds. New potatoes also advanced. Florida Spaulding Rose averaged $1 higher in consuming markets, reaching $8.50-$9.50 per barrel. South Carolina Cobblers closed at $8.50-$9 per barrel at New York and Baltimore and ruled $8.25 f. o. b. shipping points. Onion quotations at Texas shipping points strengthened. Yellow stock ranged $3.50-$3.75 per crate f. o. b. The general range of jobbing sales was $4-$5, but New York declined $1 and the prevailing tone was weak. In cabbage most lines were lower, but the range was irregular. Jobbing sales of Virginia Wakefields were generally between $2-$3 per crate at the close. Alabama stock was quoted $2.25-$2.50 per barrel crate in producing sections and weakened to $3-$4 in consuming markets. The tomato demand was fairly good at shipping points. Fancy Florida stock ranged somewhat lower with northern consuming markets generally slow and weak with declines of about 50 cents.

Tobacco Fertilizer Experiments.

In southern Maryland, crops of tobacco ranging from 1,300 to 1,600 pounds per acre will remove from the soil approximately 35 to 55 pounds of nitrogen, 10 to 12 pounds of phosphoric acid and 55 to 70 pounds of potash, of which something like one-third will be contained in the stalks and therefore should be returned to the soil, according to Bulletin 225 recently issued by the agricultural experiment station of the Maryland State College of Agriculture, College Park. From experiments conducted by the station, phosphates have not given any increase in yield of tobacco but have shown marked effects in hastening the growth and promoting the proper ripening of the crop. They also tend to give lighter colors to the cured leaf. Potash has only given small increases in yield on rested land but under continuous cropping to tobacco, this crop has shown decided need of potash. The proper ratio between the nitrogen and phosphoric acid is probably the most important fertilizer problem before the tobacco grower. Except on very fertile soil or where a legume crop has been plowed under, the content of nitrogen should be half to two-thirds of the phosphoric acid content.

The quantity of fertilizer to be used will necessarily vary with the state of fertility of the soil but for the average soil it is believed that an application furnishing about 25 or 30 pounds nitrogen, 50 pounds available phosphoric acid and 25 pounds potash will give very profitable returns. A fertilizer analyzing four or five per cent nitrogen, eight per cent available phosphoric acid and four per cent actual potash when applied at the rate of 600 pounds per acre will furnish approximately the above quantities of plant food.

Liming the soil for tobacco will usually give an increased yield when nitrogen is not liberally supplied in the fertilizer, but this response is due chiefly to the nitrogen made available and is at the expense of the reserve supply in the soil which is seldom large.

Strawberry Varieties.

The varieties of strawberries selected for extensive commercial growing should be those which, after several years' trial, show the best average record for productiveness and ability to stand shipment and possess other characteristics of commercial importance according to Farmers' Bulletin 1043 of the United States department of agriculture in which recommendations are made based upon the experience of growers, nurserymen and experiment station workers throughout the country. Observations have also been made in important representative strawberry growing regions and on breeding grounds and test plats at the time the berries were ripening and the condition of the fruit on arrival in the large markets has been studied.

In the selection of a variety for a given locality it should first be determined whether it is suited to its climate. Thus the Missionary, which is a good shipping variety in central Florida, is not a good shipping variety in the Mississippi valley. In the southern states the Missionary and Klondike make quick growth in the early spring, producing large crops of early berries, and in those parts of the south suited to them, are excellent shipping sorts. Neither of them, however, is adapted to the climatic conditions of the north. In like manner, the Dunlap, a leading northern sort, when grown in the south is too soft for shipping and sometimes for the local markets. Other varieties, such as Glen Mary, William Belt, and Marshall, which are grown to a considerable extent in the northeastern states, are not adapted to conditions further south, because of susceptibility to leaf-spot diseases. It is important, therefore, to know the climatic adaptations of the different varieties before selecting them for extensive planting.

The soil requirements are also important, although to a less degree than climatic conditions. Certain varieties, like the Klondike and Dunlap, are adapted to a very wide range of soils,

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

SWEET POTATO SLIPS

Nancy Hall, Porto Rico, Early Triumph, Dooley and Pumpkin Yams. Large, healthy plants, free from weevil and disease. 1000, 3.50; 10,000 at $3.00; 25,000 at $2.75; prepaid. 10,000, $25.00, not prepaid; 25,000, $56.25, not prepaid. Better prices on larger shipments.

Young Plant Co., FORT WORTH, TEXAS

DELPHINIUM Belladonna

2¼-in. pots, 10,000 plants ready now. $7.00 per 100; $60.00 per 1000.

ENGLISH IVY

Extra long and heavy 6-inch pots. $60.00
Extra long and heavy 5-inch pots..... 40.00
Extra long and heavy 4-inch pots..... 25.00
Lighter grade 4-inch pots..... 16.00

VIOLETS

Rooted runners, May delivery.
Princess of Wales....100, $4.00; 1000, $30.00
Lady Campbell.....100, 4.00; 1000, 30.00

C. U. LIGGIT
Office: 303 Bulletin Bldg.,
PHILADELPHIA, - - PA.

while others such as the Aroma and Gandy, are much more exacting. The Aroma seems best suited to a fairly heavy soil, such as a heavy silt loam, while Gandy does best on a clay loam. The reason for these differences in soil adaptation seems to lie, in part at least, in the amount of moisture the different sorts can get through their roots, and the root systems differ greatly.

For the purpose of obtaining information on the varieties best adapted to the different regions, a large number of commercial growers in the important producing districts in all parts of the United States were requested to give information as to the leading sorts in their respective localities and the merits of each. In addition, experts of the department visited many important commercial sections and most of the state experiment stations assisted in furnishing data which have been tabulated in the bulletin above mentioned. From this it is noted that about 25 sorts constitute about 90 per cent of the commercial strawberry acreage of the United States, or did in 1916, the first two, Klondike and Aroma, being credited with 41 per cent. Both have exceptionally healthy foliage and produce berries which are firm enough to be shipped to distant markets.

Cucumber Beetle Control.

The striped cucumber beetle which causes damage to cucumber, watermelon, cantaloupe, beans, peas and other crops, by far the most destructive curcubit pest the farmer and gardener have to fight, is the subject of Farmers' Bulletin 1038 recently issued by the United States department of agriculture. While there is no specific remedy for its control, entomologists of the department declare prevention is more effective than cure. Spraying will destroy the beetles when they occur in moderate numbers but is not effective in cases where the plants are seriously attacked. Lead arsenate is the most effective spray, although arsenite of lime and zinc arsenite are also used. Every part of the plant must be covered with the spray. The covering of young plants is very effective but these must be made tight enough to keep out the beetles. Clean cultivation should be practiced and beans, gourds, early or late varieties of squash and pumpkin should be planted with cucumbers for trap plants. The growth of the plants should be stimulated with manures and other fertilizers and they should be watered in drought and in hot weather. The co-operation of all cucumber and melon growers in the destruction of the fall brood of beetles in their respective vicinities will accomplish much in a few years.

STANDARD BAY TREE.

BAY TREES

New Stock, Scarce

Now Rolling. Ready Next Week.
Write for prices.

BOXWOODS

PYRAMIDS	Each
30 inches high	$2.25
42 inches high	4.50
48 inches high	5.00

GLOBE SHAPED	Each
15 x 15 inches high	$3.50
18 x 18 inches high	6.00

Packing at cost. Tubs 50 to 75 cents extra.
All f. o. b. Chicago.

Vaughan's Seed Store, Chicago

Seasonable Stock

Adiantum Croweanum, 4 in., $20.00 per 100.
Chrysanthemums, Old Fashioned Hardy, in red, pink and yellow, 1½ in. pots, $4.00 per 100; $35.00 per 1000.
Coleus, Golden Crown, 2½ in. $3.50 per 100; $30.00 per 1000.
Dracaena Indivisa, extra heavy, 6 in., 60c each; extra heavy, 7 in., $1.00 each.
Fuchsias, fine assortment, 2½ in., $4.00 per 100; 3 in., $12.00 per 100.
Snapdragons, 2 in., pink, in variety, Garnet and Firefly, $4.00 per 100.
Gladiolus, two best yellows, Niagara and Schwaben, extra size, 2 in., and over, $4.00 per 100; $35.00 per 1000; 1¼ in., $3.00 per 100; $27.00 per 1000.
Fuchsias, 4 in., in bud and bloom, $25.00 per 100.
Weeping Lantana, 2½ in., $4.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

CARNATIONS R. C.
LADDIE
$75.00 per 1000.
Orders booked now for January 1920 delivery.
F. DORNER & SONS CO.
LAFAYETTE, - - - INDIANA
Mention the American Florist when writing

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty
Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.
LAGER & HURRELL, Summit, N. J.
Mention the American Florist when writing

Chrysanthemum Stock

The three best standard varieties,
Unaka, Bonnaffon, Polly Rose,
2¼-inch, $4.00 per 100; $35.00 per 1000.
EDWARD J. TAYLOR, Green Farms, Conn.
Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

ALEX. B. LAMBERTON, former park commissioner of Rochester, N. Y., died at his home in that city May 24, age 80 years. He was a native of Ireland.

ST. JOSEPH, MO.—A. H. Bobbink, formerly with Bobbink & Atkins, Rutherford, N. J., has been appointed superintendent of St. Joseph parks.

NOTICE of the annual meeting and exhibition of the American Peony Society, to be held at Detroit, Mich., June 17-18, will be found elsewhere in this issue.

VINCENNES, IND.—Recent frosts have so seriously damaged the buds at the 20-acre peony farm of W. A. Reiman that the supply is barely equal to the local demand, while in former years the production was not less than 250,000, the greater part of these being shipped outside of the city.

California Association of Nurserymen.

The eighth annual meeting of the California Association of Nurserymen was held in the convention hall of the Mission Inn hotel, Riverside, May 26-27, there being a good attendance and the proceedings proved of more than ordinary interest. The opening session was called to order by President Max J. Crow, of Gilroy, the visitors being welcomed to the city by Mayor Horace and the association's pleasure and appreciation being fittingly expressed by George C. Roeding of Fresno. An interesting programme had been prepared, among the speakers and their topics being the following: W. S. Shamel, Riverside, "Bud Selection; Are We Far Enough Along to Show Conclusive Results"? Professor W. L. Howard, Davis, "What Root Stocks Are We Using? New Varieties of California Fruits"; E. J. Wickson, Berkeley, "California Nurserymen of the Fourth Decade"; F. O. Popenoe, Altadena, "Avacados and Sub-Tropical Fruits"; Dr. C. L. Marlatt, Washington, D. C., "Federal Quarantine: It's Purpose"; A. W. Morrill, Phoenix, "What Constitutes Ground for the Rejection of Nursery Products?"; George H. Hecke, Sacramento, "Co-operation and Common Sense in Application of Horticultural Law"; A. L. Wisker, Grass Valley, "Real Co-operation: Is It Possible Within This Association"; Wm. T. Kirkman, Jr., Fresno, "The Nursery Craft and Profession"; J. E. Bergtholdt, Newcastle, "What New Varieties Shall We Grow, What Old Ones Discard"?

On Tuesday afternoon the association was the guest of the citrus experiment station. At the evening session, reports were made by regular and special committees followed by a round table discussion.

The association adopted a resolution indorsing Plant Quarantine No. 37.

Officers were elected for the ensuing year as follows: William T. Kirkman, Jr., Fresno, president; M. R. Jackson, Fresno, A. I. Wisker, Grass Valley, Charles W. Ward, Eureka, D. W. Coolidge and Edward Rust, South Pasadena, vice-presidents; H. W. Kruckeberg, Los Angeles, secretary-tréasurer.

The ladies' auxiliary of the association also held its second annual meeting on the same dates, the session being called to order by Mrs. John Vallance, of Oakland, president, the programme including reports of the officers, papers, discussions and itineraries.

H. C. T.

Nursery Stock Names Under Fire.

Congressman Louis C. Cramton's prison penalty bill designed to regulate the naming of nursery stock and other plants, printed in our issue of May 24, page 932, is considered far too drastic, showing little knowledge of business conditions in the nursery and allied trades. The Michigan and other congressional representatives would do well to consult the business interests affected before framing laws for their regulation. In the meantime, our patrons (nurserymen, seedsmen and florists) would do well to write to the Hon. Louis C. Cramton, House of Representatives, Washington, D. C., also their own representatives in congress, giving their views of the present bill. This should be done without delay.

We have received a number of comments on the bill, one well-known nursery firm writing as follows:

"We note the article in the May 24 issue of THE AMERICAN FLORIST, calling attention to the bill introduced in Congress by Congressman Cramton.

"If this legislation were enacted, it would certainly be the hardest nut that the nurserymen and florists have had to crack for some considerable time, and the bill, as stated, is so unfair as to seem ridiculous.

"As the business is carried on today, plants being delivered to the consumers on orders taken by traveling salesmen, it would be impossible that every tree or package should show the name of the person who grew the tree and the place where the trees were grown. Nowadays, it is necessary for nurserymen to buy varieties all over the country in order to get the sorts which are necessary to fill orders, and to follow these through to the original source, would be an impossibility.

"Furthermore, it makes the nurseryman responsible for any mistakes, intentional or otherwise, that may be made by his employes; and a nurseryman would be placed in such a precarious position that it would practically force him to discontinue the business. In our opinion, there has never been a time in the history of the business when nurserymen were as careful and conscientious in filling orders as at the present time. Nevertheless, it is impossible to avoid more or less mistakes, varieties becoming mixed in the process of propaganda, etc., so that to be absolutely certain about the trees and plants, would be beyond the power of human man.

"The little damage which may occur from time to time by planters getting varieties not true to name would be infinitesimal compared with the loss which would come to the country in general by having the business of furnishing plants practically given up, and it certainly would be, if such drastic laws were enacted."

August Rolker & Sons, New York: "Such bills are not likely to be pushed in the early sessions of the 66th congress and we may get some time to learn more of the opinions of the trade on this subject."

J. Horace McFarland, Harrisburg, Pa., says: "The proposed legislation is too drastic and ought not to prevail."

FROM J. C. VAUGHAN, CHICAGO.

May 24, 1919.

Hon. Louis C. Cramton,
House of Representatives,
Washington, D. C.:

We note that you are introducing a bill regarding the shipment of nursery stock. On reading Section 3, it occurs to us that you have made this law a matter of police regulation. You must be aware that nursery stock is dealt in like other merchandise all over the country, often changing hands two or three times, and we cannot therefore understand how a label can continue to be used during two or three trans-

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Mention the American Florist when writing

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc., Introducers of BOX-BARBERRY NEW HAVEN, CONN.

Vaughan's Perennial Seeds for Summer Sowing

CAMPANULA Medium.

For seeds of other perennials see our list of "Flower Seeds for Summer Sowing."

	Trade Pkt.	Oz.
Aquilegia, Canadensis	$0.25	$1.80
Chrysantha, Golden	.25	2.40
Chrysantha, white	.25	2.40
Coerulea	.20	1.40
Hybrida (Haylodgensis)	.20	1.80
Rose Queen, pink	.25	1.80
Vulgaris, double mixed	.10	.50
Single mixed	.10	.50
Long Spurred	.25	1.40
Campanula, Carpatica	.20	1.00
Carpatica Alba, white	.20	1.00
Medium, single mixed (Canterbury Bell)	.10	.30
White, Blue, Pink, each	.10	.40
Double mixed	.20	1.00
Calycanthema (Cup-and-Saucer), mixed	.20	1.20
Calycanthema, Pink, Blue, White, ¼ oz., 60c	each, 25	
Pyramidalis, Blue	.25	1.60
Alba, White	.25	1.60
Coreopsis Lanceolata	.10	.40
Daisy, Shasta Alaska	.25	1.60
Delphinium (Larkspur) Gold Medal Hybrids	.50	2.40
Double Hybrids, mixed	.25	1.40

	Trade Pkt.	Oz.
Delphinium Formosum	$0.20	$1.00
Chinese, Blue	.10	.60
White	.10	.60
Digitalis, Gloxiniflora Alba, Purpurea and Rosea	each, 15	.80
Mixed	.10	.30
Grandiflora, Yellow	5	.15
Vaughan's Special Mixture	.15	.75
Eupatorium Ageratoides, white, fine fall bloomer	.15	.80
Gaillardia Grandiflora, mixed., 1b., $4.00	.10	.40
Grandiflora Comp. mixd.	.10	.50
New Hybrids	.20	1.20
Grandiflora Maxima Kermesina Splendens	.15	.80
Sulphurea Oculata	.10	
Hollyhocks, double White	.20	1.20
Yellow, Pink, Bloodred, Deep Rose, Salmon, Crimson, Dr. Faust	.15	1.00
Chater's Prize Double mixed	.15	.80
Single mixed	5	.30
Allegheny, Mammoth flowering, mixed	.15	.70
Everblooming Single and Double, mixed	.15	.60

VAUGHAN'S SEED STORE, NEW YORK, N. Y. CHICAGO, ILL.

fers containing the name of the variety, the name of the actual individual growing the plant and the identical location, postoffice and state where the plant was grown.

Further, because two or more dealers may sell and ship the same lots, they cannot know through their own knowledge the conditions which your proposed law requires. It would seem that in the first line of Section 3, after the fifth word, which is the word "shall," the words "willfully and knowingly" should be inserted. Then it would read, "The person who shall willfully and knowingly violate any of the conditions of this act," etc. This would make it a reasonable regulation, not a police regulation.

It seems to the writer that police laws, fines, imprisonment, etc., should apply to disregard of moral laws rather than ordinary merchandising. For the regulation of the latter, fines increasing in amount with repeated violations, if such occurred, would be ample protection for the public.

FROM MC HUTCHISON & CO., NEW YORK.

"We read on page 932, May 24 issue, about the bill introduced by Congressman Cramton of Michigan. The nurserymen are paying pretty high prices for French seedlings these days, and we wonder how much they would pay for a case containing 60,000 cherry seedlings, if each seedling had to bear a label showing the true variety, the name of the grower, and where it was grown. The same thing might apply to any other shipment of fruit or rose stocks which run into the millions every season. Our hands are full just now with Quarantine No. 37 with regulations which we are fighting in behalf of the florists, but if there is anything we can do to assist you in this matter please advise."

ROSE PLANTS

2-INCH POTS

Place your order here immediately to avoid disappointment.

	Per 1000
3000 **Milady**	$70.00
3000 **Sunburst**	70.00
4000 **Ophelia**	70.00
4000 **Killarney Brilliant**	70.00
4000 **Champ Weiland**	70.00
2000 **Ophelia,** 3-inch pots	90.00

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph Street, CHICAGO

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Jos. Heacock Co.,

Wyncote, Pa.

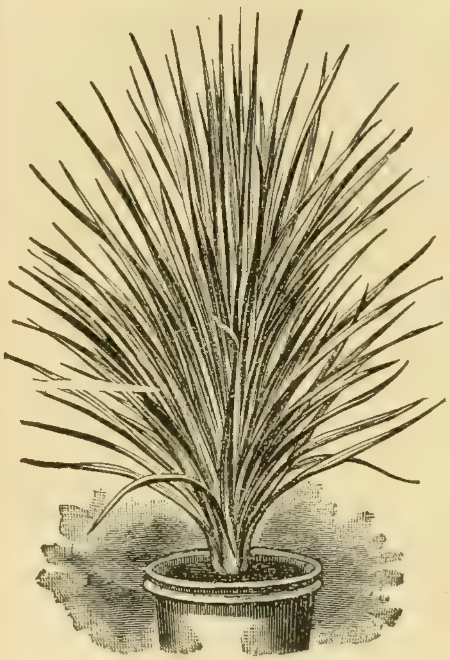
Grower of Kentias.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30.00 per 100
6-inch..$6.00 per dozen
7-inch .... 7.20 per dozen

GEORGE WITTBOLD CO.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Mention the American Florist when writing

Heating Efficiency.

"How to increase the efficiency of heating systems—to lower fuel consumption and keep the steam heated machine at uniform, maximum heat—is receiving as much consideration today from florists as a year ago when a coal shortage existed and prices were high," asserts A. Fitzgerald, general manager of the Morehead Manufacturing Company of Detroit. "With present prices of fuel prevailing, florists are confronted with a serious problem. Their coal bills will be far above the average unless their greenhouses can be heated with less fuel than required in previous winters. As a result, we are receiving more requests for information from florists regarding the Morehead Back-to-Boiler System than ever before. And when we refer these florists to greenhouses that have lowered their fuel consumption 15 to 20 per cent after installing Morehead traps, orders are forthcoming from practically every one who makes inquiry. Florists are pretty well satisfied that fuel prices will not drop and if a saving can be effected, they are sufficiently progressive to take advantage of the opportunity. We will install twice as many Morehead traps in greenhouses during the next few months as were placed in operation during all of 1918 which was a record-breaking year for us."

SAYVILLE, N. Y.—O. L. Ecluse & Son are erecting a range on their West Main street location.

OCALA, FLA.—This city has been selected as the place of the annual meeting of the Florida State Horticultural Society in 1920.

MARYSVILLE, KAN. — H. R. Fisher has a fine new Dodge delivery car, on which the florists' slogan, "Say It With Flowers," occupies a prominent place. Mr. Fisher's Mothers' day business broke all records and a big Memorial day rush is now on.

SPRING STOCK

One-half million plants ready now, of late propagation and transplanting, in excellent condition. Order today; this adv. may not appear again. Prompt shipment.

	Size Pot	100	1000
Abutilon, Savitzii	2¼ in.	$5.00	$45.00
Achyranthes, Red	2¼ in.	4.00	35.00
Ageratum, 3 kinds	2¼ in.	3.00	27.50
Alternantheras, R. & Y.	2 in.	3.00	28.00
Alyssum, Little Gem	2 in.	2.75	25.00
Cupheas, Cigar Plants	2 in.	3.00	25.00
Alyssum, Double	2¼ in.	3.25	30.00
Aster Plants, 4 varieties	2 in.	2.50	22.50
Canna, King Humbert, R. & Y.	3½ in.	10.00	95.00
Centaurea, Dusty Miller	2¼ in.	3.25	30.00
Chrysanthemums, Early, Medium or Late, all varieties	2 in.	3.35	30.00
Coleus, Golden Bedder and Verschaffeltii	2 in.	3.25	30.00
Fuchsias, 12 good varieties	2 in.	3.00	27.50
Fuchsias, 12 good varieties	4 in.	15.00	135.00
Geraniums, 8 leading varieties	2 in.	3.50	30.00
Geraniums, 8 varieties	3½ in.	10.00	90.00
Ivy Geraniums, 8 varieties	2 in.	3.00	27.50
Petunias, single mixed	2 in.	3.25	30.00
Marguerites, 3 varieties	2½ in.	4.00	38.00
Salvias, 2 varieties	2¼ in.	5.00	45.00
Salvias, 2 varieties	3½ in.	10.00	90.00
Stocks, 2 varieties	2½ in.	3.00	27.50
Verbenas, 2¼ fancy mixed	2½ in.	3.00	25.00
Vinca Variegata	2¼ in.	5.00	45.00
Vegetable Plants in Abundance			
Tomato Plants, all varieties	2 in.	2.25	20.00
Egg Plants, 2 varieties	2½ in.	5.00	45.00
Cabbage Plants, fine stock		.65	5.00

Alonzo J. Bryan

Wholesale Florist

WASHINGTON, NEW JERSEY

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.

Adrian, Mich.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.

440 S. Dearborn St.
CHICAGO.

GERANIUMS

50,000 **S. A. Nutt,** ready for June, a good time to buy. **Nutt** and **Buchner,** $15.00 per 1000. **Poitevine,** and **Ricard,** $17 50 per 1000.
SMILAX, good little pot plants at $2.50 per 100; same rate per 1000.

Parcel post or express, state which, post billed at cost.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

AGERATUMS.

Blue Ageratum. Bushy plants, 3-in. pots, $4.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus, fine, from pots, $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $7.50 per 1,000. ODOR GREENHOUSES, Iola, Kan.

BOUVARDIAS.

Bouvardia. For prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

Boxwood. Pyramids and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

CANNA WYOMING. Established, 3-in. pots, 10 to 15 inches high, $5.25 per 100. The Wagner Park Nursery Co., Sidney, O.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment.....$8.00 per 100
Matchless ..... 7.00 per 100

ROOTED CUTTINGS.

Big, strong stock now ready to come out of the sand. 2,000 Matchless, $4.00 per 100; $70.00 for the lot. 1,000 Belle Washburn, $5.00 per 100, or $40.00 for the lot. This is a big bargain as the stock is all Bassett & Washburn's well known quality.

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings

Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25.00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00
Seidiwitz	3.00	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
			Mensa	2.50	25.00
Golden Wedding	2.50	25.00	Mrs. Beu.	2.50	25.00
Baby	2.50	25.00	E. D. Godfrey	2.50	25.00
Quinola	2.50	25.00	Mrs. Buckingham	2.50	25.00
Aster	2.50	25.00	Billy Primrose	2.50	25.00
Klondyke	2.50	25.00	Lilia Red	2.50	25.00
Baby Margaret	2.50	25.00	Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

CHRYSANTHEMUMS

White	Mrs. Morgan
Mistletoe	Golden Queen
Chas. Razer	Pink
Smith's Ideal	McNiece
Elsie Papworth	Patty
W. H. Chadwick	Dr. Enguehardt
Yellow Chrysolora	Chieftain
Marigold	R. E. Loeben
Yellow Chadwick	

Rooted cuttings..$3.00 per 100; $30.00 per 1000
2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Yellow	White
Mike Gabel	Kemmitt
Madge	Helen Newberry
Quinolo	Bronze
Pink	Md. LaPorte
Queen Marie	Mrs. Beu
Lillian Dotty	Red
	La Gravere

Rooted cuttings..$4.50 per 100; $40.00 per 1000
2½-in. pots ..... 5.00 per 100; 48.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

CHRYSANTHEMUMS.

Christmas Gold. A golden yellow button that will be in all the markets next Christmas, $2.50 per dozen, $17.50 per 100, $150.00 per 1,000. A. N. Pierson, Inc., Cromwell, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

CROTONS.

Crotons, all the way from 4-inch to big tubs; prices range from 50c to $10.00 per plant. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DELPHINIUMS.

Delphinium Belladonna, 2¼-in. pots, $7.00 per 100; $60.00 per 1000. C. U. Liggit, 303 Bulletin Bldg., Philadelphia Pa.

DRACAENAS.

Dracaena Massangeana, 3-inch, $30.00; 4-inch, $50.00 per 100; 5-inch, 75c to $1.00; 6-inch, $1.25 to $1.50. Dracaena Terminalis, 5-inch, 50c to 75c; 6-inch, 75c to $1.00. Poehlmann Bros. Co., Morton Grove, Ill.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

Dracænas, Indivisa, 4-in., 20 cents; 3-in., 10 cents each. NICK READING, 6731 Ridge Ave., Chicago.

FERNS.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy, $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

Ferns. An almost unlimited supply of the best quality fancy ferns. Write for prices. H. C. Willis, Kinston, Ala.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FICUS.

Rubbers, 35c, 50c, 75c, $1.00, $1.50, $2.00 each. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FREESIAS.

Freesias, California. Purity (Improved), ⅜-½-in., $5.00; ½-⅝-in., $8.50; ⅝-¾-in., $12.50 per 1000. Purity (Improved), Vaughan's Special Strain, ⅜-½-in., $6.00; ½-⅝-in., $10.00; ⅝-¾-in., $15.00 per 1000. Vaughan's Seed Store, Chicago and New York.

Freesias. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums. Madam Salleroi, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cach please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. Madam Sallerol, strong plants, 2½-in. pots, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

15,000 Geraniums in bud and bloom. S. A. Nutt and Poitevine, 4-in. pots, at $18 per 100. S. G. BRYFOGLE, Muncy, Pa.

Geraniums. S. A. Nutt and Buchner, $15.00 per 1,000. Portevine and Ricard, $17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. S. A. Nutt, 4-in., 15 cents; mixed, 4-in., 15 cents each. NICK REDING, 6731 Ridge Ave., Chicago.

GLADIOLUS.

Gladiolus for late planting. First size bulbs in first class condition. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York City.

IVIES.

Hardy English Ivy. Large and small leaf; three plants to pot; good strong plants, $8.00 per 100. Glechoma, ground Ivy, extra strong, out of 3-in., $7.00 per 100. Lobelia, Blue Compacta, extra strong, $6 per 100. Golden Privet, yellow and green, $8 per 100. SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

MESEMBRYANTHEMUMS.

Mesembryanthemums. 2½-in. pots, in bloom and bud; the large blooming varieties, heavy plants, $3 per 100; 5 per cent for packing. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PELARGONIUMS.

Pelargoniums. Lucy Baker and Easter Greeting, 5-in. pots; well grown plants in bud and bloom, 40c; 5 per cent for packing. Cash please. MUNCIE PROGRESSIVE FLORAL CO., Muncie, Ind.

PETUNIAS.

Petunias. Single, transplanted Howard Star, Balcony Queen, in rose, white and blue, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

PHLOX.

Phlox Drum., big plants, $5.50 per 1,000. Seedling Salvia, Mammoth Verbena, 75c per 100; Rosy Morn, large plants, $1.50 per 100. Dasheen, The wonderful new Caladium, big bulbs, $1.00 to $2.00 per doz, MRS. R. L. GLASS, Long Beach, Miss.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

ROSES.

2½-INCH ROSE STOCK
2000 Columbia, 100, $17.00; 1000 $160.00
BENCH ROSE PLANTS
1000 Russell, 100, $16.00; 1000, $150.00
Also 500 cut back Russell potted in 4-inch pots $20.00 per 100.
A. F. LONGREN
4249 West Monroe St., CHICAGO

BENCH ROSE PLANTS.
Brilliant, Ophelia, Hoosier Beauty, White Killarney, $8.00 per 100. No orders for less than 100 of a variety accepted.
BASSETT & WASHBURN,
178 North Wabash Ave., Chicago

Rose plants. Milady, Sunburst, Ophelia, Killarney Brilliant and Champ Weiland, 2-in. pots, $70.00 per 1000. Ophelia, 3-in., $90.00 per 1000. Peter Reinberg, 30 E. Randolph St., Chicago.

Winter flowering roses. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

SALVIA SPLENDENS and BONFIRE. Established from 3-inch pots, $6.00 per 100, $56.25 per 1000. The Wagner Park Nursery Co., Sidney, O.

Salvia Splendens, large thrifty plants, 3-in., $6.00 per 100; 4-in., $8.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

SEEDS.

Seed. Asparagus plumosus Nanus. New crop, cleaned, lath-house grown. For prices see display advertisement elsewhere in this issue. McHutchison & Co., 95 Chambers Street, New York City.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seed. Michell new crop flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea. and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SNAPDRAGONS.

Snapdragons, 2½-in. pots, bushy plants cut back; free from disease. Silver Pink. Phelp's white and yellow, $4 per 100. Cash please. MILLER'S GREENHOUSES, Muncie, Ind.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

2,000,000 fine field grown cabbage plants. Bullhead, Copenhagen, Wakefield, Succession, etc. 500, $1.25; 1,000, $2.25, postpaid. Express, 1,000, $1.75; 10,000, $15.00. Cash. Potato and tomato, $3.00; 10,000, $25.00. Packed in moss, shipped anywhere safely.
TIDEWATER PLANT FARM,
Franklin Va.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.
Peppers, large, ready for field, $3.00 per 1,000; transplanted, $4.00 per 1,000.
ODOR GREENHOUSES,
Iola, Kansas.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

Yellow Jersey sweet potato plants, $3.50 per 1000. SIMANTON & PENSE, East 14th St., Falls City, Neb.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot. $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

Verbenas. Transplanted Red, Purple and White. $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

Vinca Minor or Myrtle. Strong plants with three to six buds, $1.50 per 100; $10.00 per 1000. Fred S. Davis, Centerville, Ind.

Vinca Variegata, fine bushy 4-in. pot plants, $12.00 per 100. THE F. WALKER CO., 312 W. Chestnut St., Louisville, Ky.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue. return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

MISCELLANEOUS.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

MISCELLANEOUS.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.
MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

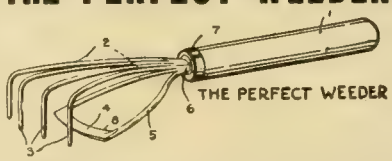
WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

Mention the American Florist when writing

1,000 Letterheads } $6.00
1,000 Envelopes }

Good Stock—Send Cash with order. No samples sent unless postage is enclosed.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO. ILL.
We Print Everything

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

WHOLESALE CUT FLOWERS.

Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

Bailey's New Standard Cyclopedia Of Horticulture

Six Splendid Volumes

This work is Prof. L. H. Bailey's latest and greatest achievement and will undoubtedly stand as a monument to him. This is not a revision of the old Cyclopedia but a brand new work containing features not dreamed of at the time of publication of the original cyclopedia which was a pioneer work. The old cyclopedia of Horticulture, it will be remembered, was a cyclopedia in fact as well as in name, whereas the new **Standard Cyclopedia of Horticulture** is a gardener's manual as well as a cyclopedia and contains features that make it equally adapted to the amateur and to the professional, to the man without education or the man with high literary tastes.

PRICE, $6.00 PER VOLUME

Carriage paid to any part of the United States.

American Florist Co.,

440 So. Dearborn St.,
CHICAGO, ILL.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

The Boiler of **Unequalled Fuel Economy**

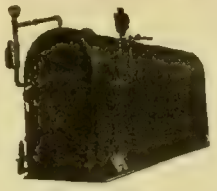
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO., WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH, DEFIANCE, OHIO.

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY

BURNLEY, ENGLAND.

Mention the American Florist when writing

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.75.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.75.

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
AlfredLozierRosery.970
Allen J K.....965
Alpha Floral Co.... 969
American Bulb Co..I II
Amling E C Co..... 961
Anderson S A 969
Angermueller G H Co.....962
Aphine Mfg Co.....987
Astoria Florist 968
Avenue Floral Co...970
Baer Julius.....969
Barnard W W Co.. 976
Bassett&Washburn.954
Baumer Aug 971
Baur Window Glass Co.....IV
Bayersdorfer H&Co.963
Begerow's.....968
Berger Bros.....962
Berning H G.....962
Bodger J & Sons Co.975
Boland J B 971
Bolgiano J & Son...974
Bramley & Son.....971
Braslan Seed Growers Co.....972
Breitmeyer's J Sons.968
Briggs Floral Co....970
Broadway Florist ..969
Brown A J Seed Co..972
Brown Bag Filling Machine Co 975
Bryan Alonzo J.....982
Buchbinder Bros....988
Buckbee H W.....970
Budlong Co J A.....958
Burpee W A Co.....976
California Florists...969
Central Floral Co. ..971
Chicago Feed & Fertilizer Co.....988
Chicago Flower Growers Assn.....961
Clark E B Seed Co..974
Clarke's Sons D.... 967
Clay & Son.....987
Coan J J..... 965
Conard & Jones Co..980
Cooke Geo H.....971
Cowee W J.....987
Coy H C Seed Co....974
Craig Robt Co..... 981
Danker Fred A.....970
Dards Chas. 967
Dietsch A & Co.....IV
Dominion Floral Co.968
Dorner F & Sons Co 979
Drakos Co.....967
Dreer H A.....III 988
Duluth Floral Co...970
Dunlop John H 968
Dwelle-Kaiser Co...III
Eble Charles.....967
Edwards Fold'g Box 986
Elm City Nurs Co.. 980
Erne & Co 960
Excell Laboratories. II
Eyres H G.....967
Fallon Florist.....967
Florist Specialty Co.III
Foerster Co Joseph .960
Foley Greenhouse Mfg Co.....III
Ford M C 965
Ford William P.....965
Fox J M & Son Inc..969
Frauenfelder C.....970
Freeman Mrs J B ...969
Frey C H. 970
Frey & Frey 970
Friedman 971
Froment H E.....965
Futterman Bros.....964
Galvin Thos F.....969
Gasser J M Co 9-8
Giblin & Co.....987
Gnatt Ove Co The...952
Godineau R & M....974
Goldstein I.....965
Gorham Printery Inc.986
Grakelow Chas H ..968
GrandRapids FloCo.970
Grimm & Gorly.....971
Gude Bros 967
Habermehl'sSons JJ.967
Hardesty & Co.....969
Hart George B.....965
Hart Henry.....968
Haven Seed Co The.977
Heacock Jos Co. 981
Heinl John G & Son.970
Henderson A & Co.. I
Henderson Lewis....968
Henry Co The John.961
Henshaw Floral Co.965
Hentz & Nash.....964
Herr Albert M 982
Hess & Swoboda....968
Hession 969
Hews & Co A H.....III
Hill D Nursery Co..980
Hollywood Gardens 968
Holm & Olson.....968
Holton & Hunkel Co.963
Hort Advertiser.....988
Hort Trade Journal .987
Hurff Edgar F.....974
Hurst & Son 974
Ickes-Braun Mill Co.IV
Idlewild Greenhs...971
Jahn Hugo 968
Jones Percy 956
Joy Floral Co 967
Kahler Pottery Co ..III
Kasting W F Co.... I
Keller Pottery Co Geo III
Keller Sons J B.....969
Kelway & Son.....974
Kennedy Andrew R.974
Kennicott Bros Co..956
Kervan Co The.....965
Kessler Wm 965
Kottmiller A 967
Kroeschell Bros Co.987
Kruchten John 961
Kuehn C A.....963
Kuhl Geo A.....981
Lager & Hurrell 979
Landreth Seed Co ..974
Lang Flo & NursCo.970
Lange A.....967
Levine & Co 951
Liggit C U..... 979
Littlefield Florist....970
Lockland Lum Co..987
Long Island Flo Co.968
Louise Flower Shop.969
McCallum Co 963
McGill R C & Co....976
McHutchison & C.o 975
Mackie William.....965
Malandre Bros. 970
Mangel.....971
Matthews the Flo'st.969
Matthewson J E.....967
May & Co L L.....971
Meconi Paul.....965
MetaireRidge Nurs .970
Meyer John C Thread Co.....966
Michell Henry F Co.977
Michigan Bulb Farm977
Michigan Cut Flower Exchange 961
Millang Joseph A... 964
Miller Floral Co 970
Miller & Musser 961
Moninger J C Co....IV
Murray Samuel.....971
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co .962
Newell A.....970
N Y Cut Flower Ex.965
N Y Floral Co.....971
Niemoth Theo 986
Niessen Leo Co 962
North Shore Flo Co.970
Pajan Louis C.....967
Palmer W J & Son..969
Pappas D J.....969
Park Floral Co.....969
Peacock Dahlia F'm.980
Peacock E R Co 973
Pearson E W.....969
Pedrick G R & Son..974
Penn the Florist.... 971
Peters & Reed Pott y.III
Philadelphia Wholesale Floral Ex.....963
Philips Bros.....970
Pierce F O Co.....IV
Pierson F R Co..... I
Pierson A N (Inc).... I
Pieters-Wheeler Seed Co.....972
Pikes Peak Flo Co..970
Pillsbury I L.....III
PittsburghCutFloCo962
Podesta & Baldocchi971
Poehlmann Bros Co.953
Pollworth C C Co...963
Polykranas Geo J ...965
Potter Floral Co 967
Pressing Seed Co W C.....972
Pulverized Manure Co The.....II
Pyfer A T & Co.....955
Raedlein Basket Co.966
Randall A L Co. .. 961
Randall's Flow Shop.971
Randolph & McClements 970
Rawlings Elmer .. 980
Ready Reference....983
Reed & Keller 987
Regan Ptg House....988
Reid Edw 962
Reinberg Geo.....961
Reinberg Peter, 955 981
Rice Bros..... 963
Rice Jerome B Seed Co.....973
Riedel & Meyer.....965
Robinson J C Seed Co 974
Rock Wm L Flwr Co.970
Rodgers J W 967
Rohnert Waldo 974
Ronsley Florist.....967
Rosery Floral Co ...971
Routzahn Seed Co ..974
Rusch G & Co 963
Saake O C.....967
Salzer Seed Co 971
Sceery Edw. 969
Schiller the Florist..969
Schillo A Lum Co...IV
Schlatter W & Son.. .....969 988
Schmidt Chas L.....971
Shaffer Geo Co.....971
Sharp Partridge & Co.....988
Sheppard H W.....971
Sheridan Walter F. 965
Siebrecht George C..965
Simon & Son I N....974
Situations & Wants.951
Skidelsky S S & Co I 976
Smith A W & Co....9-8
Smith & Co E D 982
Smith & Fetters Co 970
Smith Henry. 970
Storrs & Harrison...979
Stumpp G E M.....968
Taylor Edward J....979
Tait Bros Co 958
Thorburn J M & Co 975
Tonner O A & L A..957
Totty Chas H.....979
Traendly & Schenck-965
Traveling Wholesale Florist,.....964
Trepel Joseph.....969
United Cut Flo Co..965
Vanderschoot R A . 976
Vaughan A L Co .. 957
Vaughan's Seed Store .....I 977 979 981
Vick's Sons Jas.....975
Vincent R Jr & Sons Co I
Walker F Co.....967
Weber F H.....970
Weidemann H G....969
Weiland & Risch...961
Weir James 967
Westerbeek & Klyn.977
Western Seed & Irrigation Co.....973
Wietor Bros.....956
Williams Mrs E A...971
Willis H C 966
Winterson Co E F.. 960
Wittbold G Co. 967 982
Wolfskill Bros & Morris Goldenson.967
Wonder Plant Irrigator Co.....960
Woodruff SD & Sons.974
Yokohama Nurs Co.977
Young A L & Co....964
Young John & Co ...965
Young Plant Co.....978
Zech & Mann...959 961

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son
Before After
422 Main Street, Springfield, Mass.

Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S.La Salle St., Room 731, CHICAGO, ILL.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
Carriage paid to any part of the United States.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
Precipitate Bone Phosphate
Magic Blood and Bone
QUALITY SERVICE THE SOIL POWER MAGIC FERTILIZER ECONOMY PRODUCTION
Pure Pulverized Sheep Manure
Nature's Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, JUNE 7, 1919.** **No. 1618**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June 17-18, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23-25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally a cool growing plant on the edges of the woodland, in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even with the rim. In potting these plants they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deeply enough, and they frequently get turned over sideways during watering. They must be watered carefully and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

Peonies.

The work on these plants is not by any means finished when the blooms are cut, for they must be taken care of, to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on them, it is well to spread a mulch of strawy manure on the surface. This is often the case with the officinalis varieties, which do not make the heavy growth of the later varieties, and, as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer, the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses, badly pot bound and drying up every day, for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason, probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can easily be handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

Larkspur.

Larkspur, or "poison weed," is treated of in a bulletin issued by the department of agriculture, in which it is pointed out that many losses are suffered each year by western ranchmen by reason of the stock eating the weed. There are two groups of these larkspurs on the ranges—the tall and the low varieties. The low larkspurs pre-

fer the hills and rather dry ground, while the tall kinds grow in the canyons and gulches. Among the tall species are Delphinium barbeye and D. cucullatum. The tall larkspur is easily distinguished after it blossoms, but in the early stages is often confused with the geranium and aconite. Of the low larkspurs, D. Nelsoni is a type. It grows in considerable abundance in Wyoming, Colorado, New Mexico and Utah. The root is short and tuberous and the plant never exceeds a foot in height. The blossoms are a violet-blue. They appear, arranged in a loose raceme, in May.

Growers' Work in Progressive Steps.

Growing flowers from the time the plants are set out until the flowers are ready to cut, and then on until their final disposition, is one progressive step after another, until the flowers are ready to cut, and then too often backward to such an extent that all the advance is lost. There are many excellent growers who fail to realize the importance of caring for and handling their cut flowers in an earnest business-like manner, they seem to think that when they have brought them to a state of perfection, their mission has been fulfilled, and it is up to some one else to turn them into cash.

The fact is that the most precarious time in the life of cut flowers is that between the time of cutting and when they are placed on the market for sale. First there is the cutting. It is very important that they be cut just right, neither too close nor too open. It cannot be put down on paper just how to do it. The Russell rose was pronounced a failure by many until it was left to develop on the plants, and then it became a general favorite. Scott Key is another of the same character. American Beauty is often cut so tight that it fails to develop, or if it finally opens, is so off color that it is unsalable.

Each variety has its peculiarity in this respect; it must be cut just right to present its best market value at the the trade, yet it is far from universal. Those who do go to this trouble, however, are amply repaid by the much better returns.

Many growers make the mistake of putting one or two imperfect flowers in with others, either from carelessness, or with the hope that they will not be noticed. The fact is, however, that these are first to catch the eye, and the bunch is condemned at once.

Violets and sweet peas are flowers that should be picked when at their best, neither too green or allowed to stand on the plants too long. Many make the mistake of holding off before holiday seasons when the market is oft-times bare and then sending in large shipments of overripe stock for which there is no sale. Violets picked too green, or before fully expanded or after losing color, have no fragrance. Sweet peas are frequently seen with half the buds of the spray unopened; compare a bunch of these with another of fully opened flowers. One brings good money, the other becomes junk.

It is finish that counts. The man only one foot ahead at the tape wins the race. So it is with flowers in the market; the grower who having made a good run with his stock and is ready for a final burst of speed with effective preparation, wins out, while his competitor has to be satisfied with second place.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Window Boxes Up-To-Date.

The latest is a "Victory" or Peace" window box. This is made from a box that was built in quantity to carry shrapnel for war purposes. Now it seems proper to celebrate the victory, or the peace brought by victory, with flowers, and these boxes being of the right size, have been camouflaged with cedar bark slabs, and when planted as seen in the illustration, make a splendid ornament for the window or porch.

The other illustration is of an imitation cement box, being of sanded wood, with an insert along the front which is filled with cement and large seashore pebbles. The effect is very pleasing.

Next Week in the Flower Shop.

Weddings and commencements are the features that count the most at this time. When the weddings come consecutively for several days at a time, there is considerable velvet, as much of the stock, if well cared for, can be used several times over. Quite frequently, when the groom comes from a distance, the bouquets are ordered at short notice. Getting on the job before, or immediately after he arrives, gets the business, which otherwise might go elsewhere.

There is of course the almost continuous demand for funeral flowers, which is the backbone of the business. As the callas will soon be cut out, and few, if any, Easter lilies until the fall bulbs arrive and can be forced, something will have to take the place of this summer staple. Gladioli of the better grades will be good stock, also Kaiserin roses. Until the hot weather sets in, sweet peas should be a factor as they can be used in so many different ways.

It is a good plan to get the summer residence addresses of customers. There may be anniversaries during the summer period to which, by circular, you desire to call their attention. A prepared circular letter, emphasizing and calling attention to your facilities for summer business, and that all orders, either for local or out-of-town delivery, will have just as good service as if personally selected, is sure to be well received. It being directly addressed, shows the firm to be up-to-date and particular in such matters. Emphasize the telephone and give your numbers.

Keep after the delinquents. Well written letters will be found effective. Uncle Sam is sure of a hearing, and your letter a perusal, provided it is, as it should always be, in a plain envelope, while your messenger will very often find the customer, not at home. Never let a bill get old, that is remain unpaid after it is seen to receive no attention. Do not be afraid of annoying your customer; 60 days will shut them out of all department stores. Frequently they will go elsewhere, while owing you, whereas if the bill is paid, they are free to come back.

Convalescent baskets, not large, but containing a dozen buds and a few other choice flowers, combined with a box of choice strawberries and fine cherries, artistically arranged, will be just the thing for a sick friend at the hospital or at home. One or two of these in the window occasionally, will be sure to attract attention and result in immediate or later sales.

It will soon be vacation time, and if the wishes of the employes are ascertained, the summer schedule can be determined and announced, a course that will be most satisfactory to all, as then plans are laid by each, and their outings looked forward to with pleasure.

Have a good looking screen door at the main entrance. It has an up-to-date, as well as a cool appearance, keeps out the dust and flies, and is altogether worth while.

If so unfortunate as to be on the sunny side of the street, there must be the inevitable awning. Make the most of this with the slogan, "Say It With Flowers," in facsimilie script its full length over the top surface. If last season's awning is in good shape, except faded, give it a coat of plant

PEACE AND WAR.

Showing Flower Box and Shrapnel Case from Which It was Made.

IMITATION CEMENT WINDOW OR PORCH BOX.

shade or olive green paint outside, and white underneath. It then looks brand new and makes a background that will show off any lettering to advantage. It then can be brushed occasionally or given a good hosing at night, which will keep it bright and fresh looking.

Larkspur, gaillardia and the early white hydrangea are now in, and are among the best of the outside flowers. Larkspur belladonna, with its light shade of blue, while beautiful in itself, works up in fine color effect in sprays or baskets with pink gladioli or pink snapdragons, and also with pink roses.

Water lilies are about due. They are an ideal summer flower, especially fitted to grace either the counter or window in hot weather. They should always be shown floating on the water.

This is the year of money campaigns, Victory, Salvation Army and others. Chief, and as far as the trade is concerned, first, among which is our own little publicity affair with its modest $100,000. It would seem to be a good plan to adopt Uncle Sam's idea and to give each community its quota according to the importance of the trade. Local committees could then work and get it together in a two weeks' campaign, or perhaps less, all working at the same time in every state. It should be done voluntarily, as results everywhere in collective local advertising have brought wonderful returns. Do not wait to be asked. Send in your check now. Give as generously as you would like to have it returned. It will come back two fold.

Victory Flower Box.

The accompanying illustration shows the good use that has been made of shrapnel shell cases, which since the close of the war have lost their job, and instead of spreading death and destruction for the enemy, are serving as carriers of peace and good will in the form of plants and flowers. Filled with flowers of the national colors, or in fact, all suitable plants, they provide ideal decorations with which to celebrate the victory.

For their purpose, they were made of good lumber, very well put together, many of the corners being dovetailed They are now camouflaged with cedar bark slabs, covering up their war time signs, and giving them a rustic appearance. Their length, 24 inches, permits of easy handling. Each box, placed against another, can be make a section of any length. Three two-foot boxes with end and center spaces of six inches, will fill an eight-foot space even better than one box eight feet in length.

The pebbled front pattern is a novel design made in imitation of cement, being of wood sanded, with a front insert in which is placed the large rounded pebbles imbedded in cement.

There is no one branch of the business, which if its use could be made universal, would do more to spread the gospel of plants and flowers than the window or porch box. In all the large ctities, and in many small towns, the only space visible to the street is the porch or window ledge. If it should become the custom or fashion to adorn these spaces with boxes of growing plants, it would give the business an enormous impetus. There are thousands of well-to-do homes all over the country where such form of decoration, if it was thought to be the proper thing to do, would be installed at once. To bring about this situation, the desirability of boxes of plants, in building up a civic pride in their home town, in each doing his part to make it a "city beautiful," should be emphasized at every opportunity.

It is the work of the trade to build up this sentiment, first by their own example in specimens of work of this kind, in encouraging its use in public places, and wherever possible, in all city improvement associations, etc., offering prizes for the best work of this character.

In every community, well written articles with the idea of creating a "city beautiful," would find space in the reading columns of the local papers, which augmented with some liberal advertising by the trade, would certainly bring good results, which if kept up year after year, would in a cumulative way, greatly increase the custom.

Japanese in California.

The natives claim the Japs are bad tenants—destructive leaseholders who will overwork the land to barrenness. Turned propietor, the same Jap will care for the earth with maternal devotion. Before the land tenure law was passed by the legislature the Japanese had in hand about 3,000 farms, embracing approximately 200,000 acres. California had 75 per cent of the farmlands controlled by the Japanese. Most of the acreage in the eight counties of the south had come under their control. Actually they have a monopoly of the berry industry and dominate the vegetable market.

Birds and Crops.

Protect the birds and the insects will be in their crops. Destroy the birds and the crops will be in the insects.—London Punch.

THE S. A. F.

Increased Production and Glut.

With the wonderful progress of 1918-1919, and the renewed confidence now being instilled into growers on account of success of the past 18 months, is there not a possibility of the return of more flowers than buyers as in the days of yore? It is but natural that with success comes an era of overproduction, caused by optimistic and over ambitious growers who feel they should take advantage of the new condition.

How are you handling the situation from the standpoint of creating new buyers from the consumer's ranks to market this extra production? If we do not keep making new customers to use up this extra supply, how long before that increased production will become a glut? More publicity will make more buyers, and more buyers will keep your products at their proper price level. Shall we slow up in our publicity? Your subscription is your answer.

HENRY PENN,
Chairman Nat. Pub. Campaign.

National Publicity for Flowers.

The following letter, from Spokane, Wash., attests to the benefit resulting from the publicity campaign in a marked manner: "Enclosed please find my check for $10, doubling my subscription to the national publicity campaign. I am glad to subscribe this amount for the good of the cause. I am also glad to say that I have felt the effect of the last year's campaign. I hope to see this work continued, and you may call upon me for my subscription yearly. Yours truly, H. E. Reimers."

A press agency, through a regular dispatch, has also seen fit to publish an item dealing with the demand for flowers. The dispatch, sent out from Chicago, which has been widely printed, states that the flower business has had an unprecedented boom in recent months, according to information received, and the situation was declared to be true not only of Chicago but all other cities.

Could anyone, in the face of this, truthfully assert that our campaign was not producing the results sought? What else could have caused a remarkable stimulation in trade, at a time when it would be least looked for? Not only has it been noticed by our florists, but outside interests, marveling at the condition, think it worth reporting. And yet there are thousands of florists who yet show no sign of willingness to share in the expense which such success entails. By this is meant growers as well as retailers. Take the carnation growers, for instance. We would ask them whether they had ever heard of a demand for carnations such as experienced this season—and also whether they would ever have dreamed of the possibility of such magnificent returns for their products as have been theirs this season. They may say, "Well, not so many carnations have been grown." None will believe this. Very many of the largest carnation growers, in spite of the fuel restrictions, planted their houses as usual, taking a chance on the lifting of the restrictions—and they won out. Most of the rest curtailed on other plantings, but stuck to their carnations. What was the result? Our markets received the usual supply; if there was any diminution, it was negligible. And we have had no market gluts anywhere, a wonderful statement to make when we think of the gluts of other years. Still, there are hundreds of carnation growers who have not supported the campaign fund. We all know that it is not because they cannot affard to do so.

Our committees have decided to put into the field, representatives from the society to make personal solicitation of all who have not subscribed. Louis J. Reuter, one of our life members, has very kindly volunteered to take up such work in New England. The assistance of all in the trade is asked wherever he may travel, in support of Mr. Reuter's efforts to increase the fund, in order that he may cover his territory to the best advantage. He is fully accredited, both in the matter of obtaining subscriptions for the fund, and memberships for the society.

All local committees are urged to redouble their efforts in the interests of the fund. Time is passing, and if we are to have the bumper business next season, which we expect, and which our campaign is surely bringing us, we must complete our plans in time—but our fund must very quickly be advanced to a point which will justify our committees in placing advertising contracts the necessary time ahead. The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Joseph Sylvester, Oconto, Wis. (1 yr.)	$ 5.00
Miss E. F. Kaulbach, Haverhill, Mass.	10.00
James L. Kennedy, Lowell, Mass.	10.00
Swan & Berndtson, Lawrence, Mass.	10.00
Karl S. Brackett, Haverhill, Mass.	15.00
Alfred Wagland, Lawrence, Mass.	10.00
Chas. H. Rice, Lexington, Mass.	10.00
Yaffe Bros., Haverhill, Mass.	25.00
Riedel & Meyer, New York (1 yr.)	50.00
Roman J. Irwin, New York (Addl.)	50.00
H. S. Whittemore, Walthom, Mass.	3.00
H. E. Reimers, Spokane, Wash. (Addl.)	10.00
Lloyd C. Bunch, Freedonia, Kan.	5.00
Theo. F. Kienahs, La Crosse, (1 yr.)	5.00
Schmid's Greenhouse, Winfield, Kan.	5.00
Mrs. B. Paseler, W. Hoboken (addl.)	2.00
Siebrecht Floral Co., Winona, Minn.	20.00
	$ 245.00
Previously reported	36,550.50
Total	$36,795.50

JOHN YOUNG, Sec'y.

The Clover.

Some sing of the lily, and daisy, and rose,
And the pansies and pinks that the summer time throws
In the green grassy lap of the medder that lays
Blinkin' up at the skies through the sunshiny days;
But what is the lily and all of the rest
Of the flowers to a man with a heart in his breast
That has dipped brimmin' full of the honey and dew
Of the sweet clover-blossoms his babyhood knew?

I never set eyes on a clover field now,
Or fool round a stable, or climb in the mow,
But my childhood comes back, just as clear and plain
As the smell of the clover I'm smellin' again;
And I wander away in a barefooted dream,
Where I tangle my toes in the blossoms that gleam
With the dew of the dawn of the morning of love
Ere it wept o'er the graves that I'm weepin' above.

And so I love clover—it seems like a part
Of the sacredest sorrows and joys of my heart;
And wherever it blossoms, oh, there let me bow,
And thank the good God as I'm thankin' him now;
And I pray to him still for strength, when I die,
To go out in the clover and tell it good-bye,
And lovingly nestle my face in its bloom,
While my soul slips away on a breath of perfume.

—James Whitcomb Riley.

Improving One's Position.

One of the most important steps in a man's business life is getting or changing his position. Most men in the retail business began as errand boys, some to run errands after school hours and on Saturdays, while others were compelled to work after the scantiest education, as even their small earnings were necessary at home.

When one's bread and butter depends on his individual labor (and the men who have made the greatest success are generally those who had nothing but their brains and braun to assist them), he values his job and tries to make the most of it. Naturally, the majority of men try to better themselves when they see an opportunity. They believe, as they gain in age and experience, that they are worth more to their employers and ask for a raise. The wide-awake firm, as a rule, appreciates the efforts of the faithful and progressive employe, who will at intervals find a welcome addition to his salary in the pay envelope.

When a man feels that he is worth more than his salary, but his employer declines the advance, then he is free to offer his services elsewhere. In no case should he do this, however, without giving his old employer the first opportunity.

Quite frequently a position at an increased salary does not net as much as the old one, the hours being found longer with perhaps greater living expenses. Men are sometimes approached and offered increased salaries to move with their families to other cities. Such offers should be weighed very carefully, as so often the position turns out not to be as expected or represented. Living expenses are higher and altogether the move is regretted.

When an offer has been made to an employe by another house, he should before making his decision consult his employer. Loyalty to the firm with which he was glad to obtain a position compels this. A man is worth what he gets; many are plodders, good in their way, attending faithfully to their work, but lack ambition. Others with initative are always striving to forge ahead, to make themselves more able and valuable. In this way they show their worth and salaries rise and keep pace with their ability.

The man who proves himself to be an artist, who can handle and arrange flowers, has business ability and good habits, can land a "top of the ladder job" in any city of the land.

Babson's Business Outlook.

The Babson statistical report for May says: "The movement in business is uneven. Most of the metal industries remain lethargic. Jewelry, and other luxury lines, on the contrary, exhibit great activity. Building has begun to stir in earnest, with resulting improvement in scores of related industries. Lines stimulated by war have declined; lines depressed by war have advanced. This is merely the inevitable operation of the law of equal and opposite reaction." In the opinion of the Babson staff the immediate trend should be a horizontal drift. In another survey the Babson house says: "Nine out of 10 prospects who look for appreciable price reductions are chasing rainbows."

CHRYSANTHEMUMS

Chrysanthemum Society of America.

The following is a list of special prizes to be awarded at the annual exhibition of the Chrysanthemum Society of America to be held in conjunction with the American Institute of the City of New York in the Engineering building, that city, November 5-7, 1919:

Class A.—C. S. A. silver cup for the best seedling chrysanthemum not disseminated. Six boloms one variety on long stems.

Class B.—C. S. A. silver cup for the best six vases pompon chrysanthemums, six varieties, 12 sprays not less than 18 inches long to a vase.

Class C.—Lord & Burnham Company prize for 12 blooms, 12 varieties of chrysanthemums on short stems: First prize, $20.00.

Class D.—The E. G. Hill Company prizes for six blooms of chrysanthemums, variety Delight: First, $15.00; second, $10.00.

Class E.—Elmer D. Smith & Company prizes for four vases disbudded pompon chrysanthemums, four varieties, 12 blooms each, open to all: First, $10.00; second, $5.00.

Class F.—Chas. H. Totty Company prizes for six blooms of chrysanthemums, variety, Vermont: First, gold medal; second, silver medal; third, bronze medal.

Class G.—Chas. H. Totty Company prizes for three vases of single chrysanthemums, 10 sprays in a vase, yellow, white and pink: First, $10.00; second, $5.00.

Class H.—H. E. Converse prize, silver cup for the best 10 blooms, bronze chrysanthemum, one variety on long stems, open to all.

Class I.—A. N. Pierson, Inc., prize, for the best 10 blooms white chrysanthemum, one variety on long stems, open to all; $10.00.

Class J.—Henry A. Dreer prize for the best 10 blooms, one variety of chrysanthemum, certificated by the C. S. A. season of 1918; $10.00.

Class K.—Stumpp & Walter Company prize, silver cup for 18 blooms of chrysanthemums, three varieties, six blooms each on long stems.

Class L.—Michell's Seed House prize, silver medal for the best seedling chrysanthemum of American origin, not disseminated, six blooms on long stems.

Class M.—Weeber & Don prize, for the largest bloom of chrysanthemum, any variety, on long stems, without artificial support; $5.00.

Class N.—National Association of Gardeners prize, silver medal for the best six blooms of chrysanthemums, six varieties on long stems. Open to members of the N. A. G. only.

CHAS. W. JOHNSON, Sec'y.

Chrysanthemum Chadwick Culture.

There are various methods to be pursued in growing the same class of plants, and in none is this more necessary than the chrysanthemums, some of the varieties of which are so different in their habits of growth and flower production as to be a study in themselves.

While Chadwick is an old variety, and still one of the best, producing, when well grown, superb flowers in white, yellow and pink, yet comparatively few growers are successful with this old timer, and have dropped it from their lists. Another reason is the scarcity of young stock, as for some reason, it does not, as a rule, produce many cuttings.

A Philadelphia, Pa., grower has had very good success with the Chadwicks, having learned to humor them as it were, and besides getting good crops of fine blooms, seems also able to secure cuttings in quantity. His methods of culture are about as follows: He aims to have strong young plants in 2½-inch pots, ready generally from his last lot of cuttings. These are planted out in the house August 15-20, not before. They take hold of the soil at once, and keep going at full speed without a check, setting buds and producing flowers that come to perfection for Thanksgiving. When the crop has been marketed, iron pipe frame supports across the ground beds, which in no way interfere with the chrysanthemums, support a temporary table raised about 18 inches above the ground, on which this year was placed the Easter crop of pot hydrangeas, the temperature being kept just above freezing. About February 1, these were placed in a warmer house, and the boards over the chrysanthemums removed, which not having been disturbed, are at this time, March 10, shooting up well from the bottom, and from these one crop of cuttings has already been taken. There are 1500 plants of the three colors, from which the grower expects to root some 60,000 cuttings.

He claims, to dig these plants in the fall, and box them, disturbs the very slender roots so that they take a long time to recover, and for that reason produce very few cuttings. By his method of leaving them in the bed, they will make a good growth of bottom shoots which root freely.

VICTORY FLOWER BOX FOR PORCH OR WINDOW.

Tables of callas were interesting. These had produced quantities of flowers. They contained plants in 5-inch pots almost entirely bedded in soil. The roots were, in a measure, confined in the pots, but they also rooted into the soil which held the pots in place so they could be watered or syringed with the hose without falling over. Anemones fulgens and St. Bridget, in pots for Easter, looked very good. Although not in any sense new, they are almost a novelty in this market. Polystichum coriaceum is a splendid fern for cutting. It should be more largely grown by the trade. Spiræas, hydrangeas and pot roses were quantity items of Easter stock that looked in prime condition. K.

ROUND LAKE, N. Y.—Elmer S. Morris, proprietor of the Peterson Greenhouses for the past four years, died May 12 from a paralytic stroke. He was 47 years of age and well known in the community.

American Peony Society.

The seventeenth annual exhibition of this society which takes place in the hall of the Board of Commerce, Lafayette avenue and Wayne street, Detroit, Mich., June 17-18, already gives indications of being the best in the history of the society. The date fixed for the event this year is over a week later than that of the exhibition at Cleveland a year ago. Many growers who wished to make exhibits in the different classes then were unable to do so, owing to the date, which was found too early for the great number of growers adjacent to the lake region. The cold weather that has prevailed so far this season, has been most favorable to the growers in the north central states, and many of them will take advantage of these exceptional conditions and make extensive exhibits.

This year, no charge will be made for admission to the exhibition, and the greatest efforts will be made to have a big attendance of the flower loving public, which will further popularize the peony, to the end that everyone with even a small plot of ground will hereafter grow some of these flowers.

The Detroit Florists' Club is co-operating in this event with the American Peony Society, and will have full charge of the exhibition, and peony growers everywhere are urged to their utmost to make exhibits. Those who are unable to bring their flowers, may safely address them to the Michigan Cut Flower Exchange, 264 Randolph street, Detroit, Michigan, with charges prepaid, and marked "For the Peony Exhibition." These will be given special care and properly staged in the exhibition hall. All entries for competition and correspondence in connection with the same may be addressed to J. F. Sullivan, 361 Woodward avenue, Detroit, Mich.

NOTICE TO CANADIAN EXHIBITORS.

Arrangements have been made with the internal revenue office at Detroit whereby Canadian peony growers may send their exhibits free of duty. Simply mark the shipment, "For the Peony Exhibition," care of the Michigan Cut Flower Exchange, prepaying express charges. J. F. S.

The Arnold Arboretum.

MORE LAND NEEDED.

To the Board of Overseers of Harvard College:—

Your committee appointed to visit the Arnold Arboretum has the honor to render its report.

Founded in 1874, the Arboretum, which has been managed with intelligence, energy and economy, has established a world wide reputation and attained an influence which is remarkable when it is remembered that it is the work of one generation and that it is still controlled by the man to whom it was first entrusted by the corporation. The $100,000 given to the university by the trustees under the will of James Arnold of New Bedford to establish an arboretum has been increased by the generosity of friends to more than $700,000, and in addition to the income of this endowment between $1,200,000 and $1,300,000, including the money contributed by the city of Boston, have been spent in the establishment and scientific activities of this department of the university.

To Mr. Arnold's trustees an arboretum was a collection of trees able to support the climate of eastern Massachusetts and they probably did not realize that their gift was to make possible in less than 50 years a scientific establishment with few rivals in its particular field and one of the best known departments and chief ornaments of the university. The collection of trees and shrubs arranged for convenient study in its outdoor museum is already the most important in America. The Arboretum is equipped with a library of 40,000 books and pamphlets and a herbarium of nearly 200,000 specimens. By its explorations, principally in North America and eastern Asia, undertaken for the discovery and introduction of unknown plants, it has increased the knowledge of trees and introduced into the gardens and parks of the United States a large number of trees and shrubs before unknown in them. We are told that the collections which the Arboretum has brought together make it the best place in which to study the trees of North America and of China and Japan. It is certainly interesting that Chinese students who wish to become familiar with the trees of their native land come to study them in the Arboretum.

Several books prepared in the laboratories of the Arboretum have been finished during the last two years. The most important of these is perhaps the Bradley Bibliography, in which are found the titles of all the books and articles in periodicals devoted to the description, history and uses of woody plants published in all languages before the end of the nineteenth century. It is a book in five volumes of 3,895 quarto, two-column pages, and 18 aration. The Arboretum has also reyears have been occupied in its prepcently published an account of the great collection of plants made for it in western China by E. H. Wilson, a monograph of the pine trees of the world, books on the cherries of Japan and on the cone-bearing trees of Japan, and a two-volume catalogue of its library. "The Bulletins of Popular Information," which the Arboretum has now issued during the spring and autumn for eight years, carry information of its new plants to all parts of the United States and to many foreign countries.

So much for the past. The future of the Arboretum is of more interest to your committee, for it believes that from the beginnings which have been made it is possible greatly to extend this department of the university during the long life which is assured to it by its contract with the city of Boston and to make it a much greater power for good than it is today. The changes which will follow the ending of the war must make the United States a greater center of intellectual and educational activity, and it is evident that American universities will be called on even more than they are now for public service of a scientific nature such as the Arboretum now performs. Such work can only be safely entrusted to the great universities, for experience shows that in this country such work to be successful must be free from political influence and the uncertainty of political support.

The Arboretum should be in a position to explore all the countries of the world as carefully as it has explored North America and Japan, to gather material and information which will make it possible that any question which may be asked of it about any tree growing in any part of the world may be answered, and to offer better facilities for the scientific study of trees than can now be found in America.

As a museum, the ground occupied by the collections is already too crowded, and large additions of land will be needed for it in the near future for the proper display of the new trees which are constantly discovered or may be created by the art of the hybridiser. A larger endowment is needed now and much more money will be needed from time to time in the future if the Arboretum is to meet the increasing demands which are made on it.

The Arboretum is national in the scope of its work. It has been as active and successful, for example, in supplying new trees and information about them to planters in Illinois or California as in its efforts to improve the parks and gardens of New England. It is fair, therefore, that financial support for it should be as national as its activities. Your committee feels, therefore, that it is its duty to appeal to persons interested in trees in all parts of the country to help it improve this department of the university and to increase its usefulness.

An immediate and pressing need of the Arboretum is the land, about 16 acres in extent, between South street, Jamaica Plain, and the Dedham branch of the N. Y., N. H. & H. Railroad, the property of the president and fellows of the university. This land is needed by the Arboretum for its large collection of poplar and willow trees for which it has now no proper or suitable location. Poplar trees are valuable, for they are the only trees of large size which can be successfully grown over thousands of square miles in the drier regions of the United States. Opportunity should be found in the Arboretum to study these trees growing under the most favorable conditions. Many willows are important trees and all willows are of particular interest to students of trees and shrubs.

The present condition of the collection of poplars and willows is not a credit to the Arboretum. These 16 acres of land which are perfectly suited for these collections are not used by the university. A large part of it is low meadow without drainage, unsuited for agricultural experiments or for a garden.

This is not the first time your committee has called your attention to the importance of this land for the Arboretum, and through some of its members it has made various efforts to obtain the consent of the corporation for its use by the Arboretum. It takes this opportunity to express again its belief that the best interests of the university will be served by devoting it to the uses of the Arboretum.

WILLIAM A. GASTON,
WALTER HUNNEWELL,
CHARLES E. STRATTON,
MRS. LOUIS A. FROTHINGHAM,
JOHN LOWELL,
JOHN E. THAYER,
FRANK G. WEBSTER,
CHARLES A. STONE,
WILLIAM C. ENDICOTT,
THEODORE A. HAVEMEYER,
CHARLES L. HUTCHINSON,
RICHARD T. CRANE, JR.
HENRY F. DU PONT.

San Francisco.

HEAVY SURPLUS OF OUTDOOR STOCK.

Trade slackened up somewhat last week, owing to the great influx of outdoor stock. Funeral work was about the only thing that helped out. Roses have been in very strong supply during the past few days and move fairly well as the great outdoor crop is over for a while. American Beauties are numerous and are selling at steady prices. Mrs. Chas. Russell is also plentiful. There is a large stock of all other varieties. Irish Elegance is one rose that is coming in freely, but sells almost on sight. Of baby roses, there is a large cut, both from under glass and outdoor stock. Peonies are still coming in freely. They are as popular as ever. Pink and rose colored varieties are most in demand. Gladioli America and Mrs. Francis King made their appearance during the week and were very welcome additions to the cut flower list. They are bringing fine returns. Peach Blossom and The Bride are in large supply, and may be seen everywhere. Sweet peas are now at their best. The receipts are quite heavy, and it is only the best stock that commands good figures. A great deal of the offerings are off color and are sold on the streets. There is a large cut of carnations. Only the best stock is now bringing remunerative returns. However, the prices are sure to take a jump upward next week. Scabiosa caucassica is a perennial which is largely seen and has proven to be a money maker. Delphiniums of fine quality are also being received. Cattelyas are still to be had in sufficient quantity for all needs. Prices remain unchanged. Gardenias are offered freely, and it is not expected that there will be any shortage of this flower from now on. A few dahlias have also been noticed. They are of rather poor quality as yet, being short stemmed and of poor texture. Nearly all outdoor herbaceous stock that has any market value may be noticed in the various stores. Boston ferns are coming in more freely again.

NOTES.

George C. Roeding, president of both the Fancher Creek Nurseries, of Fresno, and the California Nursery Co. at Niles, is both a nurseryman and a patriot. He has just refused a commission of $50,000 for the purchase of nutshells and fruit pits, used during the war in the manufacture of gas masks for the American soldiers. Mr. Roeding contracted with the government to supply fruit pits, such as peach and apricot, for $12.50 a ton. He later managed to corner the market at a price of $6.00 per ton. The remaining $6.50 a ton he has refused to accept from the government for purely patriotic reasons. Secretary of War Baker has written Mr. Roeding thanking him for his efforts and lauding his patriotism.

The E. W. McLellan Co. was ready with a very heavy cut of all seasonable stock for Memorial day. They are receiving a good supply of Gladioli The Bride and Peach Blossom. They are expecting heavy cuts of the large flowering gladioli from their growers in the Santa Cruz district. Spanish iris will also be handled in large quantities. Manager J. A. Axell says prospects for a heavy shipping trade are particularly bright.

The Chas. C. Navlet Co., on Market street, has been showing some finely grown Tamarix africana, grown in tubs, during the past week. They were splendid specimens and met with ready sale. They have made arrangements to handle a large business this coming week, according to Manager Picetti.

Luke Uzick, who is now manager of the J. B. Boland store, on Kearny street, was prepared for a great rush of business for Memorial day. This firm expects to remove to larger quarters about July 1. And yet, they have not decided upon a suitable location, but expect to do so shortly.

Martin Poss, of San Mateo, says spring business has been extra good this season. The call for bedding plants was quite heavy. He has completed the shipping of his young carnation plants, and is now putting his stock for the coming season in the field.

Pelicano, Rossi & Co. used the daily papers in a campaign to push their Memorial day business. They report themselves as greatly pleased with the results of their advertising. They are showing a splendid cut of Gladioli America and Mrs. Francis King.

G. Rossi & Co. booked up heavily on Memorial day business. Large shipments of wreaths were handled by this firm. They expect a large cut of stock from their greenhouses at Colma. Both the Oakland and San Francisco stores are very busy just now.

P. Scatena, who is in charge of the shipping department of the Art Floral Co., was kept busily engaged preparing for the Memorial day rush. The shipping rooms have been greatly enlarged of late and they expect to do a heavy out-of-town trade.

Among the guests at Byron Springs this week are the following members of the trade from this city: Frank Pelicano, of Pelicano, Rossi & Co.; Peter Ferarri, of Ferarri Bros., and Julius Eppstein, of the St. Francis hotel flower shop.

Frank R. Mills, of Palo Alto, is fully booked up on business for the coming week. He is cutting heavily of excellent Spencer sweet peas. His crop of carnations is large, and of their usual excellence.

The MacRorie-McLaren Co. says trade at their branch store in the Palace hotel is keeping up steadily, owing to the numerous social functions that are always occurring at that popular hostelry.

Victor Ferarri is handling his firm's business here in town during the absence of Peter Ferarri, who is at the springs. He brings a heavy cut of orchids to this market every morning.

M. H. Ebel, of Sacramento, was in town during the week purchasing stock. He says trade promises to be quite heavy in the northern part of the state.

JAMES T. LYNCH.

Boston.

MEMORIAL DAY TRADE BETTER THAN EVER.

Memorial day business exceeded that of previous years, with the demand for prepared wreaths and sprays greater than anticipated. Cut flowers were in good condition and reasonable in price.

NOTES.

H. M. Robinson & Co.'s Memorial day trade was 100 per cent. better than last year, with demand generally good in all departments.

Frank Edgar had an unusually good Memorial day business and sold up completely in specimen plants, roses and hydrangeas.

B. A. Snyder & Co. had fine sales and were well supplied with roses, carnations and peonies.

S. K. G.

Horticultural Society of New York.

The Horticultural Society of New York will hold an exhibition of peonies, roses, hardy flowering trees and shrubs and collections of hardy herbaceous plants in the Museum building, New York botanical garden, Bronx Park, June 7-8. Cash prizes will be awarded in all classes and there will also be awards for meritorious exhibits of plants not provided for in the schedule.

OBITUARY.

James Hay.

James Hay, for many years a prominent florist in East Greenwich, Conn., died at his home in that city, May 31, age 50 years. He suffered an attack of influenza last fall, which with a recurrence of the disease this spring affected his heart, and since that time he had been able to devote only part time to his business. The deceased was born in Scotland and came to America at an early age. At one time, as gardener for Mrs. Jack Gardner at Boston, his work attracted much attention and he later became head gardener at the Goddard estate at Potowomut, Conn., later engaging in the florist business. He is survived by a widow, one son and three daughters.

Thomas A. Cox.

Thomas A. Cox, one of the oldest and best known florists in New England, having been engaged in business at Dorchester, Mass., since 1873, died at his home in that city, May 19, of heart trouble at the age of 78 years. He was born in England and came to the United States in 1868 and occupied the position of gardener on the Tucker estate at Dorchester until he embarked in the trade for himself. His genial disposition made for him many friends and he was recognized as an expert grower of cypripediums, maiden hair ferns and smilax.

LOUISVILLE, KY.—H. I. Whiteside is in bankruptcy.

ADA, O.—Harry Mohler is building a new retail store at the front of his establishment.

HERMOSA BEACH, CALIF.—O. H. Drew, formerly at Hibernia, N. Y., is now located here.

RIPON, WIS.—Brown Bros. will increase their glass area to 12,000 feet this summer.

CHESANING, MICH.—The Chesaning Floral Co. is adding a rose house to its establishment.

SPOKANE, WASH.—Peters & Sons will add two chrysanthemum houses to their range this season.

OWOSSO, MICH.—The Owosso Floral Co., it is reported, will add to its glass during the summer.

BLYTHEVILLE, ARK.—J. Nick Thomas is planning to build a range on six acres of ground on Barfield road.

RIVERTON, N. J.—The Henry A. Dreer greenhouse forces are working to full capacity in all departments.

TORONTO, ONT.—Mrs. C. A. Urbach has disposed of her establishment at 490 West Bloor street to H. Durks.

LANSING, MICH.—The Smith Floral Co. is adding two houses to its range at 1100 Mount Hope avenue, Moninger construction.

EVANSVILLE, IND.—Dr. A. J. Knapp says the cold, damp weather is responsible for material shortage in his peony crop this year.

INDIANAPOLIS, IND.—According to the trade in this city, the Memorial day demand was greater than ever, with the supply of flowers below normal, due to cold weather. The greatest shortage was in peonies, frost having destroyed thousands in the bud.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

Suggestions for plant growers 989
—Primulas 989
—Peonies 989
—Solanums 989
—Larkspur 989
Growers work in progressive steps 990
The retail trade (illus.) 990
—Window boxes up-to-date 990
—Next week in the flower shop 990
—Victory window box 991
The S. A. F. 992
—Increased production and gluts 992
—National publicity for flowers 992
The clover 992
Improving one's position 992
Babson's business outlook 992
Chrysanthemums 993
—Chrysanthemum Society of America 993
—Chrysanthemum Chadwick culture 993
American Peony Society 994
The Arnold Arboretum 994
San Francisco 995
Boston 995
Horticultural Society of New York 995
Obituary 995
—James Hay 995
—Thomas A. Cox 995
Personal 996
American Rose Society 996
American Sweet Pea Society 996
Rose Victory 996
Club meetings next week 996
St. Louis 998
Fort Wayne 998
Wichita 998
Nashville 1000
Columbus 1000
Louisville 1000
Chicago 1002
Cincinnati 1007
Pittsburgh 1007
Detroit 1008
Providence 1008
Philadelphia 1010
New York 1012
The seed trade 1020
—Free seeds again 1020
—A. T. Ferrell on the Pacific coast (illus.) 1020
—Dutch bulb green auction sales 1021
—Onion set bearing 1021
Market gardeners 1024
—Money in spinach 1024
—Prices of indoor fruits and vegetables 1024
—Drug garden at college of pharmacy 1024
—Muskmelons in Michigan 1024
—Vegetable markets 1024
Milwaukee 1025
Rochester 1025
The nursery trade 1026
—California Association of Nurserymen 1026
—American Association of Nurserymen 1026
—Nursery stock names under fire 1026

PERSONS who are ready to believe that the present administration sits up to invent ways to injure private business and balk the desires of private buyers, believe what the plant importers tell them, and add one more rivet to their conviction that we are living under a meddlesome and imperious government.—Life.

Personal.

President J. F. Ammann of the Society of American Florists was in Chicago this week.

LETTER POSTAGE will be reduced from three cents to two cents July 1.

IN advertising its cannas, the Conard & Jones Co., says they are "unceasingly gay."

American Rose Society.

INSPECTION OF NATIONAL TEST GARDEN.

The annual opening and inspection of the national rose test garden at Arlington Farm, Washington, D. C., June 3, was well attended, there being visitors from a number of states. The day was fair, but very warm. The garden never looked better, particularly the ramblers, which were in splendid flower, and while many of the hybrid teas were past their best, the combined effect, with the fine showing of the variety Dr. Van Fleet over the arbor, which was full of flowers, was unusually good. The visitors met as usual at the store of Gude Bros. Co., and under the hospitality of the Florists' Club of Washington, left at 10:30 o'clock via automobiles for the garden. After the inspection, they returned to the Ebbit House, where luncheon was served. Dr. E. M. Mills, Syracuse, N. Y., in the absence of President Hammond, who sent a letter expressing his regret at being unable to be present, made a very excellent toastmaster. There were short addresses by Professor E. A. White, Dr. Corbett, E. G. Hill and Thomas N. Cook. A rising vote of thanks was given J. Horace McFarland for his work on the last issue of the Rose Annual. All of the visitors were glad to shake hands with William F. Gude, who was present to welcome them.

Following the luncheon, autos were taken for a visit to the rose gardens at "Twin Oaks," which were found in splendid flower. After the inspection, and refreshments had been served, the party was taken through Rock Creek park and other environs of the city.

The executive committee and a number of the early arrivals thoroughly enjoyed a visit to the trial grounds of Dr. Van Fleet at Glendale, Md., Monday afternoon, several hours being spent in examining his latest creations, some of which are remarkably fine.

At the executive meeting, held Monday evening in the Ebbit House, there was a discussion as to the possibility of a national rose show garden, for which the time is now propitious, and which is hoped will soon be a reality. Ground has been selected on Potomac drive between the trolley and the railroad bridge, and it is expected that this will be one of the most attractive spots in the national capital. This garden will contain only proven varieties which are to be planted decoratively.

Prominent among those in attendance were E. G. Hill, Richmond, Ind.; S. C. Hubbard, Ithaca, N. Y.; P. W. Woodcock, Spencer, Ia.; Thomas N. Cook and wife, Watertown, Mass.; Professor E. A. White, Ithaca, N. Y.; B. H. Farr, Wyomissing, Pa.; S. S. Pennock, Philadelphia, Pa.; Robert Pyle, West Grove, Pa.; Dr. E. M. Mills, Syracuse, N. Y.; E. Allan Peirce, Waltham, Mass.; Alex Cumming, Cromwell, Conn.; J. Horace McFarland, Harrisburg, Pa.; Dr. C. G. Lewis, Syracuse, N. Y.; Harry A. Norton, Ayers Cliff, Quebec. The meetings were attended by all of the professors of the department of agriculture and the members of the florists' club saw to it that the visitors received every attention.

American Sweet Pea Society.

The American Sweet Pea Bulletin and Schedule, 1919, the official organ of the American Sweet Pea Society, has been issued and contains much of interest. Included in the contents is the final and complete schedule for the exhibition to be held in connection with the eleventh annual convention at the American Museum of Natural History, New York, June 21-22, the financial report for the year ending January 1, 1919, and a number of excellent papers, among them the following: "Failures and Disappointments—To Date," by W. Cuthbertson; "Sweet Peas Under Glass," by Wm. Sim; "Long Stems vs. Quality and Refinement in Sweet Peas," by E. R. Janes; "Decorative Value of Sweet Peas," by R. F. Felton. In memoriam are the names of J. Harrison Dick and William J. Stewart.

Rose Victory.

The new gold medal rose, Victory, of McGredy & Son, Portadown, Ireland, according to the British Horticultural Advertiser, in color out-Richmonds Richmond. It is a hybrid tea and resembles Richmond in form, size and pose.

Club Meetings Next Week.

(Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.)

Baltimore, Md., June 9, 8 p. m.—Gardeners' and Florists' Club of Baltimore at Beethoven hall, 512 Howard street. Robert T. Paterson, secretary, 934 East Preston street, Baltimore.

Cincinnati, O., June 9, 8 p. m.—Cincinnati Florists' Society at Hotel Gibson. Alex Ostendarp, secretary, 16 East Third street, Cincinnati.

New York, June 9, 8 p. m.—New York Florists' Club at Grand Opera House building, Eighth avenue and 23rd street. John Young, secretary, 1170 Broadway, New York.

Springfield, O., June 9, 7:30 p. m.—Springfield Florists' Club at place selected. Arthur Leedle, secretary, Springfield.

Detroit, Mich., June 10, 8 p. m.—Detroit Florists' Club at Hotel Statler. H. C. Forster, secretary, 1634 Woodward avenue, Detroit.

Newport, R. I., June 10, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville.

Seattle, Wash., June 10, 8 p. m.—Seattle Florists' Club at Henry building. Thos. Wylie, secretary, Holly street, Seattle.

Lenox, Mass., June 11, 7:30 p. m.—Lenox Horticultural Society at Town hall. Henry Heeremans, secretary, Lenox.

Louisville, Ky., June 11, 8 p. m.—Kentucky Society of Florists at Y. M. H. A. building. Joseph Able, secretary, Louisville.

Madison, N. J., June 11, 8 p. m.—Morris County Gardeners' and Florists' Society at Masonic hall. Edward Reagan, secretary, Morristown.

New York, June 11, 8:30 p. m.—Greek-American Florists' Association at 119 East 23rd street. C. P. Thomas, secretary, 58 West 28th street, New York.

Poughkeepsie, N. Y., June 11, 2 p. m.—Dutchess County Horticultural Society at Falkill building. Theo. H. De Groff, secretary, Hyde Park, N. Y.

Chicago, June 12, 8 p. m.—Gardeners' and Florists' Union 10615 at 232 North Clark street. Louis Heidtmann, secretary, 4653 Fulton street, Chicago.

Davenport, Ia., June 12, 8 p. m.—Tri-City Florists' Club at home of member. Wm. Knees, Jr., secretary, Moline, Ill.

Newark, N. J., June 12, 8:30 p. m.—Essex County Florists' Club at Roever's hall. David Murphy, secretary, 181 Clinton street, Irvington, N. J.

St. Louis, Mo., June 12, 8 p. m.—St. Louis Florists' Club. No regular meeting place. J. J. Windler, secretary, 2300 South Grand avenue, St. Louis.

Hartford, Conn., June 13, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield.

Rochester, N. Y., June 13, 8 p. m.—Rochester Florists' Association at 95 East Main street. Ambrose H. Secker, secretary, 257 Linden street, Rochester.

New York, June 14, 4:30 p. m.—Horticultural Society of New York at New York Botanical Garden. George V. Nash, secretary, Botanical Garden, Bronx Park, New York.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Welland.** 1614 Sherman Ave., Evanston, Ill.

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—Three greenhouses and residence, with one-half acre of land. Reason for selling: sickness. Address
Anton Forst,
Leverich St., Woodside, L. I., N. Y.

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

For Sale—Florist business, 10,000 ft. of glass with small dwelling attached, also some land; doing excellent business; established 40 years; situated on the main street in a Michigan city of 15,000; only greenhouse in town. For full particulars address
Key 388, care American Florist

Seed Cleaner Wanted

Man who has had experience cleaning clover, timothy and grass seeds. Wages, $125 per month. Steady employment. Chance for advancement.

Key 385, care American Florist.

Help Wanted

At once, experienced greenhouse man capable of growing a general line of stock (potted and cut). Good wages and permanent position to one who can produce the goods. Wire at once at our expense if interested.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Help Wanted

Men who worked in rose houses and in greenhouses, also rose section men. Write all particulars to

ADOLPH H. POEHLMANN.
Poehlmann Bros. Co., Plant B, Morton Grove, Ill.

Agency Wanted

British Seedsman wishes to represent a good firm of American wholesale seed growers as sole agent in Great Britain and Ireland. Write in first instance to

Key 386, care American Florist.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

HELP WANTED

Rapid make-up man on sprays, designs, etc. An opportunity to grow up with us. State wages to start, also age.

Alpha Floral Company
KANSAS CITY, MO.

Order Clerk Wanted

Order clerk who has had experience filling field seed orders and as assistant shipping clerk. Wages, $110 per month. Opportunity for advancement. State age and experience.

A B C, care American Florist

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Many Idle Greenhouses

Are starting up again. Stock to fill these houses is needed now.

Those having surpluses should offer them in Our Advertising Columns.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Restock For Summer Months

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

St. Louis.

LIMITED MEMORIAL DAY BUSINESS.

The market has been in fair shape the past few weeks. The supply of stock has been more or less limited on account of the continued rains, but sales have been correspondingly low, and the shortage of stock has not been felt. Carnations have fallen off in quality, and the grades coming in now are very poor. Roses are in good supply, but a few days of hot weather shows in the poor keeping qualities. Sweet peas are very poor at the present time. Peonies were quite a disappointment this year in this vicinity. The continued rains, of course, were the cause of this. Gladioli are in fair supply, the quality is fine, and they have a ready call. Other outdoor stock, such as coreopsis, gaillardias, etc., are fair, but will improve with the discontinuance of the rains. Southern ferns are on the market and have practically displaced the fancy stock for the present.

NOTES.

Memorial day business was slow as usual. In fact, there was very little of this with the exception of those florists who are located at or near the cemeteries. They did a very fine trade with the weather favoring them. Outside of this, the business was nil. This is a sort of southern city and the day is not as widely celebrated here as in some of the northern localities.

W. A. Rowe announces a big dance at his Denny road plant, June 14. He promises a big time. He need not do that, because his parties always are big times. Ask anyone who has ever been to one.

The next florists' club meeting is scheduled for June 12. This, more than likely, will be an outdoor meeting, but the trustees have not as yet announced the place.

May saw an unusual number of weddings, which helped swell the retail florists' sales. This, no doubt, was aided somewhat by the large number of soldiers returning during the past month.

Geo. Waldbart has been quite ill again, but the boys at the store report that he is improving. J. J. W.

Fort Wayne, Ind.

MEMORIAL DAY TRADE UNUSUALLY GOOD.

The Memorial day trade so far outclassed that of other years that one can hardly make any comparison. There was a greater amount of cut flowers sold than ever before, and, in fact, it may be said to have been a cut-flower holiday. The sale of bedding plants was very heavy all during the week. There was a notable decline in the sale of foliage wreaths compared with other years. The mail order business, and the F. T. D. orders were very numerous. The supply of flowers was satisfactory in some instances, but some varieties were very short. Peonies were conspicuous by their absence. The few that were shown were of very poor quality. They sold for $12 per 100, wholesale, and retailed for $2.50 and $3 per dozen. Carnations were also short, and brought varied prices, from $1.50 to $2 per dozen. Roses were plentiful, and of good quality, and retailed from $1.50 per dozen up to $5. Greenhouse gladioli met with a fine call at $3 per dozen. Such plants as hydrangeas, gloxinas, etc., met with a good sale. The weather was very favorable for a record business. Since the holiday, there has been an even call for flowers for funerals and weddings, and there are a large number of advance orders for weddings for the next several weeks.

H. K.

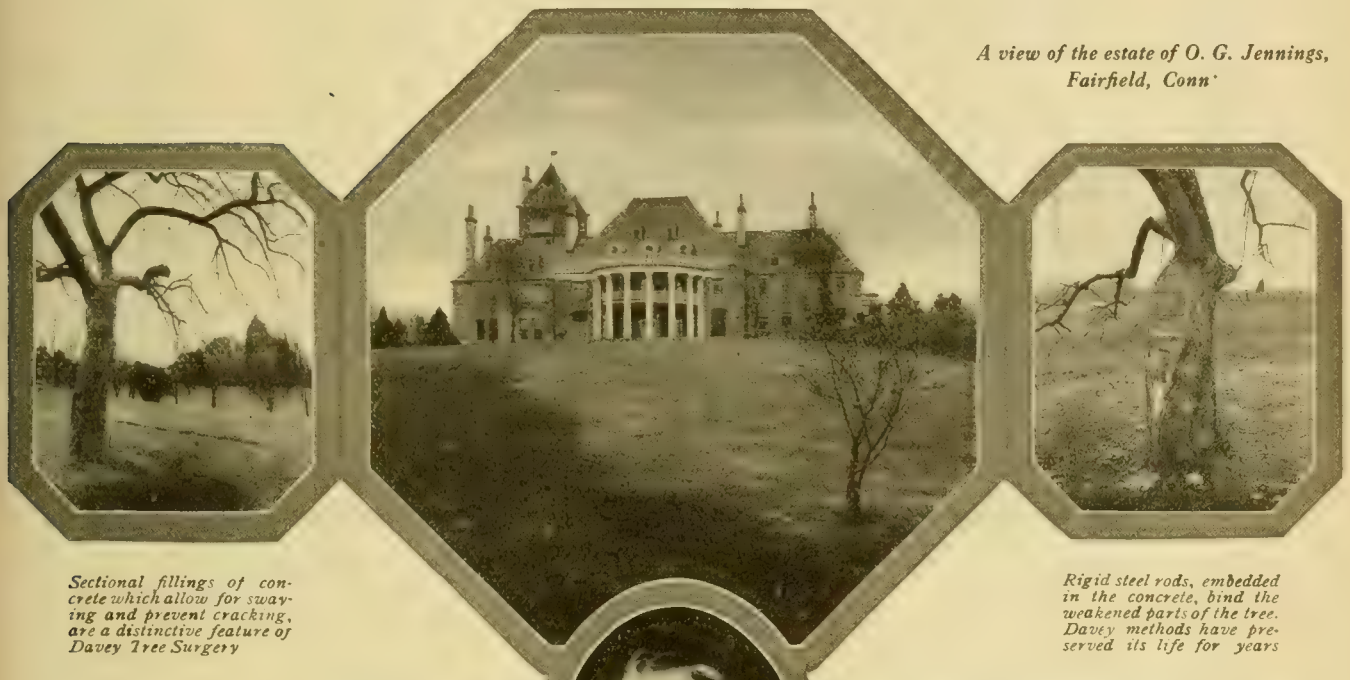
Wichita, Kan.

BUSINESS BETTER THAN LAST YEAR.

Memorial day business seems to have been limited mainly by the capacity of florists to handle the work. The supply of stock held out fairly well, but a shortage in carnations developed by Thursday noon. Peonies and Cape Jasmines were in good supply, and also were of fine quality and sold readily. The best peonies retailed generally at $3.00 per dozen, with quite a few extra fancy selling at $4.00. Greenhouse gladioli, sweet peas and various items of outdoor stock, sold well at profitable figures. "Prepared" stock, such as magnolia, altas, and cycas wreaths, found a good demand. Prices, as a rule, were about the same as last year, with probably a slight increase on the fancy grades. Weather conditions were fine and much appreciated. Taken altogether, it was a very good week and the volume of business done will show a nice margin above that of last year. The month just past was one of steady business. The bulk of the spring bedding trade falls in this month. This, with Mothers' day and Memorial day, makes May the heaviest business month of the year. This, combined with the florists' own necessities in the planting line, has certainly made a busy period for them, and the entire craft hail with a slight degree of satisfaction, the prospect of the usual let-up in June, which will give them a chance to catch up with their own work, although June usually shows some good business days, with a fair total for the month. C.

SHREVEPORT, LA.—Fire in the building occupied by the Begbie Floral Co., 614 Market street, resulted in a total loss, May 23. The establishment was protected by insurance.

The tribute of F. L. Downs to Davey Tree Surgery



A view of the estate of O. G. Jennings, Fairfield, Conn.

Sectional fillings of concrete which allow for swaying and prevent cracking, are a distinctive feature of Davey Tree Surgery

Rigid steel rods, embedded in the concrete, bind the weakened parts of the tree. Davey methods have preserved its life for years

Fairfield, Conn.,

Davey Tree Expert Company, Inc.,
Kent, Ohio

Gentlemen: I am pleased to say a little in praise of the work done by your men on Mr. O. G. Jennings' estate at Fairfield, Conn., especially in the treatment of cavities, the Davey treatment being much superior to any work executed here by three or four other companies. In fact, I consider it marvelous tree surgery.

After the expiration of one year I cannot see the least imperfection that might, in work improperly done, be caused by weather conditions, but the thorough cleaning and water-proofing of the cavities insures work of long standing, I am convinced.

I wish you great success,

Sincerely yours,

F. L. Downs, Superintendent

F. L. DOWNS, Superintendent O. G. Jennings' estate

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees.

THE DAVEY TREE EXPERT CO., Inc., 2311 Elm Street, Kent, Ohio

Branch Offices with telephone connections: New York City, 225 Fifth Avenue; Chicago, 814-816 Westminster Building; Philadelphia, 2017 Land Title Building; Boston, 19 Pearl Street, Wakefield. Write nearest office

Permanent representatives available in districts surrounding Boston, Springfield, Lenox, Newport, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, Montclair, New York, Philadelphia, Harrisburg, Baltimore, Washington, Richmond, Buffalo, Toronto, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee.

Canadian address: 252 Laugauchitere West, Montreal

DAVEY TREE SURGEONS

A careful examination of your trees will be made by appointment

JOHN DAVEY *Father of Tree Surgery*

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves

June Weddings
and
Commencements

THESE occasions call for Flowers of Superior Quality during a season of warm weather. In filling your orders, we ask that our success in producing the best grade of summer flowers be given your every consideration.

Price List sent upon request.

Poehlmann Brothers Co.
62-74 East Randolph Street,
Chicago, U. S. A.

Thirty-four years delivering Quality and Service at Fair Prices.

Nashville, Tenn.

MEMORIAL DAYS BRING LITTLE BUSINESS.

Memorial day was observed here as usual at the national cemetery. The graves of 16,650 soldiers were marked with American flags and were decorated with wreaths brought by friends. The occasion was also observed at the cemetery near Murfreesboro in a like manner. Another decoration or memorial day was held for the Confederate heroes at Mt. Olivet cemetery, June 3. The flowers for all these decorations are from home gardens, however, and very little extra business goes to the flower shops. Trade in general has been very good, many social events causing renewed activity and there have been not a few weddings. In addition, there are the school commencements, while the call for funeral orders continues normal. The supply of flowers has improved wonderfully and it is looking better than for some weeks past. In roses, Columbia is coming in with large fine flowers and with Ophelia and Killarney, white and pink, furnish quite a good supply which cleans up daily. Carnations are not as good as they were and have about finished their season. Sweet peas are very good, although the continued rainy weather shortened the crop considerably. Cape Jasmines were received in limited supply, met with ready sale and were much valued for funeral work. The plant trade has been very fine and the growers have been able to dispose of all the stock they had on hand. At the market house everything is available from verbenas to rose plants. The weather has been very favorable to this branch of the trade.

NOTES.

Geny Bros. have been cutting unusually fine Columbia roses and had no difficulty in disposing of them as soon as they arrived at the store. The call for bedding plants here is very brisk.

The Joy Floral Co. has of late made some unusually attractive and unique window displays, featuring local events. This firm is always public spirited. M. C. D.

Columbus, O.

MEMORIAL DAY SHORTAGE FELT.

Demands upon florists for Memorial day were very heavy and caused some disappointment, owing to limited supply of some of the flowers most wanted. The greatest shortage was in peonies. Some dealers were unable to get more than a third of their orders filled by the wholesaler, and sales were cut down by thousands of blooms. Roses and carnations proved to be almost adequate in meeting the heavy rush of business. The volume of trade was somewhat larger than last year and prices a little higher. Peonies brought $2.50 a dozen, but have now slumped under the big supply which has come in within the past few days, and are a drag at $1 to $1.50. The warm wave is maturing all kinds of garden flowers rapidly. Dealers have plenty of everything. Gladioli grown under glass are now an attractive feature of stock. Bedding stock has been pretty well cleaned up at prices running from 25 to 50 per cent over last season, due to the scarcity. Wedding and graduation business is very flattering in outlook and florists expect a big June.

NOTES.

The local Jewish population are making preparations for the sixth annual flower day, authorized by the Jewish national fund bureau, Sunday, June 8. Young women will make a thorough canvass of the city selling flowers.

E. D. Ludwig, son of T. J. Ludwig, has resumed his position in the store after two years' service in a munition plant. C. C. J.

Louisville, Ky.

The force of the F. Walker Co. had to work until midnight the day before Memorial day in order to get orders out on time. This firm has contracted for its supply of mine run coal of good quality at $4 per ton.

The Joseph Schulz Co. is planting out roses in the field. These have just been received from Holland, together with a large importation of choice varieties of dahlias.

Memorial day business was by far the best ever known in this city, general reports indicating sales four or five times greater than in any previous year.

Walter Kleinstarink, who was on the firing line in France, has returned and will resume his duties at the Kleinstarink greenhouses.

Henry Fuchs, who has been laid up for several days, threatened with blood poisoning, will be able to return to work in a few days.

George L. Nance has all of his chrysanthemums planted and is making a fine showing of geraniums.

Mrs. C. B. Thompson recently made a fine showing of corsage and wedding bouquets in her window. H. G. W.

CLINTONVILLE, WIS.—M. C. Sadewater and Walter Bartlett, of Rockford, Ill., will erect a range here in the near future.

BEAVER, PA.—Excellent business is reported at the Thomas M. Fitzgerald Greenhouses. Established 20 years ago, this range now occupies about five and one-half acres of ground with over 45,000 square feet of glass, under the management of Miss Fitzgerald. Approximately 50,000 bedding plants and 800,000 cut flowers are produced here. Numerous orders are received through the Florists' Telegraph Delivery.

Carelessness Makes "Good Credit" a Mere "Scrap of Paper"

Much has been said and written about a mere "scrap of paper."

Through a seemingly generous supply of paper and much abuse, this "scrap of paper" wasn't taken seriously. Simply because some one hadn't kept faith and a pledge was violated again and again.

Today the florists' business, in a degree, is being impaired — for much the same reason. Promises to pay PROMPTLY have been broken again and again.

PROMPT PAY

Begets confidence, and you'll find practically every firm doing business in the floral market glad to extend CREDIT accommodations — but delinquent and careless florists who "pay as you please" must, in protecting the interest of the society at large, change their method of payment.

Carelessness is to a large extent the cause of bad credit. The great trouble is, there are too many pigeon holes in our "roll top" which closes unceremoniously on a number of accounts which should have prompt attention.

Your bills must be paid PROMPTLY.
You must make your promise to pay more than a mere "scrap of paper."

WATCH YOUR BILLS WHEN THEY COME IN. PAY THEM PROMPLY.

S. A. F. & O. H. Credit and Collection Committee

Large Quantities of Roses Cheap

Columbia is in Heavy Crop with us.

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

Our Columbia and Russell are the finest in the country. The flowers are away ahead of American Beauty at this time of year. Prices, 75c to $3 per doz., according to length of stems. Ophelia, Hoosier, Sunburst, White Killarney.

RUSSELL and COLUMBIA

75c to $3.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$8.00 to $10.00 per 100
Medium	6.00 per 100
Good short	4.00 to 5.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$8.00 to $10.00 per 100
Medium	6.00 per 100
Short	4.00 to 5.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$3.00 to $4.00 per 100

Other Flowers at market prices.

New Ferns ready about June 9. All old Ferns spoiled.

Asparagus, according to length of stem, per 100, $2.50 to $3.00. **Bronze Galax,** per 1000, $1.50

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

HEAVY SHIPPING FOR MEMORIAL DAY.

The out-of-town demand for Memorial day was exceptionally heavy and some of the wholesale houses found it impossible to fill all their orders in full on certain items, owing to the great scarcity that existed at the time most of the orders were shipped. Prices never were so high for Memorial day as this year when fancy peonies sold at figures ranging from $1 to $2 per dozen and carnations in the better grades at $8, $10 and $12 per 100. Roses brought high prices and so did what few callas and lilies that were offered. Cape Jasmines were among the offerings, but not in any great quantities, but what few were seen, appeared to have arrived here in splendid condition. Tulips, lilac, daisies, snapdragons, calendulas, pansies, stocks, lupines, iris, statice, candytuft, narcissi and other miscellaneous seasonable stock came in handy at times. Gladioli were quite a factor in the market and commanded high prices. Sweet peas were in strong demand and moved fast considering the supply. Orchids and lily of the valley were scarce. Made-up wreaths were in good demand this season and played a large part in the Memorial day trade. The shipping demand exceeded all expectations, and while the local trade bought quite heavily, business, especially among the loop florists, was not anywhere near as great as expected. The warm weather brought forward a good supply of stock for the local trade, but the bulk of it arrived after most of the dealers had made arrangements to push made-up wreaths, owing to the uncertainty of the supply, consequently much stock was left unsold or moved at the lower prices at the eleventh hour, that the wholesaler would have liked to furnish his customers with and was unable to the day before. Taken as a whole, business for Memorial day was surprisingly heavy from out-of-town points, but the local demand was not as brisk as many expected it would be. Now that it is all over, everyone is devoting their attention to the weddings and school-closings. Stock at this writing is in large supply, but is arriving so fast on account of the warm weather, that there may be still more or a great deal less before the week is over, but one will not have to worry about not being able to secure all that he wants.

NOTES.

One of the local retail florists said that one of the street peddlers in the elevated stations in the loop last week cost him at least $1,000 the day of May 29. This florist, who is located within a stone's throw from the station, must have had a good reason for making this statement, but did not mention whether it was on account of the business that he lost on actual sales, or the fact that the peddler was selling so cheap that the public could not understand why prices should be so high when the quality, to their eyes, was nearly equal. The fact that the retailer bought his supply when the market was tight in order to protect his needs, is hard to explain, or to make them believe, when they encountered the peddler on the elevated, who waited until the buying was over and secured what they did not want or could not get in job lots at bargain figures. The retailer in question considers it unfair competition which ought to be stopped, while the wholesaler

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations

You will find that our stock gives best satisfaction for wedding work. Order here.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per 100
Mrs. CHAS. RUSSELL	
Select	$20.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
RICHMOND	
Select	$10.00
Medium	6.00
Shorts	$ 4.00 to 5.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	
Select	$10.00
Medium	6.00
Short	$ 4.00 to 5.00
MILADY	
Select	$10.00
Medium	6.00
Shorts	$ 4.00 to 5.00
ROSES, OUR SELECTION	$ 5.00
Carnations, fancy	$ 4.00 to $ 6.00
Valley	8.00
Sweet Peas	1.50 to 2.50
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $2.00
Leucothoe Sprays	1.25

Mention the American Florist when writing

who sold the stock, probably figures that it is better to get what he can for the grower while it is salable than to dump it into the garbage barrel and pay the driver to haul it away. There are many different opinions on this subject which some say is as broad as it is long, and while they sympathize with the dealers who are forced to meet this competition at times, one grower, who is also a retailer, cited several instances where some of our leading florists got their start in the same way, and are today considered among the best merchants in the trade.

J. B. Deamud is seriously ill at his farm at Caro, Mich., and fears are entertained for his recovery. He was formerly in business here under the name of the J. B. Deamud Co., and has a host of friends in the trade here as well as elsewhere.

William Wienhoeber, in speaking of business for May, mentions that the Ernst Wienhoeber Co.'s sales for that period were double those of the same month of 1918.

ROSES and CARNATIONS

For June Weddings and Commencements

Place your orders with us and you will get the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

Mention the American Florist when writing

Van *100% Service*

YOUR GUARANTEE THAT YOUR ORDERS WILL BE FILLED RIGHT.

Percy Jones
INC.
Wholesale Florists
30 E. Randolph St., CHICAGO, ILL.

Bert J. Zender, beloved son of Adam and Lena Zender, nee Reinberg, and brother of Amy, Anna, Rina, Helen, Ceal, Edward, Lucy and William Zender, was drowned at Lake Zurich, Sunday, June 1. He dove from a rowboat, and after one dive he came to the surface for a moment and sank and was not seen again until his body was recovered late that evening. The funeral was held from the late residence, 6757 Ridge avenue, Rogers Park, Wednesday, 9:30 a. m., to St. Henry's church, thence to St. Henry's cemetery. The Zender family is well known to the trade through its former connection with the florist business, and has the sympathy of everyone in their bereavement.

Allie Zech reports that Zech & Mann's total sales for May 28 were the largest of any one day in the history of the firm, including all the previous holidays. Jack Byers will join the staff at this establishment as soon as he is discharged from service.

The florists made a better showing in the recent Victory Loan campaign than any other line of industry in Division 19, which is a great credit to L. R. Bohannon, who was chairman of the trade committee.

Wietor Bros. had a very satisfactory Memorial day business, with a heavy out-of-town call for stock. They report a strong demand for chrysanthemum plants with new orders arriving in every mail.

J. A. Budlong Co. had one of the heaviest Memorial day businesses on record, when stock in all lines cleaned up completely, especially during the shipping period.

Archie McNulty, brother of Miss Marguerite McNulty, of the Peter Reinberg store force, who was with the American troops in France, arrived home this week.

Frne & Co. had a fine Memorial day business, when stock in all lines cleaned up completely. Their out-of-town demand was exceptionally heavy.

THE
PEONY HOUSE
OF
AMERICA

YOUR

PROTECTION

Kennicott Bros. Co.
"Exclusive Wholesalers to The Trade Since 1881"
CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

One of the local department stores had a special sale in roses this week at 19 cents per dozen.

Frank Stuppy, of the Stuppy Floral Co., St. Joseph, Mo., was here this week.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

WEDDING FLOWERS

We have what you want if it is obtainable in the Great Central Market.

Extra Fancy Peonies, Roses, Valley, Orchids, Sweet Peas, Daisies, Etc.

Complete Line of Greens

The 6,000 men of the 33d division, who paraded here June 2, received even a heartier welcome than their comrades last week. It seemed as if the whole city turned out to meet them, and the flowers that were strewn in their path was probably the largest supply ever donated by the wholesalers for a worthy cause. The market was completely loaded with stock, owing to the warm weather, and the dealers gladly gave what surplus they had to the committee that collected them to present to the returning heroes. After giving the committee a large supply, several of the dealers in the Atlas building decided to welcome their own boys with a barrage of stock at Randolph street and Wabash avenue, and were ably assisted by Miss Nettie Parker, who handed out armful after armful as fast as the boys brought them over to her. Jack Byers, formerly with A. T. Pyfer & Co., and later with Zech & Mann; Luke Schrer, formerly with Percy Jones, Inc., and later with Kennicott Bros. Co.; Leo. Koropp, son of L. Koropp, manager of the Ohio Floral Co.; John Hoerber, son of J. L. Hoerber, one of the proprietors of Hoerber Bros., who sold out recently, and Herbert Budlong, son of Bert Budlong, were with the troops that marched, and it is needless to add that everyone in the trade was glad to have them arrive home safely. Louis Ancrola, with Walter Stocklos, was a member of this famous division, but was honorably discharged several months ago, when he recovered from being gassed at the front. Miss Paradise, cashier and bookkeeper at A. L. Vaughan & Co.'s store, welcomed her brother home with the last crowd of the 33d to arrive, and Walter Scott, of La Grange, was on hand to meet his son, Wilfred. It might not be out of place here to extend our sympathy to the family of Sigmurd Misciewicz, who gave his life to the worthy cause, and many missed him in the ranks of the happy crowd that returned this week.

O. J. Friedman filled an order delivered to the Great Lakes Naval Training Station for 31 Memorial day wreaths, which helped pile up the receipts considerably. Miss Cassaretto, who has charge of the office of this store, returned recently from a pleasure trip to New York. Mr. Friedman and family will leave shortly to spend the summer at their cottage in Michigan.

All the boys in the trade who served with the colors are finding their jobs open for them when they return. The florists are certainly a fine bunch of fellows and stand well in the eyes of the government officials for the splendid assistance they rendered whenever called upon during the trying period of the great struggle.

Harry Gardner, formerly with A. T. Pyfer & Co., left this week for Sacramento, Calif., where he will make his home in the future. He has the best wishes of his many friends here for success in the structural steel business, which he will follow. Mrs. Gardner will join him in the near future.

WEDDINGS and COMMENCEMENTS

Everything in CUT FLOWERS, Especially

Peonies, Roses, Carnations, Sweet Peas

Complete Line of GREENS and FLORISTS' SUPPLIES

O. L. A. Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street 'Phone Central 6284

WE OFFER

THE BEST QUALITY **ROSES** LEADING VARIETIES

AT GREATLY REDUCED PRICES.

Use our **Double White Killarney**—they are always white, not affected by the hot weather. **Once used, always used.**

VALLEY—We have plenty for your June weddings. **PEONIES**—50c, 60c and 75c per dozen.

CARNATIONS—Are in good supply, with prices 'way down.

FERNS We have plenty of good Ferns to offer. $5.00 per 1000; in case lots of 5000, $4.50 per 1000.

Leucothoe.....75c per 100; $6.00 per 1000

Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Sweet Peas, Peonies, Stocks, Daisies, Calendulas, Valley, Gladioli, Calla Lilies, Gypsophila, Snapdragons, Pansies and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations—Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Members of the Society of American Florists and the local florists' club are eligible to bowl in the S. A. F. tournament at Detroit, Mich., August 19-21, convention week. A meeting will be held Tuesday, June 10, at 8 p. m., at Bensinger's West Randolph street alleys for the purpose of selecting a team to represent the club. Those wishing to participate in the try-out will meet every Tuesday evening at 8 o'clock at the same place, and the five having the highest scores will compose the team. The next five highest men will be selected as alternates.

Peter Duris, of the Central Floral Co., reports that its Memorial day business was about 35 per cent greater than that of last year, with a strong demand for made-up wreaths of magnolia leaves, statice and strawflowers, ranging in prices from $5 to $20 each. Many orders were booked early, which he attributes to the window displays arranged especially for this occasion.

The E. F. Winterson Co.'s Memorial day business was the largest in seven years. Mr. Winterson is dividing his time between the store and his home at Highland Park, which is one of the beauty spots in that section. It is rumored that Ernst Wienhoeber, who has a place near him, is offering it for sale at a price said to be in the neighborhood of $100,000.

Henry Neve, of Des Plaines, who took over Fletcher James' place several years ago, is doing nicely, and was more than pleased with business the past year. His brother, Albert, who was overseas with the American troops for many months, returned home recently.

Chas. Kruchten, brother of John and Henry Kruchten, and son of Nic. Kruchten, well-known grower, who was in France for sometime with the American troops, landed in New York the other day and is expected home this week.

William F. Schofield, the North State street florist, filled orders for quite a number of odd designs the past month which included an aeroplane, elephant, fawn and a nine-foot wreath with a set of crossed bats and a baseball in the centre.

Walter Kreitling, son of O. Kreitling, 317 South Cicero avenue, has the sympathy of the trade in the loss of his wife whose death occurred this week. He is a nephew of Walter Kreitling, 77 East Van Buren street.

Robert Brenton, formerly with Kennicott Bros. Co., returned recently from France, where he served with the colors for almost a year. He volunteered shortly after war was declared on the Central powers.

Chas. Samuelson had a patriotic window display for Memorial day arranged by Ed. Enders, which was in keeping with the spirit of the times, and caused much favorable talk in the market.

Morton M. Hirsch, son of M. B. Hirsch, former proprietor of the store known as the "Willard Florist," arrived home this week with the famous 33d division.

Wilfred A. Scott, son of Walter Scott, of La Grange, who was overseas with the famous 33d division, arrived here June 5, with the troops that were given such a royal welcome on that date.

Mangel, the Palmer House Florist, finds in checking over his Memorial day sales, that they were 100 per cent. better than those of the same period in 1918.

T. E. Waters, manager of Poehlmann Bros. Co.'s supply department, leaves this week on a business visit to several of the large eastern markets.

Demosthenes Papatony, proprietor of the Briggs Floral Co., is recovering from injuries sustained when his auto collided with a street car.

Fletcher James is planning on visiting relatives at Baltimore, Md., in the near future. He is adding two houses to his present range.

Percy Jones, Inc., had a splendid out-of-town demand for Memorial day, which was the heaviest in the history of the firm.

J. F. Ammann, of Edwardsville, president of the Society of American Florists, was a welcome visitor this week.

C. L. Washburn says that Bassett & Washburn's receipts of Columbia roses have averaged 2,000 per day this week.

H. B. Kennicott says that Kennicott Bros. Co.'s total sales for Memorial day were the largest on record.

Sixty-three florists are running advertisements in the Herald-Examiner.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.
COLUMBIA
RUSSELL
White Killarney
Pink Killarney
Milady Sunburst
Killarney Brilliant
Ward Ophelia

MINIATURE ROSES
Cecile Brunner

SWEET PEAS
The same famous fancy stock that gave you such splendid satisfaction in former years. You will make no mistake by ordering here.

CARNATIONS

MISCELLANEOUS.
Callas
Valley Cattleyas
Calendulas
White and Yellow Daisies
Stocks Pansies

SNAPDRAGONS
Candytuft.

PEONIES

JASMINE

GREENS.
Plumosus Sprengeri
Galax, bronze Galax, green
Ferns
Adiantum Smilax
Mexican Ivy
Boxwood Leucothoe

A. L. Vaughan, of A. L. Vaughan & Co., celebrated another birthday, June 1. He was born at Bastrop, La., in 1864, and in the fall of 1887, started in the wholesale commission business when he entered into partnership with Chas. W. McKellar and E. F. Winterson, under the firm name of Vaughan, McKellar & Winterson. He was later in business with Fred Sperry, under the name of Vaughan & Sperry, but bought his interest in 1912, when the present name was substituted. Mr. Vaughan is one of the "old reliables" in the business, and has a long list of customers in this city and shipping vicinity.

Poehlmann Bros. Co. reports a very satisfactory Memorial day trade. John Poehlmann says his firm never had a better supply of wedding and commencement flowers to offer than this week, including orchids and lily of the valley.

N. J. Wietor, who attended the Zender funeral, June 4, reports that it was largely attended by members of the trade and that the floral offerings were many and beautiful.

It is said some plants from the collection of the late C. G. Roebling, Trenton, N. J., will be acquired for the Garfield park orchid houses.

Jens Jensen gave an illustrated address at the City Club luncheon June 5, showing his plans for a greater west park system.

Fred Holton and H. V. Hunkel, of the Holton & Hunkel Co., Milwaukee, Wis., attended the Zender funeral here, June 4.

David J. Hammer, 2014 West Division street, is the owner of a pleasure car.

Visitors: Dr. Moore, of the Hollywood Gardens, Seattle, Wash.; Martin Reukauf, representing H. Bayersdorfer & Co., Philadelphia, Pa.; J. A. Peterson, Cincinnati, O.; F. Gaekle, La Porte, Ind.

Cincinnati.

HEAVY MEMORIAL DAY SUPPLY.

Memorial day business was exceptionally good. Receipts were heavy and sufficient for all demands on them. However, the substantial part of the supply came in rather late and it was impossible to move all of it. Since that time, the supply in the market has been large, and while business is fairly good, still it is not sufficient to take up all offerings readily, and prices have dropped. Rose receipts are heavy, and generally are of good quality. Carnations are showing the effects of the hot weather that we are having. The best of them, however, find a good market. The peony supply has become large and is more than the market can use readily. Gladioli are selling well. A limited number of good sweet peas may be had. Easter lilies are practically out of the market at the time of this writing. Lily of the valley is selling well. Other offerings are snapdragons, stocks, cornflowers, marguerites, callas and rubrums. New ferns are finding a market that is exceptionally good.

NOTES.

C. E. Critchell is having an excellent market for his galax. This appears to be selling as well as earlier in the year when flowers were very scarce.

J. W. Rodgers, Dayton, O., while in this city last week on a buying expedition, among other items, purchased an auto delivery car.

Cliff Merland, formerly with Fred Gear, has returned to this country from overseas, and is in camp awaiting discharge.

P. J. Olinger had an excellent cut of carnations for Memorial day and for the week immediately preceding that day.

Chas. Wiethorn has taken charge of Peter Weiland's local office, vice Louis Davis, who had resigned.

Visitors: Sam Seligman, representing Schloss Bros., New York; R. E. Blackshaw, representing Ove Gnatt Co., Laporte, Ind., and Karl Heiser, Hamilton, O.

H.

Pittsburgh.

MEMORIAL DAY BREAKS RECORD.

Memorial day, 1919, will long be remembered as the largest in the history of the trade here. The weather was ideal and stock was of the best quality. Plants were scarce, especially geraniums in bloom and prices were high. Peonies were the best ever handled in this market for this occasion and there was an ample supply to meet all requirements with prices varying from $6 to $12 per 100. At present writing, the market is flooded with this flower with no demand whatever. Carnations were of good quality and returned $8 per 100 for the best. There was a big supply of roses, but they cleaned up easily at good figures with the exception of long stemmed American Beauty. The supply of yellow daisies about balanced the demand. Snapdragons were good and met with ready sale. Mignonette, calendulas and sweet peas were poor and a drug on the market. There were a few Easter lilies and callas but not nearly enough to supply the calls. The retail stores are now ready to handle a large number of June weddings, several large decorations having already been booked well in advance.

M.

TORONTO, ONT.—The range of Colin Nesbitt at Leaside has been taken over by Alfred Sheridan, 1492 Yonge street.

AUBURN, N. Y.—A warning from Attleboro, Mass., has been sent to this and other eastern cities to look out for a man 25 years of age giving the name of Moultrie, who has tendered bogus checks in payment of funeral flowers, receiving the balance in cash.

You need Cut Flowers grown especially for summer use. We have them in quantity.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

E. F. Winterson Co.

166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO

We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing

Detroit, Mich.

MEMORIAL DAY TRADE DISAPPOINTS.

Memorial day business may be said to be somewhat of a disappointment to many of the florists here. Early in the week, the call for wreaths for shipment to small towns gave an indication of a much greater demand for the day itself than was realized. Florists near cemeteries, having a stock of plants suitable for graves, report an excellent trade throughout the week, but the call for cut flowers, even with them, was not as brisk as was expected. Cut stock of all kinds was quite plentiful and the medium, and even low prices asked by the wholesalers, clearly indicated the fact that cut flowers were not a material factor in Memorial day trade this year, if they ever were before. All items in the list continue to be plentiful and prices of the same, correspondingly low. Saturday, May 31, more sidewalk vendors of roses and sweet peas were seen on the streets than for a long time. Growers of pot plants seem for the present immune from this sudden reaction in the prices of greenhouse products and are apparently satisfied with present conditions.

NOTES.

Joseph Streit, chairman of the S. A. F. bowling tournament, is already receiving advance notice of teams from many parts of the country, who will enter the contests here convention week. He is arranging the different games with suitable awards which are the donations of public spirited men of the trade. The Recreation building, where the games will be rolled, is the largest, finest and best equipped of any similar place in the entire country. Special provision will be made for the ladies who are expected to participate in great numbers.

A party consisting of W. L. Rock, Kansas City, Mo., I. Bertermann, Indianapolis, Philip Breitmeyer, E. A. Fetters and A. Pochelon went to the F. T. D. log cabin at Grayling, Mich., June 4, for a week's outing as the guests of Mr. Pochelon. They will auto the distance of nearly 200 miles.

M. Bloy is hard at work with A. Pochelon in F. T. D. matters, and has already absorbed much of the enthusiasm of his chief.

J. F. S.

Providence, R. I.

MEMORIAL DAY SUPPLY CLEANS UP.

Despite all of the competition that the local florists had to contend with this year, the supply in practically all of the stores cleaned up quickly. Geraniums moved fast and brought good prices. Bouquets of both natural and wax flowers sold well, and in fact there was a brisk demand for practically all offerings. Several of the "fly-by-night" stores that were here for Memorial day only, carried over considerable stock, however. June weddings have started and some of the florists have orders booked several weeks in advance.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.

2544 N. Clark St., CHICAGO

Mention the American Florist when writing

NOTES.

The Hogan Greenhouses on Eaton street had some of the finest geraniums last week ever seen in this city. Of course, they cleaned up at a rapid rate.

The Hampden Meadow Greenhouses made heavy cuts for Memorial day, especially in gladioli, carnations and marguerites.

H. A. T.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant Roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	100
Roses,	Beauty	$ 1.50@$ 7.50	
"	Mrs. Chas Russell		5.00@ 25.00
"	Hoosier Beauty		5.00@ 15.00
"	Killarney Brilliant		4.00@ 12.00
"	Killarney		4.00@ 12.00
"	White Killarney		4.00@ 12.00
"	Richmond		4.00@ 12.00
"	Prince de Bulgarie		4.00@ 12.00
"	My Maryland		4.00@ 12.00
"	Mrs. Geo. Shawyer		4.00@ 12.00
"	Milady		4.00@ 12.00
"	Sunburst		4.00@ 12.00
"	Mrs. Aaron Ward		4.00@ 12.00
"	Hadley		4.00@ 12.00
"	Ophelia		4.00@ 12.00
"	Double W. Killarney		4.00@ 12.00
"	Mrs. Moorfield Storey		4.00@ 12.00
"	Champ Weiland		4.00@ 12.00
"	Stanley		4.00@ 12.00
"	Francis Scott Key		4.00@ 12.00
"	Bayard Thayer		4.00@ 12.00
"	Cecile Brunner		3.00
"	George Elgar		3.00
"	Baby Doll		3.00
"	Nesbit		3.00
"	Our selection		4.00
Carnations		4.00@	6.00
Cattleyas, per doz		10.00@	12.00
Daisies		1.50@	2.00
Peonies		6.00@	12.00
Valley			8.00
Calendulas		3.00@	6.00
Callas			20.00
Sweet Peas		1.00@	2.50
Snapdragons, per doz		1.50@	2.00
Iris, per doz		2.00@	2.50
Ferns	per 1,000	5.00@	6.00
New Ferns	per 1,000		4.00
Galax	per 1,000	1.50@	2.00
Leucothoe		1.00@	1.25
Mexican Ivy	per 1,000	5.00@	6.00
Plumosus Strings	each	.60@	.75
Smilax	per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts..... 10.00 per 100

If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

PEONIES PLENTIFUL FOR ALL NEEDS.

The Memorial day business is confined, or the great bulk of it, at least in this market, to May 28. While there is a good demand for all classes of medium priced stock, the peony is the great flower of the day. They were handled by the hundred thousand. "Flower of a day" is the correct expression for the peony. If it makes the 28th, the great shipping day, it readily brings $6 to $10 per hundred, or did this year, but if it tarries until the 29th, it will not command half these figures. This refers to the local market, where the patriotic spirit and the use of flowers in decorating soldiers' graves at one time was as strong as any in the country. There was, and always will be, speculation as to the quantity of peonies that will be ready for the great shipping day. They came in with a great rush just at the last this season, and there was enough to fill all orders. Prices ranged from $6 to $12; probably the great bulk brought or averaged $8. On Thursday, about noon, the market broke badly and continued to sag, until on Saturday they were offered, very good flowers, at $30 per thousand. One of the large growers said it would have meant $2,000, more to him if they had been one day sooner, to which a large dealer replied: "Now be satisfied. You would have had more work, but your net returns would have been the same, as the market would not have cleared up as it did with an extra day's supply from all the growers." There was a fairly good supply of carnations, which were in demand at from $5 to $8. Sweet peas were seen in quantity and sold well. Iris, southern gladioli, stocks, snapdragons and calendulas were quite plentiful. The out-of-town shipping demand was immense. The express company stationed a man in the large wholesale houses, who labeled and receipted for packages, which were then sent direct to railroad stations to make the trains desired. In volume of receipts, and possibly in quantity of stock sold, it was the largest trade ever experienced in this market. The local demand, while not at all what it should be, showed considerable increase over that of the past few years. When the trade wakes up to the possibilities of a carefully planned newspaper information bureau, which shall prepare interesting matter for the daily and Sunday papers, having a bearing on the celebration of the day until it becomes almost an imperative duty to visit the cemetery, then there will be a genuine demand that will take everything in sight.

NOTES.

The smoker of the florists' club was very successful and made a splendid closing of the season. The committee had secured excellent talent and every number of the programme, some of which were from the Keith circuit, was enjoyable. Charles Marbella, baritone of the "Niessen circuit," made a splendid impression, and was loudly encored at both of his appearances. Charles H. Grakelow, who was master of ceremonies, is a host in himself, and covered himself with glory in his appeal for the Salvation Army, which netted over $300 collected on the spot.

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Carnations, Peonies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, June 4. Per 100

Roses, Beauty, Special	40.00@ 50.00
" Fancy	30.00@ 40.00
" Extra	20.00@ 30.00
" 1st	10.00@ 15.00
" Killarney	3.00@ 10.00
" My Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Ward	3.00@ 10.00
" Ophelia	3.00@ 10.00
" Russell	10.00@ 20.00
" Shawyer	3.00@ 10.00
" Bon Silene	3.00@ 4.00
Lillies	15.00@ 20.00
Cattleyas	75.00@ 85.00
Carnations	2.00@ 4.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Minognette	3.00@ 5.00
Ferns .....per 1,000, 5.00	
Calendulas	2.00@ 3.00
Callas	15.00@ 25.00
Smilax	25.00
Iris	8.00@ 10.00
Peonies	3.00@ 5.00
Tulips	2.00@ 3.00

BOSTON, June 4. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, June 4. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

PEONIES

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

It will soon be demonstrated whether the Columbia rose is to be a good summer keeper. The Russell is one of the best in this respect, there being a substance to the petals that seems to defy "Old Sol." Maryland is a capital summer variety; there is really not as much interest taken in the hot weather roses as their importance demands. So many rest or throw their houses out of crop, that there is al-

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.
Mention the American Florist when writing

ways a demand for stock in any color that grades up at all.

The rose men are wearing expansive smiles. You cannot find one who is not in good humor. We wonder if this expansion will go farther. We hear rumors, they all have limousines. The surplus must go somewhere. Keep your eyes open. It will not be long. They have their eyes on one another. The first that makes a break, will have the others at his heels.

Robert Craig has been laid up for the past two weeks for repairs. He was much interested in the spring bedding plants, worked too hard, and took a severe cold, which locked bad for a few days. He is, we are glad to say, now much better, and proposes soon to take a recuperative rest, to which he has the consent of all his friends.

Nelson T. Geiger will spend two weeks this month on the Rangely Lakes, in Maine, trout fishing. He found a good remedy for the black fly, a pest there which is very annoying, is to wear white or light colored clothes on which the flies will not alight, preferring the dark colors in which they can hide.

There has been such a demand for the scarlet geranium, Helen Michell, that the H. F. Michell Co. is making it a leader for the coming season. A table of this variety, exhibited at the recent Pennsylvania Horticultural Society's Main Line show, attracted great attention.

Jos. G. Neidinger has put out a "Peace" or "Victory" window box. He bought 10,000 strong wooden boxes, which were to do duty for holding shrapnel. They are now camouflaged with cedar bark slabs and made into excellent boxes for the window or porch.

Edward Reid said: "We thought we would be short of our orders for peonies, but that hot Tuesday was a great help. They were one day late, but that saved the price, and I think everybody was satisfied. It was the best Memorial week trade for a long time."

The young cyclamens in which Harry I. Faust takes such interest, are rapidly getting into four-inch pots. These are to fill a new house 25x200 feet now going up, and will, he says, be the best he has ever grown.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 4.	Per 100
Roses, Beauty, special	20.00@ 40.00
" " fancy	10.00@ 15.00
" Mrs. Chas. Russell	10.00@ 20.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 20.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	10.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

St. Louis, June 4.	Per 100
Roses, Hadley	3.00@ 8.00
" Killarney	3.00@ 6.00
" White Killarney	3.00@10.00
" Hoosier Beauty	3.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	3.00@ 6.00
" Sunburst	2.00@15.00
Carnations	5.00@15.00
Ferns	4.00@ 5.00

PITTSBURGH, June 4.	Per 100
Roses, Beauty, special	50.00@60.00
" " fancy	30.00@40.00
" " extra	20.00@30.00
" " No. 1	8.00@15.00
" Hadley	8.00@35.00
" Killarney	6.00@15.00
" Sunburst	6.00@15.00
" Mrs. Aaron Ward	6.00@15.00
" Russell	10.00@30.00
" Columbia	10.00@30.00
" Ophelia	6.00@18.00
" Hilda	6.00@15.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	6.00@ 8.00
Valley	6.00
Ferns, per 1,000	5.00
Sweet Peas	1.00@ 2.00
Iris	10.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, PEONIES
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

MILWAUKEE, June 4.	Per 100
Roses, Killarney, W. Killarney	4.00@ 8.00
" Ward	4.00@ 8.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	4.00@12.00
" Columbia	6.00@20.00
" Hoosier Beauty	6.00@12.00
Carnations, assorted	5.00@ 6.00
Cattleyas, per doz.	9.00@12.00
Sweet Peas	.50@ 1.00
Callas, per doz.	2.00
Snapdragons	.50@ 1.00
Mignonette	5.00
Calendulas	3.00@ 6.00
Daisies, Yellow	1.00@ 2.00
Peonies	6.00
Tulips	4.00@ 6.00

Blue California statice is a novelty with the Leo Niessen Co. May 28 was sure their busy day. It seemed as if half the peonies of the United States passed through their hands.

Berger Bros. had their counters piled high with peonies all through the week. A splendid business was the report, until Thursday noon, when the market broke.

The Philadelphia Wholesale Florists' Exchange were strong on peonies and also roses. "Well satisfied with business and prices," was the good word.

The Jos. Hescock Co. has a great run on roses. All colors sold well, and at better prices than ever before for the season.

K.

New York.

MEMORIAL DAY TRADE GOOD AS RULE.

Interviews with a number of retail florists who are located near the large cemeteries, indicate that their Memorial day business was better than last year. Both May 29 and 30 were hot days, and it is reasonable to suppose that as the 31st was practically a holiday, many additional orders would go in on that day. Taken as a whole, the business of the wholesale district was unsatisfactory to most of the dealers; possibly they had too great expectations. The greatest fault was that too many peonies were shipped to this market, and to make conditions worse, arrived too late. Hundreds of cases arrived on Memorial day, and having been two days on the road, were in poor condition. It has come to be too much of a habit with growers of distant states to make this market a dumping ground for surplus stock. Under normal conditions this is a good market, but a good horse can be overworked. But regardless of the surplus of poor peonies, there was other peony stock on the market that was good and that brought good prices. It rarely happens in any holiday trade that everything is satisfactory. Although, as previously stated, so many peonies had a bad effect on other stocks, practically everything brought better prices than at Memorial day of last year. Carnations and roses, if slow, were better. On May 29, good carnations went as high as $5. and $6. per 100, whereas last year they were hard to move at half those figures. We are, therefore, confirmed in our predictions of several weeks ago that the Memorial day business has exceeded that of any previous year. An encouraging feature of the business was reports from retail florists located in the heart of the city, that their Memorial day orders exceeded those of any previous year. Heavy supplies of roses, sweet peas, carnations and minor stocks were also in evidence. May 29 was a fairly active day in the wholesale district, but there was very light business on the morning of May 30. As Memorial day business calls for the cheaper stocks, roses were slow.

June 2.—There is a fair amount of buying this morning, but the tendency of prices on roses, carnations and peonies is downward. The weather is warm, which is unfavorable to above stocks. It appears that peonies will swamp the market by the middle of the week. Outdoor lily of the valley is finished, and the supply of greenhouse stock being light, it has taken a rise. Practically all early summer flowers, such as white bouvardias, gaillardias and others are now in, and swell the surplus, but the glut is in peonies. Reference to our market table will tell the tale. Many are being lost, and others are going to peddlers at prices we cannot quote as such stock is of little account.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

NOTES.

Flushing—not Flushing of the Netherlands—Flushing, of the city of New York, is a part of this city of which the residents of the other sections may well be proud, particularly if they are what Hermione calls "serious minded thinkers." Long before it was taken into the "greater city," it was, with its neat homes and shady streets, a pleasant place to visit. Our particular interest in Flushing at the present time is its Park Garden Club. It is composed of prominent women, and has just celebrated its fifth anniversary. Since its organization, the club has given seven flower shows, has carried on a war garden campaign, and assisted in organizing garden clubs in a number of other Long Island sections. Now it has started a magazine, the Garden Bulletin, to be issued quarterly, which will tell all about the club's activities, and will contain other interesting features. The first number, which is edited by Mrs. Harold A. Vivian, is out and contains interesting reading. Ellis Parker Butler, who is a resident of Flushing, has contributed a special article in his inimitable style. All who have read that classic production of Mr. Butler's: "Pigs Is Pigs," will agree that he will always be able to see the funny side of a garden or conservatory, and if there is no funny side, he can make one. We welcome the Garden Bulletin. Our horticultural contemporaries have been rather dry reading of late, and we feel sure the new publication will have plenty of "ginger."

S. Masur, the retailer of 256 Fulton street, Brooklyn, recently got ahead of the "rent profiteers" by buying the house on Brooklyn Heights in which he has lived for the past seven years. It is of brown stone construction, three stories high and covers a lot 26½x101 feet. He started in business 20 years ago when he was quite young and has always had the same business location, having become a popular man in his neighborhood. He is a member of the Royal Arcanum, a Mason and an Elk, and is also a life member of both the Society of American Florists and the New York Florists' Club. One secret of his success is that both he and Mrs. Masur are great workers.

James Murray and George George, formerly with the Kervan Company, have returned from overseas and resumed their positions with that company. They were on the other side about a year with the A. E. F., and saw hard service. Julius Mason, another former employe, was wounded in action and cited for bravery, and is yet in an hospital in France, recovering. John Cowper, who was the engineer of their cold storage house before he joined the United States army, is yet on the other side. All told, this firm had nine men in the great war.

Charles J. Schultheis, son of Anton Schultheis, the well known grower of College Point, was married May 22 to Miss Senie Berstekinger, also of College Point. The bride's father holds a good position with a large manufacturing concern. The marriage is said to have followed an elopement, the parents thinking the couple were too young; but all is now forgiven. As for Papa Schultheis, he could not stay angry very long if he tried; that's what we think.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.
Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Mention the American Florist when writing

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

Joseph L. Barnitt, Jr., son of Joseph L. Barnitt, of the staff of David Clarke's Sons, arrived at Hoboken, May 31, on board the United States S. S. Louisville. He is a member of the 213 Aero Squadron, U. S. A., and enlisted December 11, 1917. He, with many others, was on the S. S. Tuscania, which was torpedoed off the coast of Scotland, and a number of lives lost. He escaped unhurt. His squadron is now at Camp Mills.

The florists located near Greenwood cemetery, Brooklyn, were kept busy during the past week filling Memorial day orders. A number of them have a considerable glass area devoted largely to bedding plants, though cut flowers are also grown. At the range of J. Ebb Weir & Co., Inc., in addition to many plants, a bed of double white dahlias were noticed which had flowered in about six weeks after being planted in the bed.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, June 4. Per 100

Roses, Beauty, special	30.00@	35.00
" " extra and fancy	10.00@	20.00
" Hadley	4.00@	25.00
" Francis Scott Key	3.00@	25.00
" Columbia	3.00@	10.00
" Prima Donna	3.00@	12.00
" Alice Stanley	2.00@	10.00
" Mrs. Geo. Shawyer	2.00@	6.00
" Double White Killarney	3.00@	10.00
" Killarney	2.00@	6.00
" " Queen	2.00@	8.00
" " Brilliant	2.00@	8.00
" Aaron Ward	3.00@	8.00
" Sunburst	3.00@	8.00
" J. L. Mock	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	4.00@	20.00
" Ulrich Brunner	4.00@	20.00
Cattleya orchids, special	50.00@	75.00
Lily of the Valley	6.00@	8.00
Adiantum Croweanum and Hybridum	1.00@	1.50
Carnations	2.00@	4.00
Sweet Peas	.25@	.75
Mignonette, per doz.	.75@	1.00
Iris	.50@	1.00
Gladiolus, per doz.	.75@	2.00
Daisies, yellow	.75@	2.00
Asparagus Plumosus, doz. bchs.		3.00
Smilax doz. strings	3.50@	4.00
Stocks, per doz.	.40@	.50
Delphiniums, per doz.	.50@	.75
Peonies, per doz.	.25@	.50
Cornflowers	.50@	1.00
Gallardia	1.50@	2.00
Bouvardia, white per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

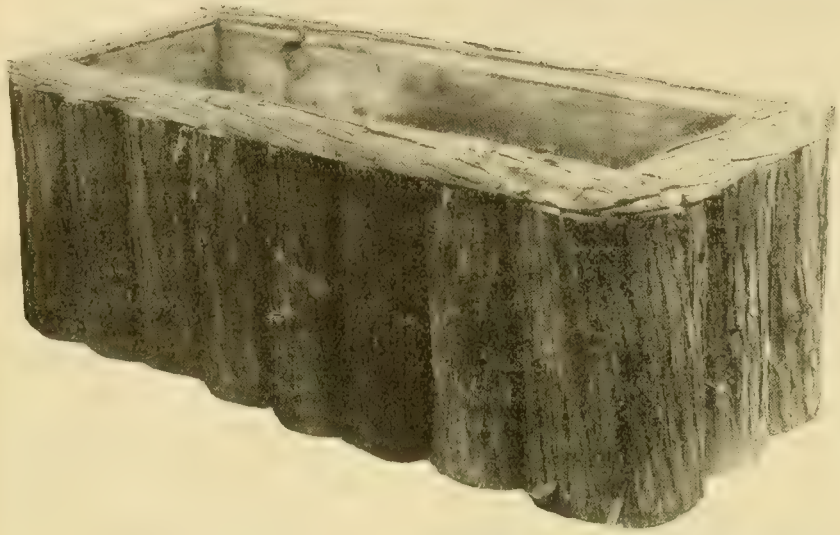
The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

LIBERTY WINDOW BOX SPECIAL

10,000 Extra Strong Wooden Window Boxes



THESE boxes are 24 inches long, 8 inches wide and 6 inches deep. They were made to hold shrapnel. We have camouflaged them with cedar bark slabs into the most strongly built window or porch box we have ever made. Placed end to end they will fill almost any desired space. We are making a special drive on these boxes and offer them net F. O. B. Philadelphia at

$6.00 per dozen.

See Article on Peace and War Box This Issue.

WE HAVE NEVER SENT OUT A BETTER WINDOW BOX.

JOS. G. NEIDINGER CO., 1309-1311 North Second St., Philadelphia, Pa.

Fred H. Howard, of Los Angeles, Calif., was in this city for several days the past week and sailed for Europe May 31. He will be in Paris and other French cities acting as a judge for the rose shows, and will visit other European and British localities that are of interest to a horticulturist. He intends to be absent about two months.

The funeral of Col. Robert Bacon, former ambassador to France, was held at Grace Episcopal church, June 2. Although many floral designs were sent to the home, there was but modest display at the church. The casket, covered by the national colors, bore a large wreath of lily of the valley.

Harold G. Perry, general manager of the Dards store, Madison avenue and 44th street, has sailed for England on a business trip and is expected to be absent for five or six weeks. We hope our English friends will give him a cordial reception, as he is a clever and agreeable gentleman.

George A. Crawbuck, son of George W. Crawbuck, the Brooklyn wholesaler, who was in the United States navy for two years, attached to the transport service, has received his discharge, and has secured a good position with the Luckenbach S. S. Co.

At their two stores, located near Evergreen cemetery, Brooklyn, Rodman & Sons reported an excellent Memorial day business, exceeding previous years, and they have been there a long time.

M. C. Hall, who for the past five years has given all his attention to his monument works, opposite Cypress Hills cemetery, has again opened his retail store, and reported good business.

The Aphrodite Company is the name of the firm that has taken the store formerly conducted by Malandre Brothers, as a branch, at Broadway and 103rd street.

Alex. M. Westwood, the Pennsylvania Terminal retailer, says that his Memorial day business was four times as good as in any previous year.

Captain Arthur Clarke, of the United States army (regulars), was in the city June 2. He is a son of Marshall Clarke, of David Clarke's Sons.

Malandre Brothers, Broadway and 72nd street, state that they have had an unusual number of out-of-town orders.

E. Miranda, who recently opened a store near Evergreen cemetery, stated that his business was quite satisfactory.

S. H. Powell, opposite Cypress Hills cemetery, Brooklyn, reported an increase in business over previous years.

A. Tanzer, a retailer recently located near Evergreen cemetery, reported a fine Memorial day trade.

J. A. Wollmers always has a large Memorial day business and this year was no exception.

E. Allan Peirce, Waltham, Mass., is in the city, enroute to Philadelphia.

We found business active at David Shannon's and he has just completed three new houses.

A. F. F.

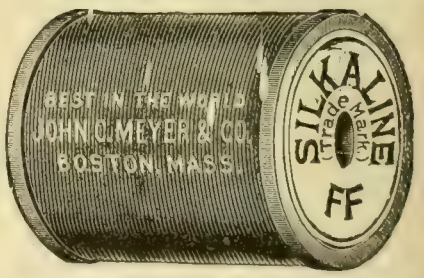
Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

Mention the American Florist when writing

The Meyer Green Florist Thread



Comes 16 ounces actual thread to the pound. This is the longest and strongest thread made In case lots of 100 pounds and up, the price is $1.50 per pound; terms, net 30 days. Manufactured by the

John C. Meyer Florist Works,
1500 Middlesex Street, LOWELL, MASS

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St. NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALN UT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus
Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Rousley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Roland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

NEW YORK CITY

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

——FLORIST——

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the FLORIST
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY
Mention the American Florist when writing

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points
Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones { 107 420 775 } Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.
'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass.
First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.
THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.
849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

WIRE YOUR ORDERS TO
HARRY PAPWORTH
The Metairie Ridge Nursery Co.
FLORISTS
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS
F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker
FLORIST

The Best Service MEMBER

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS LORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders In or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO **Mangel** The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago, June 4, was $50.

ONION SETS in the Chicago district are badly in need of rain, ground hard and dry.

VISITED CHICAGO: Mrs. L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif.

LATEST cables regarding French bulbs say the crop is very small and prices still uncertain.

GUADALOUPE, CALIF.—Dr. Franklin, of the L. D. Waller Seed Co., has returned from military service.

HOTEL reservations should be made early for the American Seed Trade Association convention at Chicago, June 24-26.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade, June 4, were as follows: Timothy, $9.50 to $11.50 per 100 pounds.

CARL SCHMIDT, proprietor of Haage & Schmidt, Erfurt, Germany, died last March. In early life Mr. Schmidt was employed for a time by the late Peter Henderson.

HJALMAR HARTMANN & CO., of Copenhagen, Denmark, are reported to have profited to the extent of several millions of dollars by the sale of seeds to Germany during the war.

MOST of the western seedsmen, it now appears, are in favor of the 5-cent commission packet, with a selling price of $2.5 per thousand to the trade. One firm expects to retain the $30 price to the trade, giving larger packets.

THE Western Seedsmen's Association growers' reports of May 19, sent out by Howard Webster, secretary, makes very interesting reading. Reports are included from California, Washington, Florida and Georgia seed growing sections.

TOLEDO, O.—The clover market closed steady, June 2, at $27.35, an advance of 35 cents during the preceding seven days. October was quoted at $21.80. Timothy was firm, cash being offered at $5.50, May $5.50, September $6.25 and October, $6.05.

BIRMINGHAM, ALA.—In its issue of May 22, The Birmingham Age-Herald printed an interesting article with portraits, among them that of Leon E. Harris, vice-president of the McVay Seed & Floral Co., prominent in the Kiwanis club, an organization of live business and professional men of this city.

THE army worm, which gets its name from the fact that it moves in immense hordes, leaving a trail of destruction, has appeared in large numbers in the general vicinity of Fort Worth and Dallas, Tex. It is busily engaged in destroying the wheat and oats crop in that state, according to reports to the department of agriculture.

Free Seeds Again.

Approximately $1,000,000 will be expended in matters of interest to florists by the department of agriculture during the coming fiscal year, which begins July 1, under the appropriation bill, which has just been passed by the House of Representatives, and is now awaiting action by the Senate. As usual, there will be the purchase and distribution through the members of Congress, of free seeds, bulbs, trees, shrubs, vines, cuttings and plants. This work, during the fiscal year 1920, will cost $358,980, and will be carried out in the time-honored manner. As usual, efforts were made to have this feature of the work eliminated, on the ground that it is free advertising for the congressmen at the expense of the people, and that most of the seeds distributed are never used, but, again as usual, these efforts failed. Among the other items included in the bill, of interest to florists, are the following:

For investigations of plant diseases and pathological collections, including the maintenance of a plant-disease survey, $62,020.

For the investigation of diseases of forest and ornamental trees and shrubs, $82,315.

For the study and testing of commercial seeds, and for carrying out the provisions of the act prohibiting the admission of certain adulterated grain and seeds unfit for seeding purposes, $36,680.

For the cultivation and care of the gardens and grounds of the department of agriculture in Washington, $11,690.

For continuing the necessary improvements to establish and maintain the general experiment farm and agricultural station on the Arlington estate, $21,900.

For investigations in foreign seed and plant introduction, including the study, purchase, propagation and distribution of rare and valuable seeds, bulbs, trees, shrubs, vines, cuttings and plants from foreign countries and from our possessions, $82,700.

A. T. FERRELL ON THE PACIFIC COAST.
Inspecting Seed Crops for Cleaning in Clipper Mills.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

—— We are headquarters for the **BEST OF EVERYTHING** in ——

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:

Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices.

For the purchase, propagation, testing and distribution of new and rare seeds, for the investigation of forage crops, and for investigations to determine the most effective methods of eradicating weeds, $139,780. Of this amount, not to exceed $57,800 is to be used for the purchase and distribution of new and rare seeds.

For the purchase of tree seed, cones and nursery stock, for seeding and tree planting within national forests, and for experiments and investigations necessary therefor, $145,640.

For investigation and development of methods of manufacturing insecticides and fungicides, and for investigating chemical problems relating to the composition, action and application of insecticides and fungicides, $25,000.

For experiments and explorations within the United States to determine possible sources of supply of potash, nitrates, and other natural fertilizers, $31,340. For the investigation and demonstration within the United States to determine the best method of obtaining potash on a commercial scale, $127,600. The production obtained from such experimentation is to be sold by the secretary of agriculture and the proceeds deposited in the United States treasury.

B. F. L.

Dutch Bulb Green Auction Sales.

All hyacinths, tulips, crocus and narcissi have brought good prices at the green auction sales. Every dealer seems to entertain the thought that the stock is scarce and the supply will be short because of expected European demand. However, it is known that England will not take any narcissi or late tulips. Close observers are inclined to doubt that there will be any scarcity provided shipment can only be made to America and Scandinavia.

Tulips Couleur Cardinal, Flamingo, Proserpine, Mon Tresor, Vermilion Brilliant, Couronne d'Or, Murillo, etc., are in good supply and the prices are not higher than in March. However, varieties like Artus, Chrysolora, Cramoisie Brilliant, La Reine, Yellow Prince and some other similar varieties are advancing in price daily and will soon reach the minimum exporting price.

Narcissi, on the average, are not as plentiful as in previous years. Good stock of Von Sion is obtainable only from a few growers. Empress, Emperor, Sir Watkin and Ornatus are in better condition; Golden Spur and Victoria are plentiful; still there is good demand for the last six of these varieties and prices pretty stiff. Cash terms for toproots.

Blue hyacinths are more plentiful than the white, but the pink are likely to run short and the prices for these will be more firm than for the whites and blues.

Bulbs in a general way are looking strong and healthy, and if weather conditions are favorable, a good harvest may be expected of better than average quality.

The auction sales will begin July 10-15, and each week run about as fol-

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

31-33 W. Randolph St., Chicago

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

WANTED
50,000 Freesia Purity Bulbs
¾-inch and up.
Andrew R. Kennedy, Inc., Seedsmen
216 West 34th St., NEW YORK

THEO. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

lows: Tuesday, Haarlem and Gravezande; Wednesday, Sassenheim and Warmond; Thursday, Hillegom; Friday Bererwyk and Loosduinen. They cannot start any sooner as the bulbs they bring to the auction have to be clean, well dried, selected, and ready for shipping. Extra cost for transportation has to be paid by buyer. Prices are for cash money and free at the place of sale.

Onion Set Hearing.

At a hearing called by the consolidated classification committee of the United States railroad administration at Chicago, May 27, to consider the question of a ruling to prohibit the shipment of onion sets in sacks in less than carlot movements, an extended account of which appeared in our last week's issue, pages 972-977, F. C. Hansen, traffic manager for Northrup, King & Co., Minneapolis, Minn., who was in attendance, as were representatives of many prominent shippers of Cook county, ably presented to the committee a number of excellent reasons why the bag as a container should not be discontinued, among others the fact that it is in universal use, is economical, easily handled and allows ample access of air to prevent heating.

F. C. HANSEN'S ARGUMENT.

By eliminating the bag as a container, we have the choice of shipping in barrels, boxes, crates or baskets. Why do you consider a bag as being inferior to these containers? If a barrel or a box is considered a good container from the standpoint of permitting ventilation and be accorded a third class rate, then a bag should certainly be so considered.

A box or a barrel, when filled and ready for shipment, is practically air tight, allowing no ventilation for the contents. Onion sets must have some ventilation to carry off the moisture which they are continually throwing off, which is not provided by either one of these containers and are, therefore, undesirable. On the other hand, a bag permits of considerable air to penetrate inside and is far better for the transportation of perishable freight than is a box or a barrel. The objection to the crate is that we would not be able to use it in making re-shipments. Practically all of our customers demand that their shipments come to them in baskets. If we were to ship in crates, therefore, from the growing field, we would have no outlet for the thousands of empty crates that would be on hand after the onion sets had all been taken in. To protect ourselves under the circumstances, we would be obliged to use baskets as containers, to get the maximum use with the minimum expense.

The western classification allows onion sets to be shipped in bulk in carload lots. If it is permissable to ship this commodity in bulk, there certainly can be no reasonable objection to shipping in sacks, in carloads.

When loaded in bulk, no ventilation whatever is provided, except possibly on top of the load, and next to the floor, in case a false floor is used. If loaded in sacks, the sacks may be piled so as to permit of a free circulation of air between and all around the bags.

The average refrigerator car when loaded to the roof will hold a little better than 600 baskets, or about 19,000 lbs. This is 6,000 lbs. less than the present classification minimum. If the proposed change is made, it will be necessary to reduce the minimum to 19,000 lbs. It is not to be expected that a minimum weight which is in excess of the capacity of the largest refrigerator car made would be published.

BRITISH SEEDS
KELWAY'S
LEADING HOUSE FOR
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**
Mention the American Florist when writing

J. Bolgiano & Son
CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place

NEW YORK CITY

In reducing the minimum to allow for the changed conditions, you would also be reducing the earnings of the carriers, and injuring the shipper at the same time. I believe that it is against the policy of the railroad administration to make any reductions at the present time. Nevertheless, if the reduction in minimum were not volunteered, we would be forced to file a complaint with the interstate commerce commission. To secure the reduction, there is no question but that the petition for a change would be granted. This change would necessitate the use of a greater number of cars, fully 40 to 50 per cent more, to handle the same volume of tonnage that is handled at the present time under the 24,000-lb. minimum.

Onion sets in sacks may be loaded 24,000 to 30,000 lbs. with safety, while, as stated, the maximum weight of onion sets in baskets would be approximately 19,000 lbs.

Shipping in crates, barrels, boxes or baskets from growing fields in carloads would mean an enormous and useless expense. We would be obliged to either build the boxes or crates on the grounds or ship them to the growing fields and store them in warehouses, to be erected or rented. This additional expense would, of course, be added to the price of the onion sets.

Any damage to onion sets in transit is invariably due to the perishable nature of the sets themselves, to heating, account of delay and long time on the road, and not to the fact that they were packed in any certain kind of containers. Onion sets in any kind of a container, regardless of its suitability for perishable freight, would deteriorate if subjected to prolonged delays in transit. The way to avoid damage to onion sets is not by eliminating the most desirable container, but by giving prompt service, and refusing to allow carload shipments to be reconsigned to distant points, after having been in transit for several days.

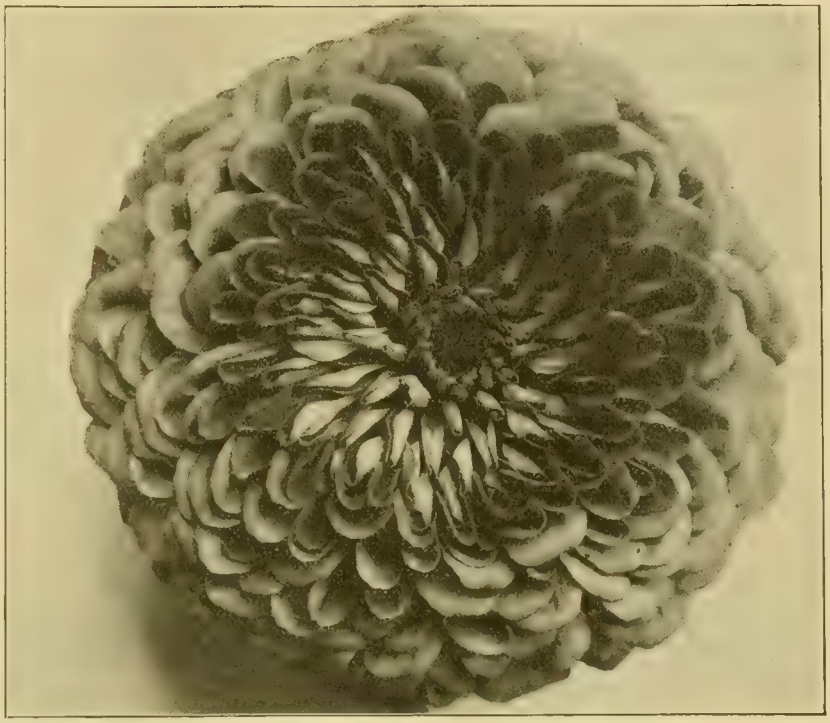
In the fall of 1918 we took in 65 cars of onion sets, all told. Every car, with one exception, was in excellent condition and the sets were all shipped in bags. The bags are small sugar bags and hold two bushels of sets, weighing from 65 to 70 pounds when packed. The material is durable and yet has open mesh, allowing the air to penetrate inside. These bags when properly loaded and piled allow air to circulate freely through the car.

The car that was not in good shape came in heated. The original load had been transferred into a refrigerator car and all the ventilators closed, allowing no circulation of air. The sets were steaming when the car door was opened. This condition would have been just as bad if the sets had been in baskets, crates, boxes or barrels. The car was transferred by the carriers, and they were responsible for the condition of the sets when they arrived at destination. The condition was not due to the fact that the onion sets were in bags, but due to negligence on the part of the carrier.

We have discovered that the ideal way to ship onion sets in the late summer or early fall is to load them in stock cars, placing a false floor in the car to permit of free circulation under the load, and free passage of air straight through the car. This provides excellent ventilation and we have found that the sets reach us in better condition than they were in when shipped. How much good do you suppose an open car of this kind would do the onion sets if they were packed in boxes or barrels, or in bulk?

Artichoke, tubers, beets, large onions and cabbage.—all fully as perishable as onion sets and containing as much moisture, under the classification may be shipped in bags at the third class rate. If these commodities may be shipped in bags, then onion sets should also be permitted to move in bags.

I can think of no argument that would justify the proposed change, and repeat that the bag is universally used as a container for innumerable articles, and while it is not theft proof, it affords good protection for the contents, is a secure container, conveniently handled, and desirable in every way, allows considerable air to penetrate inside, thereby protecting the contents against heating in a properly ventilated car. On the other hand, a box or a barrel, while it may provide secure protection against theft, and may be handled conveniently, does not provide any ventilation whatever for the onion sets. If these two containers are desirable, then the bag is doubly desirable.



Bodger's New Giant Dahlia-Flowered Zinnia

(Seed Ready for Delivery This Fall)

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Jap Lily Bulbs
French Bulbs
Dutch Bulbs
Freesia, Calla Bulbs, Etc.
Ferns in Flats

Write for F. O. F. New York prices.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

CHICAGO.—A municipal market similar to one now in operation in South Chicago will be opened June 12 under the direction of the Armitage Avenue Business Men's Association at Milwaukee and Armitage avenues.

Money in Spinach.

Yakima, Wash., May 29.—F. E. De Sellem finished delivering his spinach crop to the cannery yesterday and received a check for $810.47 for the tonnage grown on 4.97 acres. He produced a little better than eight tons to the acre and will now plant the ground in potatoes, getting two crops from the land this year. This is his first experience with spinach, and he thinks he will double the acreage next year.

Prices of Indoor Fruits and Vegetables.

Chicago, June 3.—Cucumbers, 2-dozen boxes, $2.25 to $2.50; celery, Florida, crate, $4.50 to $5.00; leaf lettuce, per box, 27½ to 30 cents; radishes, per 100 bunches, $1.00; tomatoes, 6 baskets, $4.00 to $5.00.

New York, June 2.—Celery (Florida), per crate, 75 cents to $2.00; cucumbers, 75 cents to $1.00 per dozen; mushrooms, $1.00 to $3.50 per three-pound basket; tomatoes, per pound, 13 to 25 cents; lettuce, per package, 50 cents to $5.00; radishes, per 100 bunches, $1.00 to $2.00.

Drug Garden at College of Pharmacy.

The state college of pharmacy, Brookings, S. D., has established a drug garden in charge of Anton Hogstad, instructor in pharmacy, who is placing under cultivation such plants as sage, rhubarb, foxglove, nightshade, jimson weed, marjoram, dill, fennel, caraway, lavender, spearmint, pokeroot, castor oil beans, poison hemlock, tansy, pennyroyal, valerian, and many others. These drug materials will be collected at the proper time and treated for manufacture of pharmaceutical preparations in connection with the course in pharmacy. The drug garden is arranged in beds, and all varieties will be indicated by appropriate signs, giving the name of each plant, country of which it is a native and its medicinal use and action.

Muskmelons in Michigan.

The muskmelon is grown commercially in certain sections in the southern and central portions of Michigan. It is a favorite garden crop in all parts of the state where it can be matured. It is a heat loving plant and does best where the summers are long and warm. By starting the plants in a greenhouse or hotbed and transferring them to the open ground as soon as the weather will permit, muskmelons may be successfully grown where the summers are too short for the fruit to reach maturity when the seeds are planted in the open ground. The fruit will be of better quality when the rainfall is light than when it is excessive during the period of later growth and maturity of the melons, although a uniform supply of soil moisture is essential for best results.

The muskmelon may be grown on a variety of soils. As a commercial crop it is usually raised on loamy soils. A warm sandy loam, because of the ease of working and earliness of maturity of the melons, is especially well suited to this crop. Practically any soil which can be used for gardening may be put in condition to produce melons. The location should, however, be free from danger of late spring and early summer frosts. The essential soil requirements are thorough drainage, an abundant supply of readily available plant food, and a mechanical condition which is like that of a virgin soil. It is fully as necessary that the soil be mellow and well supplied with organic matter, as it is that a good supply of plant food be available.

If a rotation of crops is possible it will be advantageous to plan a system in which melons follow clover. Such a system helps add fertility, improves the mechanical condition of the soil and lessens the danger from melon diseases. Even if a crop rotation is not practicable, as is usually the case on truck areas, the growing of clover or other legumes as a cover crop will help to keep the soil in good condition for other crops as well as for melons. A rotation of crops on a truck farm should be followed which will avoid the necessity of growing melons after melons. On small garden areas the hills of melons should be changed from one place to another each season.

Careful consideration must be given to the selection of varieties whether grown for home use or for market. If the crop is grown commercially the market requirements must be known. For a local market in the southern part of the state the large fruiting sorts such as Osage (Miller's Cream) and Tip Top will usually be satisfactory. They are of superior quality but are not as suitable for long distance shipments as are some of the smaller varieties. In selecting varieties for the home garden, quality comes first. The early maturing varieties must be selected for the cooler parts of the state.

Emerald Gem is a high quality extra early variety with fruits of medium size, nearly round and heavily ribbed, the flesh very thick and salmon in color, with small seed cavity and thin rind, and while too soft to ship well, because of its earliness and good quality, is well suited to the home garden; Extra Early Hackensack, a light green melon of good quality, is adapted to the home garden and suitable to ship, its chief merit being early maturity; Paul Rose or Petoskey, a cross between Osage and Netted Gem, of larger size than Rocky Ford with deep orange flesh is well adapted to shipping in baskets or crates; Rocky Ford, the variety that made Colorado famous as a melon growing state, is flesh green and when grown from pure seed and under good conditions, is of fine flavor, very uniform in size and especially well suited to the shipping trade; Hoodoo, or "Hearts-of-Gold," listed under the former name in several seed catalogues, and grown on a large scale near Benton Harbor, Mich., by the originator, R. Morrell, under the latter name, is an accidental cross between Osage and Netted Gem, with vines vigorous and productive, fruit very uniform in size and nearly round, netting very dense and fine, extending over the entire surface, rind firm but thin, flesh thick, salmon in color, of fine texture and superior flavor and is an excellent shipper; Osage or Miller's Cream, a popular green skin, salmon flesh variety of excellent quality, a favorite with consumers when they learn to know its superior merit, although sometimes inclined to crack when the soil moisture is variable, is well suited to the home market and garden; Tip Top, a large sized salmon flesh melon of excellent quality, requires a long season for its development.

Bulletin No. 95 of the Michigan experiment station, East Lansing, contains much other interesting information regarding muskmelon culture in that state. Other bulletins recently issued by the station are as follows: No. 37, Raspberry Culture; No. 38, The Culture of Currants and Gooseberries, and No. 94, The Financial History of a Twelve-Year-Old Peach Orchard.

Vegetable Markets.

The general trend of produce markets continued somewhat irregular with the movement fairly steady during the period May 28-June 3, according to reports received by the bureau of markets, United States department of agriculture. In old potatoes there were further general declines. Much poor stock was included in the receipts. No. 1 northern white stock, sacked, closed about 10 cents lower at $2-$2.25 per 100 pounds in the Chicago carlot market. Minneapolis reported similar declines to $2-$2.10. Colorado No. 1 white stock was draggy at $1.90. In new potatoes, South Carolina cobblers averaged 75 cents higher in consuming markets, reaching $9.25-$9.75 per barrel in leading cities and $9 f. o. b. producing sections. Florida Spaulding Rose made similar gains with a general jobbing range of $9-$11 per barrel. Onion markets were fairly steady. Texas Yellow Bermudas again averaged 25 cents lower in consuming markets at $3.75-$4.75 per crate. Fancy California Bermudas weakened slightly, ranging $3.50-$3.75 per crate f. o. b. Louisiana Creoles brought $6.50-$7 per 100 pounds in middle-western markets. Cabbage values were irregular. Virginia Wakefields recovered somewhat from the declines of the preceding week, ranging $3.25-$4.25 per barrel crate in consuming markets. Alabama stock weakened to a range of $3.25-$3.50, and went as low as $1.50 in St. Louis. Mississippi Wakefields were very weak in producing sections. Texas stock continued irregular and went as low as $25 per ton in St. Louis. California Winningstadts closed at $30-$35 per ton at shipping points. Fancy Florida tomatoes ranged 25 cents lower at shipping points at $3.25-$3.50 per 6-basket carrier. Mayflowers were offered at $2.25-$3.50 in northern markets.

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Milwaukee, Wis.

BUSINESS GENERALLY SATISFACTORY.

About the last large flower holiday of this season, namely Memorial day, is again figured in past events, and it proved to be more of a plant than cut flower affair, which, of course, is only natural. During the week preceding, and including May 30, the weather turned unusually hot, thus so softening most of the indoor crops that it was not advisable to use much for long distance shipment. It also increased the cut rapidly and exceeded the calculations of the growers. More orders could have been filled had one known on time about how much stock would have been available. To make a long story short, there was plenty of everything in cut flowers to go around with business fine. As we have had no rain to speak of, of late, there was an abundance of outdoor stock of good quality, which naturally reduced the demand for the greenhouse product. The bedding season is in full swing at this time, June 3, and the predicted shortage of stock, with the exception of geraniums in flower, did not materialize. The demand for spring stock is brisk, even at the advanced prices.

NOTES.

Mrs. Chas. Menger, 538 27th street, mourns the loss of her mother, who died May 29, at the ripe age of 77 years. The beautiful and many floral offerings were evidence of the many friends who extend their sincere sympathy to the remaining members of the family.

Leon B. Thorpe, who as foreman, has been with the Greenwood Carnation Co. since its inception, resigned a short time ago to go into business for himself at Binghamton, N. Y. He is a practical grower of broad experience, and has our best wishes for a bright future.

Local friends of Adam Zender, of Rogers Park, Ill., extend their heartfelt sympathy to the Zender family in the loss of their oldest son and brother, whose accidental death occurred June 1, according to word received Monday.

Three of the florists' craft, all members of the florists' club, are serving on the Milwaukee civic commission, appointed by Mayor Hoan some time ago. They are: James Currie, C. B. Whitnall and Herm. V. Hunkel.

E. O.

Rochester, N. Y.

MEMORIAL DAY CUT FLOWER SALES LIGHT.

Memorial day business was, as a rule, very brisk, with the entire week a very good one. Wreaths and plants for grave decoration sold better than cut flowers. The latter were unusually high in price. Carnations were plentiful and of good quality, but retail prices ranged from $1.50 to $2.50. There was not a great call for roses. Tulips, lilac, outdoor lily of the valley and Narcissus poeticus sold well. Darwin tulips are now of excellent quality and bring good returns. Peonies have begun to arrive in small quantities and there is an ample supply of lilac, daisies and pansies.

NOTES.

Miss Myrtle Bradstreet, a popular young lady, for several years with the Rochester Floral Co., was married May 31, to Cyril B. Imberry. The trade extends congratulations.

The park board sent a handsome basket of American Beauty roses and lilac for the funeral of the late A. B. Lamberton.

John Murrell has begun to cut from his carnation plants outside, which is unusually early.

Harry Merritt reports an unusually heavy Memorial day business.

CHESTER.

Announcement

We beg to announce to our friends and patrons that we have removed from 1004 Lincoln Bldg., Philadelphia, to

50 Park Place, New York City

where we will be located in the future

This important change in our business has been necessitated by conditions which we could no longer ignore.

Our increased importations of foreign stock, such as Japanese, French and Holland bulbs, etc., impel us to be at the port of entry. Other reasons, more or less of a private nature, likewise served to bring about this change.

We take the opportunity at this time to announce that our representative, Mr. E. F. Hoehl, has secured an interest in our business, and will continue traveling as heretofore.

We thank you for all past favors, and confidently believe that with improved facilities we shall be enabled to serve you more promptly and efficiently than ever before.

S. S. SKIDELSKY & CO.

50 Park Place, NEW YORK CITY

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Atascadero Seed Company

ATASCADERO, CALIF.,

Wholesale Growers of

HIGH GRADE SEEDS

We specialize in **Beans, Carrots, Lettuce, Onions, Parsnip, Radish, Salsify, Spinach,** and **Named** and **Mixed Nasturtiums,** and **Grandiflora** and **Spencer Sweet Peas.**

Write for Our Growing Contract Price List.

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Gladioli Bulbs

Ready for Immediate Shipment.

WESTERBEEK & KLYN

25 Beaver Street, NEW YORK CITY

Connected with

MICHIGAN BULB FARM

BENTON HARBOR, MICH.

Holland Bulbs

Prices on application.

R. A. VANDERSCHOOT,

299 Broadway, NEW YORK CITY

Phone: Worth 4677.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

The Nursery Trade

American Association of Nurserymen.
J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

ENGLEWOOD, N. J.—The Meadow Brook Nurseries on Tenafly road have been incorporated with a capital stock of $45,000.

THE seventeenth annual meeting and exhibition of the American Peony Society, further details of which will be found elsewhere in this issue, will be held at Detroit, Mich., June 17-18.

BENTONVILLE, ARK.—A meeting of orchardists of this state was held here, May 17, in conjunction with the University of Arkansas extension division and the development department of the Frisco railroad.

MARTINSBURG, WEST VA.—A syndicate composed of Pittsburgh capitalists has closed deals for the purchase of the Mount Vernon and Richards orchards in Berkeley county, the consideration said to be nearly $200,000.

MINNEAPOLIS, MINN.—The thirty-sixth annual report of the board of park commissioners for 1918 has been issued, its 100 pages containing much interesting information and many handsome illustrations.

SODUS, N. Y.—The Wayne county farm bureau in conjunction with the department of pomology of Cornell University will make a survey of 250 orchards in this vicinity which will assist in securing valuable information.

ST. PAUL, MINN.—The first steps in the plan for a Mississippi river highway which will begin in Itaska state park and follow the course to the Gulf of Mexico, have been taken here in the formation of the first division, extending from Lake Itaska to Dubuque, Ia.

EARLY ROSES.—The earliest roses to flower this year in the Arnold Arboretum (near Boston, Mass.), according to the Bulletin of Popular Information, is Rosa Ecæ, a native of Afghanistan and Turkestan; it has erect stems, leaves with small, very lustrous leaflets, and pale yellow flowers not more than an inch in diameter. The first flowers of R. Hugonis, R. omeiensis and R. cinnamomea are also opening. R. Hugonis has not before in the Arboretum been so full of flower-buds, and next week to any one interested in roses will well repay a visit.

California Association of Nurserymen.

In addition to the general proceedings at the eighth annual meeting of the California Association of Nurserymen held at Riverside, May 26-27, an account of which was published in our May 31 issue, page 980, the association appointed a committee to act in conjunction with the state horticultural commission to provide ways and means to conduct careful experiments in vacuum fumigation of all nursery stock. The time and place of the next annual meeting is in the hands of the executive committee.

M. J. C.

American Association of Nurserymen.

CHICAGO CONVENTION PROGRAMME.

The forty-fourth annual convention of the American Association of Nurserymen will be held at Chicago, June 25-27, with headquarters at the Hotel Sherman. This will, from present indications, be one of the largest and most important meetings in the history of the association and it is urged that all members make a special effort to be present. As will be seen from the programme which follows, the many timely topics are in the hands of well known authorities, and the proceedings should prove of more than ordinary interest.

Wednesday, June 25, 9:00 a. m.
Call to Order by President.
Invocation—Rev. G. L. Robinson, D. D., McCormick Seminary, Chicago.
Address of Welcome—Wm. R. Moss, Chicago Association of Commerce.
Response—M. R. Cashman, Owatonna, Minn.
President's Address—J. R. Mayhew, Waxahachie, Tex.
Announcement committee on Arrangements, Alvin E. Nelson, Chicago.
Wednesday, June 25, 2:00 p. m. (Executive Session.)
Report of committee on policy.
Thursday, June 26, 9:00 a. m.
"The Propagation and Growing of the Rose"—E. G. Hill, Richmond, Ind.
"The Propagation and Growing of Ornamental Stock"—Robert George, Painesville, O.
"The Growing and Preparation of Evergreens for Landscape Planting"—Charles L. Seybold, forester, department of parks, Wilkes-Barre, Pa.
"The Nurserymen's Opportunity in Reconstruction"—Dr. A. F. Woods, president Maryland State College of Agriculture, College Park.
Thursday, June 26, 2:00 p. m. (Executive Session.)
Reports of committees:
Press and Publicity—Ralph T. Olcott, Rochester, N. Y.
Secretary—Charles Sizemore, Louisiana, Mo.
Counsel—Curtis Nye Smith, Boston, Mass.
Legislative — Orlando Harrison, Berlin, Md.
Distribution and Directory—M. R. Cashman, Owatonna, Minn.
Statistical—H. B. Chase, Chase, Ala.
Standardization—Harlan P. Kelsey, Salem, Mass.
Arbitration—Jno. S. Kerr, Sherman, Tex.
Tariff—T. J. Smith, Geneva, N. Y.
Hail Insurance—F. A. Weber, Nursery, Mo.
Landscape Architects—Thos. B. Meehan, Dresher, Pa.
Nomenclature—J. Horace McFarland, Harrisburg, Pa.
Vigilance—Paul O. Stark, Louisiana, Mo.
Exhibits—A. E. Nelson, Chicago.
Thursday, June 26, 8:00 p. m.
Meeting of state vice-presidents.
Friday, June 27, 9:00 a. m.
Report of Subscriber's organization for market development.
Friday, June 27, 2:00 p. m.
Report of state vice-presidents.
Election of officers.
Selection of next place of meeting.
Unfinished Business.
Song—"America."
Adjournment.

CHAS. SIZEMORE, Sec'y.

Nursery Stock Names Under Fire.

In addition to the communications printed in last week's issue, pages 980-981, in protest against Congressman Louis C. Cramton's bill, (H.R.392), providing for the naming and labelling of nursery stock and other plants under penalty of imprisonment and fine, to which THE AMERICAN FLORIST called the attention of the trade in its issue of May 24, page 932, the following expressions from prominent firms and individuals are generally in accord that the proposed legislation, by its unfairness and impracticability, would be a serious menace to the industry.

Congressman Cramton says his interest in this matter was first aroused by the complaints of many farmers in his district, who have suffered very serious losses by reason of nursery

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists — Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.75.
American Florist Co.
440 S. Dearborn St., Chicago

VIBURNUM PLICATUM
Also Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.
Ask for complete list of Oak Brand Shrubs.
The CONARD & JONES CO — WEST GROVE PENN'A.
Robert Pyle, Pres. — Ant. Wintzer, Vice-Pres.

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

DELPHINIUM Belladonna

2¼-in. pots, 10,000 plants ready now. $7.00 per 100; $55.00 per 1000.

ENGLISH IVY

Extra long and heavy 6-inch pots..... $60.00
Extra long and heavy 5-inch pots..... 40.00
Extra long and heavy 4-inch pots..... 25.00
Lighter grade 4-inch pots..... 16.00

VIOLETS

Rooted runners, May delivery.
Princess of Wales....100, $4.00; 1000, $30.00
Lady Campbell.....100, 4.00; 1000, 30.00

C. U. LIGGIT
Office: 303 Bulletin Bldg.,
PHILADELPHIA, - - PA.

stock, particularaly fruit trees, when they come to bearing, proving to be of an inferior or different variety than what they ordered.

Congressman Cramton represents the Seventh District, Michigan.

FROM STORRS & HARRISON CO.

"We suppose there is no possible way to stop the introducing of such bills in state and national legislation every little while, by parties who know nothing whatever about the nursery business, and take no pains to find out.

"The requirement of a label, stating the name of the grower and place where grown, is practically impossible. Every wholesale nurseryman, and practically every retail nurseryman, buys stock from different parties, and some of it passes through three or four hands before it is finally delivered to the planter. To keep a card record and a label that told the truth about every tree, shrub and plant that was shipped, where it was grown, and who did grow it, would be utterly impossible in the rush of the busy season.

"We certainly have no suggestion for the punishment of parties who deliberately mislabel a tree for purpose of fraud, and we do not believe there is a responsible nurseryman in the country who would do such a thing. Mistakes will sometimes occur in any nursery, trees will be mislabeled, and some stock sent out, probably, mislabeled. In most instances, it is utterly impossible to tell this until they come into bearing. Any irresponsible workman in a budding field, or in a packing house, could do considerable mislabeling and it would be impossible for the nurseryman to detect it.

"Where nursery stock is sold at fair prices, and proper precaution is taken by the sellers to protect their stock in every way, there is no reason why the orchardists should not, on a square deal, take their chances on a guarantee of replacement or refund of money, in case errors should be made. If they want insurance on their stock to be true to name, they should be willing to pay enough extra to cover.

"The facts are, that if such legislation went on the books, and was enforced, it would place the sales of fruit trees, etc., in the hands of irresponsible parties, whose guarantee would be no good, and financial responsibility null, and would drive out the men who tried to be honest, and who were responsible for their contracts."

W. T. WOOD & CO., RICHMOND, VA.

"This measure, if enacted into law, would prove a great hardship on nurserymen generally, although no concern would object to attaching tags to trees, shrubbery, etc., sent out by them, stating the true, accepted and correct name of variety, the concern shipping stock, and place where it was grown, if such stock is grown by the concern shipping the same.

"The objection to the measure, as we see it, would arise in instances where one concern purchases stock from another. This is done, we venture to

CALIFORNIA FREESIAS

Due at Chicago About June 20.

PURITY (Improved)	1000	PURITY (Improved) Vaughan's Special Strain.	1000
⅜-½ inch...	$ 5.00	⅜-½ inch...	$ 6.00
½-⅝ inch...	8.50	½-⅝ inch...	10.00
⅝-¾ inch...	12.50	⅝-¾ inch...	15.00

CHINESE "JOSS" LILIES
Write for Prices.

Vaughan's Seed Store
CHICAGO NEW YORK

Michell's New Crop Flower Seeds

PRIMULA CHINENSIS
Alba Magnifica, Chiswick Red, Duchess, Holborn Blue, Kermesina Splendens, Rosy Morn, Michell's Prize Mixture,
Each of above, 60c per ½ tr. pkt.; tr. pkt., $1.00.

PRIMULA OBCONICA GIGANTEA
Kermesina, Lilacina, Rosea, White, Hybrida Mixed,
Each of above, 50c per tr. pkt.

CINERARIA
Grandiflora Prize Dwarf, Mixed, Grandiflora Prize, Medium Tall Mixed,
Each of above, 60c per ½ tr. pkt.; tr. pkt. $1.00.

ASPARAGUS PLUMOSUS NANUS
Greenhouse Grown

100 seeds	.....	$ 0 50
1000	"	3.00
5000	"	13.75
10,000	"	25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

say, by practically very nurseryman in the country, there being practically no nurseryman growing every item he sells. We have to buy pecans, figs, some varieties of grapes, and often apples, peaches, etc., from other concerns, varieties that we sell out of, or do not grow. To be forced by legislative enactment to label stock we buy with the name of the concern from whom we buy, and the place where such stock was grown, would work a hardship and cause loss of trade. This applies to every nurseryman who has to purchase short items from another.

"We label all trees, and guarantee the varieties true to label. This is done by all nurserymen. But to label a tree which we might secure from another nurseryman, with a tag showing the name of concern from whom we purchased, his address, etc., would be bad business, indeed, and would mean the practical elimination of some of our best nurserymen. The purchaser of such stock would immediately infer, after seeing such labels, that the nurseryman from whom he purchased his stock was simply a middleman or dealer, and was not a grower to any extent, and in future, when wanting stock, he would write for quotations and place his orders with the concern who grew such varieties as were shown by name on label, thus causing a loss of business to the original nursery of whom he purchased.

"In our mail today we received several letters from reliable nurserymen wishing to purchase apple, peach, pear, cherry, etc. These concerns are absolutely responsible, but are short on trees, owing to various causes, and when they secure their shorts, you will readily understand that their business would be very much injured, if upon delivery of stock, their patrons observed labels on trees showing that they purchased the stock of other concerns.

"There were, quite a number of years back, some unscrupulous dealers in the business who bought stock and labeled the same to suit varieties sold. This, however, is a thing of the past, these fellows having run their course. We are sure that all nurserymen endeavor by every means possible to have their varieties true to label, and when they have to buy stock to fill shorts, they buy of reliable concerns, and if errors in labeling are made, they are not intentional.

"The measure, as introduced by Congressman Cramton, we do not consider a wise one, but one which would cause much hardship on a class of tradesmen who have done as much, if not more, to develop an industry and received less, financially, than any other industry we know."

SHERMAN NURSERY CO., CHARLES CITY, IA.

"We consider the measure referred to in your issue of May 24, as thoroughly objectionable from the fact that it would be next to impossible for a nurseryman to prove himself innocent, should action be brought against him, years after the goods were delivered.

"This measure is in accord with the action of a certain coterie of entomologists, who have been using other means for years past to put an end to the inter-state commerce in nursery stock. They have succeeded in hampering matters by state laws and by quarantine regulations from the department of agriculture, and we presume that this is just one step farther in this direction.

Seasonable Stock

Adiantum Croweanum, 4 in., $20.00 per 100.

Chrysanthemums, Old Fashioned Hardy, in red, pink and yellow, 1½ in. pots, $4.00 per 100; $35.00 per 1000.

Coleus, Golden Crown, 2½ in. $3.50 per 100; $30.00 per 1000.

Dracaena Indivisa, extra heavy, 6 in., 60c each; extra heavy, 7 in., $1.00 each.

Fuchsias, fine assortment, 2½ in., $4.00 per 100; 3 in., $12.00 per 100.

Snapdragons, 2 in., pink, in variety, Garnet and Firefly, $4.00 per 100.

Gladiolus, two best yellows, Niagara and Schwaben, extra size, 2 in., and over, $4.00 per 100; $35.00 per 1000; 1¼ in., $3.00 per 100; $27.00 per 1000.

Fuchsias, 4 in., in bud and bloom, $25.00 per 100.

Weeping Lantana, 2½ in., $4.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

SPRING STOCK

One-half million plants ready now, of late propagation and transplanting, in excellent condition. Order today; this adv. may not appear again. Prompt shipment.

	Size Pot	100	1000
Abutilon, Savitzii	2¼ in.	$5.00	$45.00
Achyranthes, Red	2¼ in.	4.00	35.00
Ageratum, 3 kinds	2¼ in.	3.00	27.50
Alternantheras, R. & Y.	2 in.	3.00	28.00
Alyssum, Little Gem	2 in.	2.75	25.00
Cupheas, Cigar Plants	2 in.	3.00	25.00
Alyssum, Double	2¼ in.	3.25	30.00
Aster Plants, 4 varieties	2 in.	2.50	22.50
Canna, King Humbert, R. & Y.	3½ in.	10.00	95.00
Centaurea, Dusty Miller	2¼ in.	3.25	30.00
Chrysanthemums, Early, Medium or Late, all varieties	2 in.	3.35	30.00
Coleus, Golden Bedder and Verschaffeltii	2 in.	3.25	30.00
Fuchsias, 12 good varieties	2 in.	3.00	27.50
Fuchsias, 12 good varieties	4 in.	15.00	135.00
Geraniums, 8 leading varieties	2 in.	3.50	30.00
Geraniums, 8 varieties	3½ in.	10.00	90.00
Ivy Geraniums, 8 varieties	2 in.	3.00	27.50
Petunias, single mixed	2 in.	3.25	30.00
Marguerites, 3 varieties	2½ in.	4.00	38.00
Salvias, 2 varieties	2¼ in.	5.00	45.00
Salvias, 2 varieties	3½ in.	10.00	90.00
Stocks, 2 varieties	2½ in.	3.00	27.50
Verbenas, 2¼ fancy mixed	2½ in.	3.00	25.00
Vinca Variegata	2¼ in.	5.00	45.00
Vegetable Plants in Abundance			
Tomato Plants, all varieties	2 in.	2.25	20.00
Egg Plants, 2 varieties	2½ in.	5.00	45.00
Cabbage Plants, fine stock		.65	5.00

Alonzo J. Bryan
Wholesale Florist
WASHINGTON, NEW JERSEY

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

GERANIUMS

50,000 **S. A. Nutt,** ready for June, a good time to buy. **Nutt** and **Buchner,** $15.00 per 1000. **Poitevine,** and **Ricard,** $17.50 per 1000.
SMILAX, good little pot plants at $2.50 per 100; same rate per 1000.
Parcel post or express, state which, post billed at cost.

ALBERT M. HERR, LANCASTER, PA.

CARNATIONS R. C. LADDIE

$75.00 per 1000.
Orders booked now for January 1920 delivery.

F. DORNER & SONS CO.
LAFAYETTE, - - - INDIANA

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Flower Seeds For Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt., (500 seeds) 50c; 3 trade pkts., $1.40.**

Large-Flowering White .... 500 seeds, $0.35

Crimson, **Blue**, **Blood-Red** — **Each per trade pkt.** (500 seeds) **35c**

Soft Pink — **Each per trade pkt.** (500 seeds) **35c**

Matador. Brilliant scarlet. Trade pkt........500 seeds, **$0.50**
Old Rose. Pink to rich coppery red..........500 seeds, **.50**
Hybrida. Fine large-flowering mixed........500 seeds, **.25**
Grandiflora, Semi-Dwarf. Mixed..........500 seeds, **.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt., (1000 seeds) 50c; 3 trade pkts. for $1.40.**

GYPSOPHILA elegans granda alba. Fine for cutting; ¼ lb. **40c;** Lb., **$1.25;** Oz., **15c.**

		Trade Pkt.	Oz.
Dracaena Indivisa. Narrow green leaves......lb.,	**$3.50**	**$0.10**	**$0.30**
Indivisa Latifolia		**.10**	**.40**
Australis. Green and red colored leaves............		**.15**	**.60**

Primula. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c;** 3 for **$1.40;** per 1/32 oz., **$4.00.**

Trade Pkt.

Primula Malacoides. An improved Forbesii......................**$0.50**

Primula Obconica Grandiflora, 1000 seeds, **50c;** 1/32 oz., **$1.00.**

Gigantea, Mixed, 1/32 oz., **$1.50;** 800 seeds, **50c.**

PANSY

Vaughan's International Mixture. Trade Pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** Oz., **$10.00.**

Vaughan's Giant Mixture. Trade Pkt., **50c;** ⅛ oz., **75c;** Oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture. Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00.**

Vaughan's P. P. (Popular Price) **Mixture** Trade Pkt., **25c;** ⅛ oz., **50c;** Oz., **$3.00.**

Chicago Parks Bedding Mixture. Trade Pkt., **25c;** ¼ oz., **60c;** Oz., **$2.00.** ....

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March when the old type pansies hardly show any buds the plants of the new strain often bear from three to five of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and **Mixed.** The four colors, trade pkt. (500 seeds), **35c;** ⅛ oz., **70c;** Oz., **$5.00.**

Write for List of Named Sorts With Prices.

Our list of "Flower Seeds for Summer Sowing" now on the press; will be mailed shortly

CHICAGO, ILL. VAUGHAN'S SEED STORE, NEW YORK, N. Y.

Mention the American Florist when writing

"There is no need for any such legislation as this, as the laws with regard to fraud in most every state are sufficient to cover anything of this kind."

WESTMINSTER NURS., WESTMINSTER, MD.

"If this drastic measure, as introduced by Congressman Cramton, should become a law, it would cause great hardship to the nursery trade, as no matter how careful one may be in growing and handling the many varieties of stock of similar appearance, mistakes will happen, due to labor, and especially in times like the present, when many, disinterested in their work, could very easily, and unknown to the proprietor, mislabel trees and shrubs, and this under the proposed bill would render the dealer liable to indictment and a fine of $200 and imprisonment.

"Nearly all responsible nurserymen try to have their stocks true to name, yet as stated above mistakes may occur, and we do not believe there is a person alive who is 'mistake-proof.' We trust the measure will not become a law. If it does, it will seriously affect the nurserymen as less business will be done and at higher prices."

KNOX NURSERIES, VINCENNES, IND.

"Regarding the bill introduced in the House of Representatives by Congressman Cramton, which puts a penalty on everyone engaged in the selling of nursery stock, we are certainly against such a bill, and shall be glad to aid in

ROSE PLANTS

2-INCH POTS

Place your order here immediately to avoid disappointment.

	Per 1000
3000 **Milady**	$70.00
3000 **Sunburst**	70.00
4000 **Ophelia**	70.00
4000 **Killarney Brilliant**	70.00
4000 **Champ Weiland**	70.00
2000 **Ophelia,** 3-inch pots	90.00

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph Street, CHICAGO

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

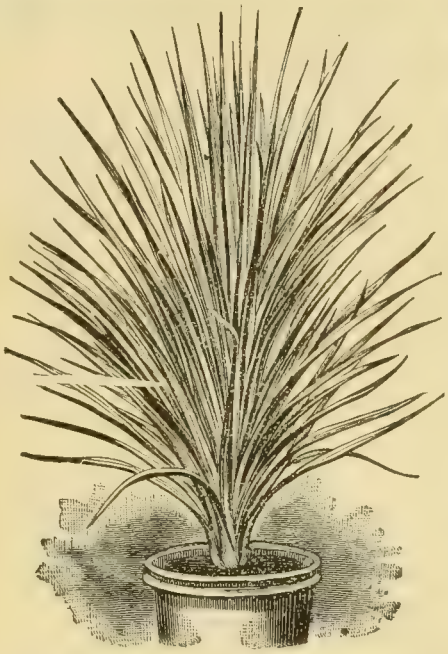
GEO. A. KUHL, Pekin, Ill.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30.00 per 100
6-inch.....$6.00 per dozen
7-inch ..... 7.20 per dozen

GEORGE WITTBOLD CO.
745 Buckingham Place, CHICAGO
L. D. Phone: Graceland 1112.

Mention the American Florist when writing

any way we can to prevent its passage. We hope that some way can be found that will prevent this bill from ever getting out of the committee. We have written our congressman."

AURORA NURSERY CO., AURORA, ILL.

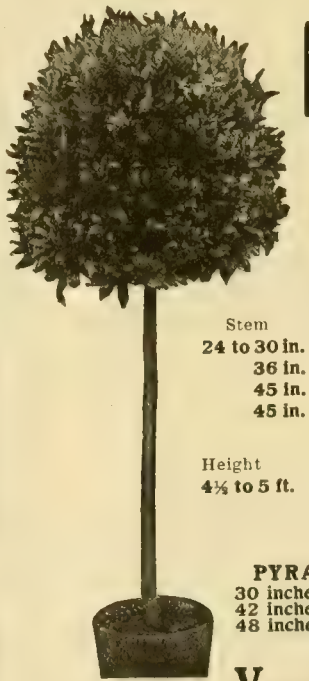
"Concerning a bill introduced into the House of Representatives by Congressman Cramton, of Michigan, as per your issue of May 24, I do not believe that the bill in its present form will get very far. There is no reason why there should not be a penalty for shipping stock which is untrue to label. There has been altogether too much wrong committed, and it is now time that nurserymen generally should see to it that the business of growing and selling nursery stock should rise to a very high level. I do not think, however, that we have very much need to worry over the passage of such a law, and it ought to be called strongly to the attention of the Legislative Committees of the American Association of Nurserymen and the Society of American Florists."

VAN LINDLEY NURSERY CO., POMONA, N. C.

"In regard to the bill introduced by Congressman Cramton of Michigan, will state that if you will give us further information in regard to this, we will write our congressman and senators, asking them to use their influence to kill the bill. Of course, nurserymen cannot operate under such legislation as this. It is entirely unreasonable. Even if a mistake was made, we could be held just as responsible as some fellow who deliberately acted in an unfair way."

PRINCETON NURSERIES, PRINCETON, N. J.

"We consider the proposed bill of Congressman Cramton of Michigan absolutely impractical and impossible to enforce. A law such as this would practically prohibit interstate commerce in nursery stock. If there is any way in which we can help in having justice done to the nursery trade, we would be only too glad to do so."



Standard Bay Tree.

BAY TREES

New Stock, Scarce

Now Ready. F. O. B. Chicago

Standards.

Stem	Crown	Per Pair	Stem	Crown	Per Pair
24 to 30 in.	30 to 32 in.	$24.00	48 in.	32 to 34 in.	$32.50
36 in.	24 to 28 in.	22.00	48 in.	36 to 38 in.	45.00
45 in.	20 in.	23.00	48 in.	40 to 42 in.	50.00
45 in.	30 in.	25.00	48 in.	46 to 48 in.	60.00

Pyramids.

Height	Base	Per Pair	Height	Base	Per Pair
4½ to 5 ft.	22 to 24 in.	$23.00	5½ to 6 ft.	24 in.	$25.00

Crating (if ordered) extra at cost.

BOXWOODS

PYRAMIDS	Each	GLOBE SHAPED	Each
30 inches high	$2.25	15 x 15 inches high	$3.50
42 inches high	4.50	18 x 18 inches high	6.00
48 inches high	5.00		

Packing at cost. Tubs 50 to 75 cents extra.

Vaughan's Seed Store, Chicago

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

Chrysanthemum Stock

The three best standard varieties,
Unaka, Bonnaffon, Polly Rose,
2¼-inch, $4.00 per 100; $35.00 per 1000.

EDWARD J. TAYLOR, Green Farms, Conn.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPARAGUS.

Asparagus plumosus, 1½-inch, $3.00 per 100; 2½-inch, $4.00 per 100. Sprengeri, 5-inch, long tops, $20.00 per 100. The Storrs & Harrison Co., Painesville, Ohio.

Asparagus plumosus, fine, from pots, $30.00 per 1,000. Albert M. Herr, Lancaster, Pa.

ASTERS.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $7.50 per 1,000. ODOR GREENHOUSES, Iola, Kan.

BOUVARDIAS.

Bouvardia. For prices see display advertisement elsewhere in this issue. C. U. Liggit, 325 Bulletin Bldg., Philadelphia, Pa.

BOXWOOD.

Boxwood. Pyramids and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Jap Lily, French, Dutch, Freesia, and Calla. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

Cannas, green and red. 4-in., 9c green and 12c red leaf. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.

2½-inch pots.

Now ready for shipment............$8.00 per 100
Matchless .... 7.00 per 100

ROOTED CUTTINGS.

Big, strong stock now ready to come out of the sand. 2,000 Matchless, $4.00 per 100; $70.00 for the lot. 1,000 Belle Washburn, $5.00 per 100, or $40.00 for the lot. This is a big bargain as the stock is all Bassett & Washburn's well known quality.

BASSETT & WASHBURN,
178 N. Wabash Ave., Chicago

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings

Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25.00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
Golden Wedding	2.50	25.00	Mensa	2.50	25.00
Baby	2.50	25.00	Mrs. Beu.	2.50	25.00
Quinola	2.50	25.00	E. D. Godfrey	2.50	25.00
Aster	2.50	25.00	Billy Primrose	2.50	25.00
Baby Margaret	2.50	25.00	Lilia Red	2.50	25.00
			Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

CHRYSANTHEMUMS

White	Golden Queen
Mistletoe	Pink
Chas. Razer	McNiece
Smith's Ideal	Patty
Elsie Papworth	Dr. Enguehardt
Yellow Chrysolora	Chieftain
Marigold	R. E. Loeben
Mrs. Morgan	

Rooted cuttings..$3.00 per 100; $30.00 per 1000
2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Mike Gabel	Helen Newberry
Pink	Bronze
Queen Marie	Md. LaPorte
Lillian Dotty	Mrs. Beu
Kemmitt	Red
	La Gravere

Rooted cuttings..$4.50 per 100; $40.00 per 1000
2½-in. pots ...... 5.00 per 100; 48.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings, per 100, $5.00.

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

CHRYSANTHEMUMS.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

DAHLIAS.

Dahlias, with strong divisions. Mixed $4.00 per 100; Jack Rose, $5.00 per 100. James Vick's Sons, Rochester, N. Y.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DELPHINIUMS.

Delphinium Belladonna, 2¼-in. pots, $7.00 per 100; $60.00 per 1000. C. U. Liggit, 303 Bulletin Bldg., Philadelphia Pa.

DRACAENAS.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

FERNS.

Ferns. Out of bench, 4-in., Boston, Verona and Teddy, $20.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FREESIAS.

Freesias, California. Purity (Improved), ⅜-½-in., $5.00; ½-⅝-in., $8.50; ⅝-¾-in., $12.50 per 1000. Purity (Improved), Vaughan's Special Strain, ⅜-½-in., $6.00; ½-⅝-in., $10.00; ⅝-¾-in., $15.00 per 1000. Vaughan's Seed Store, Chicago and New York.

Freesias. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums, Nutt, pink and mixed, 4-in., good A-1 stock in bud and bloom, $14.00 per 100. Out of pots. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums. A good assortment of single and double varieties in 2-in. pots at $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. S. A. Nutt and Buchner, $15.00 per 1,000. Portevine and Ricard, $17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GLADIOLUS.

Gladiolus for late planting. First size bulbs in first class condition. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 166 N. Wabash Ave., Chicago.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York City.

IVIES.

Hardy English ivy. Large and small leaf; three plants to pot; good strong plants, $8.00 per 100. Glechoma, ground ivy, extra strong, out of 3-in., $7.00 per 100. Lobelia, Blue Compacta, extra strong, $6 per 100. Golden Privet, yellow and green, $8 per 100. SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PETUNIAS.

Petunias. Single, transplanted Howard Star, Balcony Queen, in rose, white and blue, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

ROSES.

ROSE BENCH PLANTS.
Good Stock.

	100	1000
Sunburst	$6.00	$50.00
2½-in. plants.		
Sunburst	7.00	60.00
Pink Killarney	6.00	50.00
White Killarney	6.00	50.00

GEORGE REINBERG.
162 N. Wabash Ave. Chicago.

BENCH ROSE PLANTS.
Brilliant, Ophelia, Hoosier Beauty, White Killarney, $6.00 per 100. No orders for less than 100 of a variety accepted.
BASSETT & WASHBURN,
178 North Wabash Ave., Chicago

Rose plants. Milady, Sunburst, Ophelia, Killarney Brilliant and Champ Weiland, 2-in. pots, $70.00 per 1000. Ophelia, 3-in., $90.00 per 1000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses, own root, 3-in. For varieties and prices see advertisement on front cover page of this issue. A. N. Pierson, Inc., Cromwell, Conn.

Winter flowering roses. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

Salvia, 3-in., $8.00 per 100. Good, strong A-1 plants for any purpose you want. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

SEEDS.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seed. Michell new crop flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seed Cyclamen. Finest American grown from the very best strains. Prices on application. J. M. Thorburn & Co., 53 Barclay St., New York.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

SEEDS.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette B. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SNAPDRAGONS.

Snapdragon, Silver Pink, strong 2 and 2¼-in., in bud, $4.00 per 100. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

THUNBERGII.

Thunbergia. 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

2,000,000 fine field grown cabbage plants. Bullhead, Copenhagen, Wakefield, Succession, etc. 500, $1.25; 1,000, $2.25, postpaid. Express, 1,000, $1.75; 10,000, $15.00. Cash. Potato and tomato, $3.00; 10,000, $25.00. Packed in moss, shipped anywhere safely.
TIDEWATER PLANT FARM,
Franklin Va.

Tomato, strong, transplanted, Earliana, Ponderosa, Stone and Kansas Standard, $3.50 per 1,000.
Celery, White Plume, strong transplanted, $2.50 per 1000.
ODOR GREENHOUSES,
Iola, Kansas.

Sweet Potato Slips. Large, healthy plants, free from weevil and disease. For varieties and prices see display advertisement elsewhere in this issue. Young Plant Co., Fort Worth, Tex.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot. $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

Verbenas. Transplanted Red, Purple and White. $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, 2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Window boxes. Extra strong wooden window boxes, 24-in. long, 8-in. wide and 6-in. deep, $6.00 per dozen f. o. b. Philadelphia. Jos. G. Neidenger Co., 1309-1311 N. 2nd St., Philadelphia, Pa.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

MISCELLANEOUS.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

"Nico-Fume" Products. For prices see display advertisement elsewhere in this issue. The Kentucky Tobacco Product Co., Inc., Louisville, Ky.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.
MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

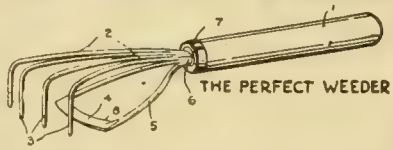
WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

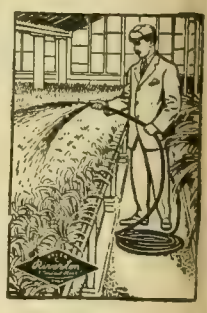
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded CATTLE MANURE
Pulverized SHEEP MANURE
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

DREER'S
Florists' Specialties
New Brand New Style
"RIVERTON HOSE"
Furnished in lengths up to 500 feet without seam or joint.
The HOSE for the FLORIST –
¾-inch, per ft.....19c
Reel of 500 ft.....18½c
2 Reels, 1000 ft.....18c
½-inch, per ft.....16c
Reel of 500 ft.....15½c
Couplings furnished without charge.
HENRY A. DREER
714-716 Chestnut Street
PHILADELPHIA, PA.



1,000 Letterheads } $6.00
1,000 Envelopes }
Good Stock—Send Cash with order. No samples sent unless postage is enclosed.
GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO, ILL.
We Print Everything.

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

The Boiler of Unequalled Fuel Economy

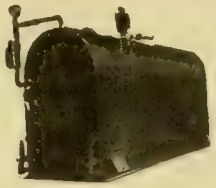
Kroeschell Boilers, the best by test since 1879. Forty years' experience.

THE QUALITY PLACE OF BOSTON

Regarding the Kroeschell, it is the best we have ever had and satisfactory beyond our expectations. It heats up especially quick and has saved us considerably already in the price of fuel. When we are in need of another boiler we will give the Kroeschell the first consideration.

(Signed) WM. W. EDGAR CO.,
WAVERLEY, MASS.

No Masonry—No Tubes



TUBELESS BOILER

When You Buy—Get a Kroeschell

3,016,286 sq. ft. of glass was equipped with Kroeschell Boilers during the year of 1916.

OHIO'S CELEBRATED CYCLAMEN SPECIALIST

After using your No. 12 Kroeschell Boiler I came to the conclusion that had I to install more boilers it would be the Kroeschell and no other. It really is a pleasure to heat, no trouble to get the desired heat in a very short time.

(Signed) CHRIST. WINTERICH,
DEFIANCE, OHIO.

Kroeschell Bros. Co., 452 W. Erie St., CHICAGO.

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY

BURNLEY, ENGLAND.

Mention the American Florist when writing

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

Mention the American Florist when writing

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $1.75.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $1.75.**

American Florist Co., 440 S. Dearborn St., **Chicago**

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
Alfred Lozier Rosery 1018
Allen J K 1013
Alpha Floral Co....1017
American Bulb Co.. I
Amling E C Co.....1009
Anderson S A 1017
Angermueller G H Co.....1010
Aphine Mfg Co.....1035
Astoria Florist 1016
Atascadero Seed Co.1025
Avenue Floral Co..1018
Baer Julius.....1017
Barnard W W Co 1025
Bassett & Washburn1002
Baumer Aug 1019
Baur Window Glass Co..... IV
Bayersdorfer H & Co1011
Begerow's.....1016
Berger Bros.....1010
Berning H G.....1010
Bodger J & Sons Co1023
Boland J B 1019
Bolgiano J & Son..1022
Bramley & Son 1019
Braslan Seed Growers Co.....1020
Breitmeyer's J Sons1016
Briggs Floral Co...1018
Broadway Florist .1017
Brown A J Seed Co.1029
Brown Bag Filling Machine Co 1023
Bryan Alonzo J.....1028
Buchbinder Bros...1036
Buckbee H W.....1018
Budlong Co J A....1006
Bulis J C Mfg Co.. II
Burpee W A Co....1025
California Florists..1017
Central Floral Co. .1019
Chicago Feed & Fertilizer Co.....1036
Chicago Flower Growers Assn....1009
Clark E B Seed Co.1022
Clarke's Sons D....1015
Clay & Son.....1035
Coan J J 1013
Conard & Jones Co.1026
Cooke Geo H.....1019
Cowee W J 1035
Coy H C Seed Co...1022
Craig Robt Co.....1027
Danker Fred A.....1018
Dards Chas.....1015
Davey Tree Expert Co..... 999
Dietsch A & Co.... IV
Dominion Floral Co1016
Dorner F & Sons Co1028
Drakos Co.....1015
Dreer H A. 1034 1036
Duluth Floral Co..1018
Dunlop John H 1016
Dwelle-Kaiser Co..1034
Eble Charles.....1015
Edwards Fold'g Box1034
Elm City Nurs Co..1026
Erne & Co 1008
Excell Laboratories II
Eyres H G.....1015
Fallon Florist.....1015
Florist Specialty Co III
Foerster Co Joseph 1008
Foley Greenhouse Mfg Co..... III
Ford M C 1013
Ford William P....1013
Fox J M & Son Inc 1017
Frauenfelder C.....1018
Freeman Mrs J B . 1017
Frey C H 1018
Frey & Frey 1018
Friedman 1019
Froment H E..... 1013
Futterman Bros....1012
Galvin Thos F.....1017
Gasser J M Co 1016
Giblin & Co.....1035
Gnatt Ove Co The.. 998
Godineau R & M...1022
Goldstein J.....1013
Gorham Printery Inc1034
Grakelow Chas H..1016
Grand Rapids Flo Co1018
Grimm & Gorly....1019
Gude Bros 1015
Habermehl's Sons J J1015
Hardesty & Co.....1017
Hart George B.....1013
Hart Henry 1016
Haven Seed Co The1024
Heacock Jos Co....1029
Heinl John G & Son1018
Henderson A & Co. I
Henderson Lewis...1016
Henry Co The John1009
Henshaw Floral Co1013
Hentz & Nash.....1012
Herr Albert M 1028
Hess & Swoboda...1016
Hession 1017
Hews & Co A H. . III
Hill D Nursery Co 1026
Hollywood Gardens1016
Holm & Olson.....1016
Holton & Hunkel Co1011
Hort Advertiser....1036
Hort Trade Journal 1035
Hurff Edgar F.....1022
Hurst & Son 1022
Ickes-Braun Mill Co IV
Idlewild Greenhs...1019
Jahn Hugo.....1016
Jones Percy 1004
Joy Floral Co.....1015
Kahler Pottery Co III
Kasting W F Co... I
Keller Pottery Co Geo III
Keller Sons J B.....1017
Kelway & Son'.....1022
Kennedy Andrew R1022
Kennicott Bros Co.1004
Kentucky Tobacco Product Co..... III
Kervan Co The.....1013
Kessler Wm.....1013
Kottmiller A.....1015
Kroeschell Bros Co1035
Kruchten John 1009
Kuehn C A.....1011
Kuhl Geo A.....1029
Lager & Hurrell ..1030
Landreth Seed Co.1022
Lang Flo & Nurs Co1018
Lange A.....1015
Levine & Co 997
Liggit C U 1027
Littlefield Florist...1018
Lockland Lum Co.1035
Long Island Flo Co1016
Louise Flower Shop1017
McCallum Co 1011
McGill R C & Co...1025
McHutchison & Co1023
Mackie William....1013
Malandre Bros.....1018
Mangel.....1019
Matthews the Flo'st1017
Matthewson J E....1015
May & Co L L.....1019
Meconi Paul.....1013
Metaire Ridge Nurs 1018
Meyer John C Florist Works....1014
Michell Henry F Co1027
Michigan Bulb Firm1025
Michigan Cut Flowe Exchange 1009
Millang Joseph A.. 1012
Miller Floral Co....1018
Miller & Musser ...1009
Moninger J C Co... IV
Murray Samuel.....1019
Nat'l Florists' Board of Trade..... IV
Neidinger Jos G Co1014
Newell A.....1018
N Y Cut Flower Ex1016
N Y Floral Co.. 1019
Niemoth Theo 1034
Niessen Leo Co 1010
North Shore Flo Co1018
Pajan Louis C.....1015
Palmer W J & Son.1017
Pappas D J 1017
Park Floral Co 1017
Peacock Dahlia F'm1026
Peacock E R Co ...1021
Pearson E W.....1017
Pedrick G R & Son.1022
Penn the Florist....1019
Peters & Reed Potty III
Philadelphia Wholesale Floral Ex....1011
Philips Bros 1018
Pierce F O Co..... IV
Pierson F R Co ... I
Pierson A N (Inc). I
Pikes Peak Flo Co.1018
Pieters-Wheeler Seed Co. 1020
Pillsbury I L III
Pittsb'rgh Cut Flo Co1010
Podesta & Baldocchi1019
Poehlmann Bros Co1000
Pollworth C C Co..1011
Polykranas Geo J ..1013
Potter Floral Co ...1015
Pressing Seed Co W C 1020
Pulverized Manure Co The.....1034
Pyfer A T & Co....1003
Raedlein Basket Co1014
Randall A L Co .. 1009
Randall's Flo Shop.1.19
Randolph & Mc-Clements.....1018
Rawlings Elmer ...1026
Ready Reference...1031
Reed & Keller 1035
Regan Ptg House ..1036
Reid Edw.....1010
Reinberg Geo.....1009
Reinberg Peter1003 1029
Rice Bros..... 1011
Rice Jerome B Seed Co..... 1021
Riedel & Meyer....1013
Robinson J C Seed Co1022
Rock Wm L Flo Co.1018
Rodgers J W 1015
Rohnert Waldo 1022
Ronsley Florist....1015
Rosery Floral Co ..1019
Routzahn Seed Co.1022
Rusch G & Co 1011
Saake O C.....1015
Salzer Seed Co 1019
Sceery Edw 1017
Schiller the Florist.1017
Schillo A Lum Co.. IV
Schlatter W & Son. 1017 1036
Schmidt Chas L....1019
Shaffer Geo Co.....1019
Sharp Partridge & Co.....1036
Sheppard H W.....1019
Sheridan Walter F.1013
Siebrecht George C.1013
Simon & Son I N...1022
Situations & Wants 997
Skidelsky S S & Co I 1025
Smith A W & Co....1016
Smith & Co E D .. 1028
Smith & Fetters Co1018
Smith Henry.....1018
S A F & O H redit Collection Com...1001
Storrs & Harrison..1028
Stumpp G E M.....1016
Taylor Edward J...1030
Thorburn J M & Co.1023
Tonner O A & L A.1005
Totty Chas H.....1028
Traendly & Schenck1013
Traveling Wholesale Florist,.....1012
Trepel Joseph.....1017
United Cut Flo Co.1013
Vanderschoot R A .1025
Vaughan A L Co...1005
Vaughan's Seed Store ..I 1021 1027 1029 1030
Vick's Sons Jas.....1023
Vincent R Jr & Sons Co..... I
Walker F Co.....1015
Weber F H. 1018
Weiland & Risch ..1019
Weir James 1015
Westerbeek & Klyn1025
Western Seed & Irrigation Co.....1021
Wietor Bros.....1004
Williams Mrs E A..1019
Winterson Co E F..1008
Wittbold G Co1015 1030
Wolfskill Bros & Morris Goldenson1015
Wonder Plant Irrigator Co.....1008
Woodruff S D & Sons1022
Yokohama Nurs Co1025
Young A L & Co ..1012
Young John & Co..1013
Zech & Mann.1007 1009

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.

Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND

Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
Carriage paid to any part of the United States.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer, or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer

Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Nature's Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, JUNE 14, 1919.** **No. 1619**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,

440 S. Dearborn St., Chicago.

Long Distance Phone: Harrison 7465.

Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Detroit, Mich., June 17-18, 1919. JAMES BOYD, Haverford, Pa., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23 25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R.I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

Summer Meeting at Washington, D. C., and Chestnut Hill, Pa.

National Rose Test Garden Inspection.

The chief points of interest at the annual opening and inspection of the national rose test garden at Arlington Farm, Washington, D. C., at the time of the visit of members of the American Rose Society, June 3, an account of which appeared in our issue of June 7, page 996, were the ramblers most of which were fairly blanketed with blooms. American Pillar was just coming into its full flower. Bess Lovett, Mary Lovett and Alida Lovett were wonderful, as was Silver Moon, all raised by Dr. Van Fleet, while the arbor in the center of the garden was covered with a mass of flowers of the splendid near-white rose which bears his name. It also was beautiful, grown as a pillar rose along the western walk. Paul's Carnine Pillar is a wonderful, dazzling scarlet. When older the plant will make a great showing. The baby ramblers were mostly past their best but had been a gorgeous sight. The rugosas and briars were in full flower and very interesting. Tausendschon was showy, and there were a number of others which were equally as profuse in flower.

THE LUNCHEON.

When rosarians who have the love of roses in their hearts as did those who enjoyed the luncheon at the Ebbit House get together, there is a feast indeed. President Hammond, to the regret of everyone, was unable to be present. Dr. E. M. Mills was asked to officiate as toastmaster and proved himself to be a past master in this art. Z. D. Blakistone, president of the florists' club, welcomed the visitors in a great speech. Secretary E. A. White read a telegram of greetings from John H. Dunlop, of Toronto, Canada, and lauded and praised the great work of J. Horace McFarland in the last Rose Annual, which was one of the most valuable features of the American Rose Society. The membership, he said, was growing rapidly, there being now 1380 active members with 60 life and eight honorary. It is his hope in the near future to publish a treatise giving detailed information on varieties and culture that would be available for all rose growers. A list of all known varieties is contemplated.

Prof. Corbett was loud in his praises of the work of Dr. Van Fleet, and his progress in the newer crosses, which gave great promise. The cold storage plant, adjoining the garden, he thought would develop new methods in keeping cut roses. He said the new show or decorative rose garden in Washington, would, he hoped, soon be under way.

E. G. Hill was introduced as a great American rosarian, and Dr. Mills, by right and authority of his office, conferred on him the title, "Our Brother of the Roses." Mr. Hill said he saw a great future for the rose in the light of what such hybridizers as John Cook, whom at his age was remarkable, and Dr. Van Fleet were doing, the latter's work that he had just seen at Bell's Station, showing great strides which would revolutionize rose growing. Some of his seedlings showed great vigor with wonderful colors.

Thos. N. Cook, Watertown, Mass., represented the amateurs. He stated that a show garden, such as was contemplated in Washington, was also being planned for the Arnold Arboretum.

In addition to those in attendance mentioned in last week's report, were Ernest, Edwin and Edgar Gude, Otto Bauer, George E. Anderson, Peter Bissett, Dr. E. F. Gersdorf, J. Bidwell, F. L. Mulford, Dr. N. Shoemaker, George C. Shaffer, members of the Florists' Club of Washington, and officers of the department, whose many attentions were greatly appreciated by the visitors.

Visit to Capt. Thomas' Garden.

Upon invitation of Captain George C. Thomas, Jr., Chestnut Hill, Pa., members of the American Rose Society inspected his notable rose garden and enjoyed a most interesting programme, June 4, following the visit to the national test garden at Arlington Farm, Washington, D. C., an account of which was given in our issue of last week, page 996.

At the luncheon given in honor of the officers and executive committee of the society, Captain Thomas regretfully declined the honor of the presidency to which he had been elected, as he felt he would not be able to give the necessary time, and that he could be more useful to the organization along other lines. Robert Pyle, West Grove, Pa., was then elected to the presidency. Dr. E. M. Mills, Syracuse, N. Y., after reviewing the great work in the interest of the society by Benjamin Hammond, Beacon, N. Y., as its secretary for 12 years and as its president for two years, presented him on behalf of the society with a de luxe bound volume of "Outdoor Rose Culture," by Capt. Thomas, a very handsome book, which Mr. Hammond received with words of thanks and appreciation. Captain Thomas then christened the new seedling red climber, the pride of his garden, which he named in honor of the eminent rosarian of Philadelphia, Pa., Dr. Robert Huey. This is truly a wonderful rose, a rich red slightly darker than Grus an Teplitz. It is semi-double, with three rows of petals and is three inches in diameter with a large fluffy bunch of stamens in the center. It is a very strong grower and a wonderfully profuse though annual bloomer. When disseminated, it will surely be a catalogue headliner.

There could not have been a better date selected to see the garden at its best, particularly for the hybrid teas, which were splendidly in flower. In their narrow beds of two plants across, with grass walks between, there is every opportunity for inspection. All varieties are conspicuously labeled with metal tags attached to wire supports. All the new varieties, as introduced, are given a place. Golden Emblem was at its best. Los Angeles, Leon Rain, Duchess of Wellington and Harry Kirk, were in blocks of from six to a dozen, full of buds and flowers. The plateau below the office is divided in the center with a wide grass avenue, from which the beds extend at right angles. On the edges of the lawn, the fences carry all the noted varieties of ramblers, while in adjoining borders are planted one or more of all known rose species from all parts of the world.

In front of the office, next to the greenhouses, are a number of beds, each filled with selected seedling varieties thought good enough to be tried out. Alongside the greenhouses are five beds, 100 feet in length, all of which are planted with selected seedlings, all with characteristics which it is desirable to perpetuate. Quite a number in this collection are good enough to grace any garden and would have wonderful catalogue descriptions if owned commercially. A pink seedling in this collection might be called a glorified Little Sweetheart, it having buds much the same in shape, brighter in color, and twice the size. It is always covered with buds and blossoms and is Capt. Thomas' favorite, being considered one of his best. A seedling white, at the corner of his office, might be described as an everflowering Cherokee, although it has no Cherokee blood in it. Dr. Huey declares it to be most valuable, as it is so continuously in bloom. It's flowers are single, three and a half inches in diameter, with a large bunch of yellow stamens in the center.

An auditorium had been arranged for a meeting under the trees, presided over by ex-President Hammond, who, after a short address, in which he spoke very optimistically of the society's future praised the great work of their host and his beautiful garden and his energy in producing new varieties. He thanked him on behalf of the society for his kind invitation and reception. Captain Thomas, in response, expressed his satisfaction of seeing so many present and hoped they would make themselves at home.

J. Horace McFarland was introduced as the man who, through the magnificent issues of the Rose Annual, had spread the fame of the society all around the world. Mr. McFarland made a fine address, referring to the great progress made in the raising of American seedlings in the past few years, said that only four years ago he had made an inventory of cultivated roses of American origin, and found only 28, as against 588 imported varieties. He said E. G. Hill and Dr. Van Fleet had made valuable contributions in new roses. The American people were the product of many crosses, and the purely American rose would be worked up in the same way. Mr. Hammond's ideal was a "bush for every garden," and Dr. Van Fleet was working along the lines of making the rose a shrub that would be hardy anywhere and bloom the entire summer. Captain Thomas, he said, held high ideals and had already produced hardy varieties that are perpetual bloomers. This had not seemed possible a few years ago. But a short time ago, there were only two varieties of ramblers, the old Crimson and Dorothy Perkins. The Crimson rambler had been succeeded by Excelsa and American Pillar, and there were now dozens of new roses of this type of American origin that would soon be grown universally. He referred to the beautiful public rose gardens of Hartford, Conn., with 30,000 visitors on "Rose Sunday"; also to Minneapolis and other centers. A public rose garden, kept up at the public expense, would be the greatest asset of any city or community, and he hoped the day was not far distant when such ornamental gardens would be considered a necessity. Pleasant environs were conducive to good health, as children had actually added to their stature because of such surroundings. He said that America was very far behind England in rose growing, likening American cultivation to a square yard as compared to a square mile in England. What was wanted was to get the love of roses in our hearts, and then we would progress rapidly. E. G. Hill said he had seen in this garden on this occasion what he felt was coming, but had not thought he would live to see it. He had met Captain Thomas for the first time, and now, after a talk with him, had an insight into his soul and he knew from his efforts, a new era was coming. He coupled Captain Thomas with Dr. Van Fleet, as two of our greatest rosarians. It was the duty, he said, of every member to spread the love for roses. He spoke of the great waste in spending $33,000,000 to build the Battleship Indiana, now under construction, which had a life of only nine to 10 years. Wars were now, he hoped, a thing of the past, and rose gardens would soon mark the dawn of a new civilization.

Robt. Pyle spoke of the great advantage of ornamental or landscape effects in rose gardens, and of the great advance in the last 10 years in the raising of hardy outdoor varieties. Examples like that seen here would do wonders to increase the love for roses, so that millions more would be planted and redound to the glory of our splendid American nation. Mr.

ROSE DR. VAN FLEET AS AN ARBOR SUBJECT.
In Arlington Rose Garden. Robt. Pyle in Silhouette.

RAMBLERS IN THE ARLINGTON ROSE GARDEN.

Hammond closed with a strong appeal for new members.

In attendance in addition to local rosarians, there were nearly all who had attended the opening of the test gardens in Washington. There was also a delegation from New York and vicinity, Leonard Barron, A. L. Miller, Brooklyn, John H. Fiesser, North Bergen, and Oscar Boehler, West Hoboken. K.

Secretary White's Report.

June 2-4, 1919, were "red letter" days in the annals of the American Rose Society. On Monday, June 2, the members of the executive committee, with friends, met Dr. W. Van Fleet in his test gardens at Bell, Maryland. The afternoon was spent looking over the recently-introduced novelties and the seedlings which Dr. Van Fleet has under his supervision. The exhibit was indeed an interesting one. Among the recently-introduced species were setipoda, with large clusters of showy pink flowers about two inches across; blanda, variety Willmottiae, with bright coral pink flowers; gentiliana, a hardy climbing species with medium sized white flowers, resembling Banksiae; rosabella, a light pink bush form with moss calyx; multiflora cathayensis with pink flowers about one and one-half inches across in large flat corymbs. Dr. Van Fleet showed the party many attractive seedlings which were under number. One of these was a cross between Double Rugosa and Triomphe de Orleans, a continuous bloomer with laciniate petals; Engelmannii crossed with Moyesii, an early-flowering variety with rich red flowers nearly three inches across; several Hugonis and altaica seedlings of promise, crosses between Wichuraiana and hybrid teas, among which was a promising seedling with Lyon as the pollen parent, and another cross between Wichuraiana and Irish Fireflame, No. W. M. 213, a clear pink containing blood of Caroline Testout crossed with Wichuraiana, was especially good as was also No. W. M. 5, a rich single dark red, the parentage of which was Wichuraiana crossed with Moyesii.

In the evening the executive committee and the Arlington rose test garden committee held a session at the Ebbit house. Plans for the following day were perfected, and consideration was also given to increasing the efficiency of the rose garden. The opinion was expressed that there should be established in Washington an exhibition rose garden where there should be a display of those varieties best suited for the section. The rose test garden is fulfilling its purpose by a demonstration of what varieties will do in the particular soil and climate, but from the nature of its purpose, it can never be made to appeal to the eye because of its beauty. Individual plants of a variety will do this, but there must be vacant spaces where varieties die out. A committee, composed of J. Horace McFarland, Frederick Law Olmsted, Representative James R. Mann and S. S. Pennock, was appointed to confer with the proper officials of the United States department of agriculture in formulating plans, and in locating such an exhibition garden. A committee was also appointed to consider the best methods for disseminating the varieties of roses bred by Dr. Van Fleet.

At 9:30 a. m., June 3, the following judges visited the Arlington rose test garden to note the comparative value of varieties of climbers, bush and cut roses: A. Cumming, Cromwell, Conn.; B. H. Farr, Wyomissing, Pa.; G. S. Kidwell, Washington, D. C.; Dr. E. M. Mills, Syracuse, N. Y.; S. C. Hubbard, Ithaca, N. Y., and George E. Anderson and Charles E. Gersdorff, Washington, D. C. At 11 o'clock, a large number of members of the American Rose Society visited the garden and spent the remainder of the morning noting the numerous varieties. A committee from the executive committee and from the Arlington rose test garden committee remained to welcome and to explain the work to 75 soldiers from the reconstructive department of the Walter Reed general hospital who visited the garden in the afternoon. Professor David Lumsden, who supervises the work of the section devoted to agricultural training, was in charge of the party. The other members of the party returned to the Ebbit house for luncheon. In the absence of President Hammond, Dr. E. M. Mills presided as toastmaster. President Z. D. Blackistone, of the Washington Florists' Club, cordially welcomed the members of the society to the capital, and Secretary E. A. White responded by expressing the appreciation of the members for the many courtesies extended to them. Professor L. C. Corbett told of the work which is being done in the garden and of the need of a show garden. He was followed by E. G. Hill of Richmond, Ind., who spoke of the introduction of roses suited for commercial culture, and Thomas N. Cook of Watertown, Mass., spoke of rose culture from the viewpoint of an amateur.

Following the luncheon, automobiles carried the party through the beautiful Rock Creek park to the home of Mrs. Charles G. Bell. Here the visitors spent a delightful afternoon among the roses, herbaceous perennials and the many natural beauties of "Twin Oaks."

At 9:30, June 4, the executive committee of the American Rose Society met at the beautiful estate of Captain George C. Thomas, Jr., at Chestnut Hill, Pa. The morning was spent with a session of the executive committee. At the annual meeting of the society, Captain Thomas was elected president, but he found it impossible to serve during the coming year. Robert Pyle, of West Grove, Pa., was therefore elected to serve as president for the year beginning July 1, 1919. Important changes in the constitution and by-laws were considered.

Captain and Mrs. Thomas entertained the officers, executive committee and friends with a delightful luncheon. After the coffee, Dr. E. M. Mills, in his wonderfully pleasing manner, presented the retiring president, Benjamin Hammond, with a beautiful leather-bound copy of Captain Thomas's "Outdoor Rose Culture" as a token of appreciation from the officers and executive committee for his 14 years of valuable service to the society, 12 years as secretary, and two years as president. Mr. Hammond responded, expressing the pleasure which the token of esteem gave him, and spoke of how highly he should value the book because of the associations it would recall to him, and the fact that it was presented to him in the beautiful rose garden of the author. Following the presentation, Captain Thomas christened his seedling No. 720, a beautiful rich red, single climber, "Dr. Huey," in honor of Dr. Robert Huey, because of the fact that it was through Dr. Huey that he first became interested in roses and rose breeding.

By 2 o'clock about 150 rose lovers had gathered in the garden. The heat was intense, but it was with difficulty that the guests were lured from the living beauties to the shade of the trees, where President Hammond introduced Captain Thomas, who spoke a few words of welcome. He expressed the pleasure it gave him to share his roses with others, and he hoped the guests would make the garden theirs for the afternoon. J. Horace McFarland discussed "American Roses," emphasizing the value of the work Dr. Van Fleet and Captain Thomas are doing in introducing types of roses suited for all American conditions. He was followed by the "Silver-tongued orator from Indiana," the rosarian who is universally known and loved, E. G. Hill. He also paid a tribute to Dr. Van Fleet's, Captain Thomas's and John Cook's work in rose breeding, stating that the infusion of the hardy "blood" of the rugosas and Wichuraianas with the teas and hybrid teas was sure to develop new varieties suited for outdoor growing in the middle-west. Robert Pyle, the newly elected president, closed the somewhat formal programme of the afternoon, emphasizing the value of the work the society is doing in reaching a large number of rose lovers, and in carrying to them information which is of value in rose growing. The remainder of the afternoon was spent among the roses. Among the seedlings, a single white was accurately described by Captain Thomas as a "hardy bush Cherokee." The flowers were pure white and nearly four inches across. 46-A was a very promising single white climber. 51-A, a single vermilion, 96-C of the shade of Crimson Champion, 36-M a pink free-flowered variety with long pointed buds in large clusters, and 89-A a single pink climber. In the garden of standard varieties, Mclaine Nedieck, a salmon yellow with long-pointed buds, was exquisite. Other beautiful varieties were Constance, an intense canary yellow; Frau Bertha Kiese, a pink on yellow ground, and Donald McDonald, an intense orange carmine.

The American Rose Society is deeply indebted to Captain Thomas for his cordial hospitality and the day in his garden will be long remembered by the members of the society whose privilege it was to accept the invitation.

Rose Scoring at National Test Garden.

The judges at the national rose test garden, Arlington Farm., Washington, D. C., scored the roses there that appeared best June 3. The following were at the head of the respective lists with the number of points scored:

Tea and hybrid tea—Red Radiance, 97; Mme. Jules Grolez, 96; Ophelia, 95; Radiance, 95; Isabella Sprunt, 94; Mrs. Wakefield, Christie Miller, 93; Lady Ursula, 91; Lucien Chaure, 91; Hadley, 90; Mary, Countess of Illchester, 90; Mme. Camille, 90; Prince de Bulgarie, 90; Cook 512, 90.

Hybrid perpetuals—Ulrich Brunner, 95; Frau Karl Druschki, 95; Mabel Morrison, 94; Tom Wood, 90; Baroness Rothschild, 90; Jubilee, 88; Her Majesty, 87; Mme. Cal. Luicet, 82.

Dwarf polyanthus—Aennchen Mueller, 81; Triomphe Orleanais, 79; Mme. Jules Gouchault, 78; Baby Elegance, 77; Orleans, 75; Jessie, 74; Erna Teschendorff, 73; Yvonne Rabier, 73; Ellen Pouisen, 72; Mrs. Wm. H. Cutbush, 72; Marie Pavic, 72.

DR. ROBT. HUEY, THE PHILADELPHIA ROSARIAN
And the New Red Climbing Rose Named in His Honor by Capt. G. C. Thomas, Jr.

Rugosas—S. S. I. No. 20150, 76; Rubia plana, 72; Prostata, 71; Hausa, 69; A. W. Martin, 67.

Rose species—R. Brenouis, 77; Rosa Macrantha, 73.

Hybrid sweet briar—Lucie Bartram, 82; Lord Renzance, 80; Austrian Apper, 80; Bradwardine, 79; Idinna, 78; Jeanne Deans, 76; Anna de Grusteine, 76.

Climbers—Bess Lovett, 93; Purity (not at its best) 85; Mrs. Flight, 85; Sheila Wilson, (single) 84; Cubin, 82; Leonline Gervais, 82; No. 18000, 80.

F. L. MULFORD.

PLANT NOTES.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Do not leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block up all together where it can be watered in a short time, and, above all things, throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room, to be thrown out at last, and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together, and clean up the other houses. If the stock is grown in benches, these will need repairing, and if badly decayed take them down and rebuild. Those who have cement benches are fortunate, for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old, rotting boards or pieces of crocks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed while the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and in a dirty one during the dark short days is material, and the increased quality and quantity of stock will more than repay for the expense and labor. Any repairs that the heating system needs should be made at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing, and ashes and clinkers are left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter, and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose, and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50° degrees in late winter, where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house, a succession of blooms may be had.

ROSE DR. VAN FLEET.
As a Pillar Subject in the Arlington Rose Garden.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring and, as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating, and it is better to sow them in the manner of sowing cyclamen, about half an inch apart. In early summer they should be potted in 2½-inch pots, and are better grown in a

frame than in the greenhouse. In the fall, when brought into the houses, they should again be potted in 3 or 4-inch pots and grown in a temperature of 50°. The plants are of a woody nature and grow slowly, and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom and should then be potted in 6-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good, sunny position, that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the substance and luster which make them so much admired in the cooler grown plants, and the warmer grown stock gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves, the tops of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut and, after the roots have appeared in the moss, the tops cut off below the moss and potted.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria, and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves, when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as required. They should, as soon as well established, be given a light, airy location, not shady enough for them to become drawn, but if in the full sunlight they will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice, stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good, rich soil will be required, and when they begin to bloom watering with liquid manure will be beneficial. Like the cineraria, they are quickly ruined by aphis, and constant fumigation will be necessary. Many growers stand the plants on tobacco stems, which are renewed as the strength is lost.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

The active business season is fast going out; hot weather is a reality, and the vacation time of the year is about to open. House plants are now all out in the yards, and excepting something for porch decoration, there will be little demand for plants until fall.

There is still a good opportunity open until July for the sale of window and porch boxes, particularly in the outlying residence districts. Wm. Scott, years ago, made Buffalo noted for its beautiful window and porch boxes. By his individual efforts and enthusiasm, and elaborate displays of examples of the best he knew how at his own establishment, he built up a wonderful trade in this line. Competition is the life of business, and the beauty of a well planted yard or lawn, or porch made conspicuous with boxes of flowering plants and graceful vines, influences adjoining properties, whose owners soon want theirs to look as good as their neighbors. Each new example adds impetus to the movement, which properly nurtured, will, in any live community, soon become a matter of custom and a considerable source of revenue to the trade. Much of the left over bedding stock can be planted in cheap window boxes, which in a week's time, are full of flowers. These features in flower shops or markets, or on the streets in residence or business centers, would at this time, find ready sale at prices showing very good returns. One must, however, do this in a big way. It might take a week to sell one, but display two dozen, and they may all go off in a day.

There is such a quantity of stock in the market at this time that careful buying must be the rule. Vases of outdoor flowers, such as rambler rose sprays, larkspur, irises, cornflowers, sweet williams, etc., can be displayed decoratively about the store and sold from the vases.

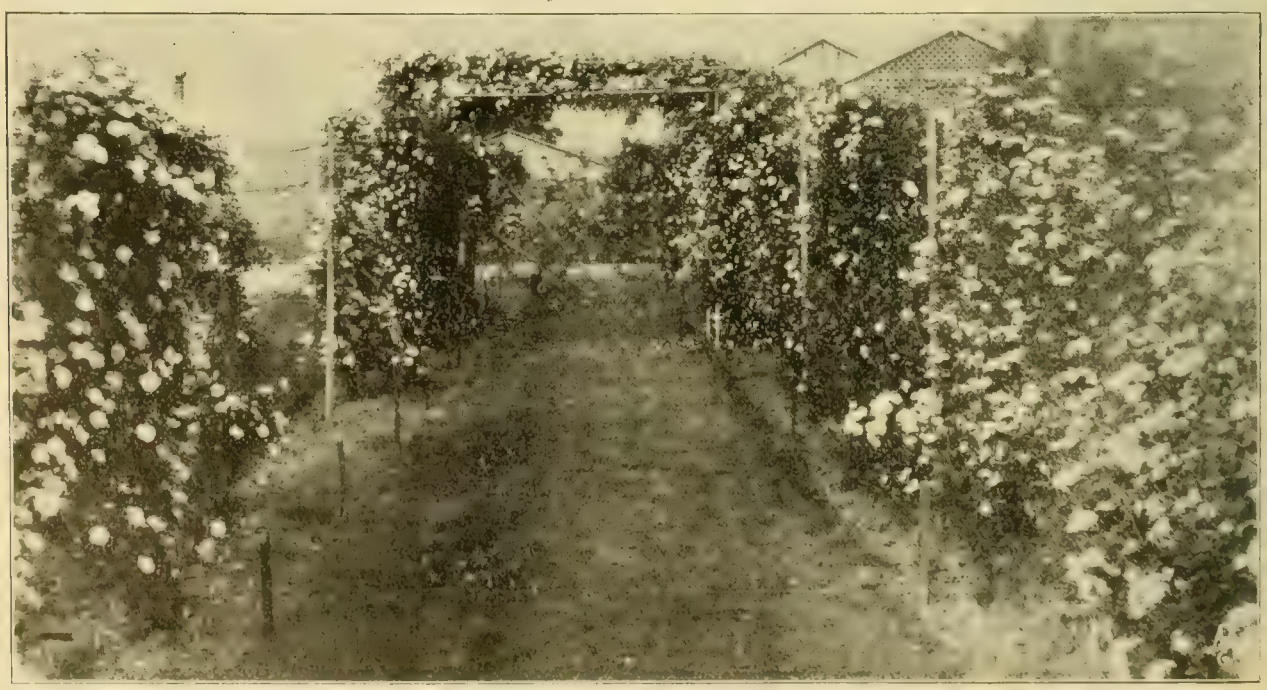
Always have a few baskets of the miniature tumbler or vase pattern filled in the case or on the counter. These are quick sellers. A few Ward or pink roses, with cornflowers, and a little knot of ribbon, give the basket an artistic look, only takes a minute to fill, and is sure to attract attention.

There are still weddings and school commencements which should be looked after. Much of this work can be secured by a little diplomatic maneuvering. Being early on the job, is a great advantage. Nothing is lost by trying, and much may be gained. In these days of declining trade, it is the fellows that are called hustlers who are seen buying in the market. There is always some work around, if one keep on the alert for it.

Keep up the stock of magnolia and oak leaf wreaths. A little run of funeral work, and some sizes soon get depleted. To have to stop and make these up on a busy day, frequently throws the order late.

A good border for inside the summer window is low, narrow boxes that fit close to the glass. These are planted with green or golden selaginellas or tradescantias, which soon fill into a solid mass, making a pretty finish to any arrangement of the window.

Gladioli will now be standard stock for the balance of the season. They



AT THE PATH'S END, ARLINGTON ROSE GARDEN.

INSPECTING THE ROSE GARDEN OF CAPT. GEORGE C. THOMAS, JR., CHESTNUT HILL, PA.

are ideal for spray work, combining with all the other summer flowers. They look very well arranged in the shallow bowls, with the large-holed flower blocks as supporters. To show best, the stems want to be cut rather short with at least half the spike open.

The small-leaved Caladium argyrites is good stock at this season. Its beautifully white-veined foliage is very useful to work into wreaths and clusters. Shaking the soil from the roots, and binding them with a little wet sphagnum, will keep them in fresh condition as long as the flowers. Begonia Rex is another plant that is useful. Well-grown stock in three-inch pots will, with its beautiful foliage, work up nicely. It must have wet moss about the roots to keep the leaves fresh.

If you are not a member of the F. T. D., send in your application at once, and then hustle for the business. It is what you create in your own store that helps the most.

Japanese Matting.

The Japanese export trade in printed mattings, says the Japan Chronicle, is very inactive owing to the fact that foreign merchants are selling their holdings at a loss in anticipation of a further decline in price, and accordingly Japanese are withholding their purchases. The domestic demand for printed matting is increasing lately, chiefly because of the high price of tatami. Consequently manufacturers are catering to the home taste, the more readily as this avoids the ordeal of inspection by the export merchant, which they resent. The market price is 10 per cent lower at present than during the winter, but no satisfactory transactions are reported. This state of affairs is expected to continue until June, the end of the season for the domestic matting trade.

THE S. A. F.

National Publicity for Flowers.

Our Maryland state vice-president, W. F. Ekas, of Baltimore, has sent us clippings from the Baltimore newspapers, covering a proclamation by Mayor Broening in regard to the parade of home-coming troops, May 31. The proclamation is remarkable for the fact that liberal use is made of our slogan, "Say it with Flowers." It was as follows:

Mayor's Office,
Baltimore, Md., May 28.

"To the People of Baltimore:

"To the end that the home-coming troops may have every physical evidence of the joy in the hearts of Baltimoreans over their safe return, I call on everybody along the route of the parade on Saturday, May 31, as well as throughout the city generally, to decorate liberally.

"'Say it with Flowers' is particularly applicable to the present home-coming, and it would be a splendid idea if pot plants and flowers are placed in front of dwellings, as expressing the love we bear our heroes, who translated patriotism into service, and as honoring the memory of those brave boys who gave the last full measure of devotion.

"Every home in Baltimore should fly a flag and enter into the spirit of this great occasion."

It is suggested that as there will undoubtedly be many home-coming troop parades in various cities and towns throughout the country, the florists in such communities bring to the notice of their mayors, the action of the Baltimore mayor, with the idea of getting over similar messages, the beneficial effect of which for the florists' business would be incalculable. It may be that they could also be induced to issue similar proclamations for "Armistice day."

And yet the florists themselves are not using the slogan nearly as much as they might. From the newspaper clippings which come to our promotion bureau, and which cover very largely the newspaper advertising done by retail florists throughout the country, it is evident that the percentage of florists who incorporate the slogan in their copy is small. What a wilful waste of prestige? Advertising experts assert that the value of this slogan today could not be estimated at less than a million dollars—and the use of it is free as air.

Why not see to it that the slogan is used in every piece of advertising sent out, or advertisement placed? And get the proper electrotyped lines from our promotion bureau. These lines are in the familiar script form used on the magazines and in our display signs. There are seven sizes available, 1½ inches to 9 inches long, covering practically all requirements.

Our committees are now formulating plans for speeding up the compaign. As we have before stated, many times, the committees must prepare months ahead for the insertion of magazine advertisements. They spend as they go, and it is quite obvious that unless the money is forthcoming they cannot proceed with their publicity plans. Marvelous results have been secured for what generally is admitted to be a very small sum. A fund of $100,000 is required to extend these results and make them permanent. It is not a great sum. If the 20,000 florists believed to be in business paid per head assessments it would only cost them $5 a piece. And yet we are obliged to stick around the $40,000 mark, even when some of our liberal minded florists have given as much as $200, $300, and $500 cash this year.

We are sure that many intend to subscribe, but do not seem to get to the point of writing a cheque. The consummation of fall publicity arrangements is highly important in the month of June.

Will you, Mr. Nonsubscriber, help to make this possible? Just remember that our work is all done in your interests—you share in the resulting benefit equally with your brother florists. It is for all of us, and that is why we use purely national mediums. Out of the millions of magazine readers we reach there is a proportionate number in your own locality. If we arouse their interest in flowers, as we most surely do, are you not going to derive advantage from it?

Think the matter over, seriously, and your conscience should prompt you to make a contribution—and make it quickly. JOHN YOUNG, Sec'y.

Trade Exhibition Rules.

We present herewith floor plan of the indoor trade exhibition of the Society of American Florists to be held at the Arcadia auditorium, Detroit, Mich., August 19-21, 1919. The rules governing the exhibition are as follows:

1 The society shall, through its board of directors, control all the features of the trade exhibition.

2. The secretary shall act as superintendent of the trade exhibition with an advisory committee of three. Said secretary shall have general charge of all details of the annual exhibition. He shall receive all applications for space and assign the same in the order in which they are received by him. He shall furnish the judges a list of the exhibitors and exhibits by 1:00 p. m. on the day of opening the convention. He shall also furnish the judges with a list of novelties and new devices submitted for awards.

He shall keep full detailed records of receipts and expenditures and other matters of importance relating to the exhibition. Immediately after the close of the convention, he shall make a complete report, which, after having been audited and approved by the advisory committee, shall be filed with the records of the society. All the moneys collected by him shall be forwarded from time to time without undue delay to the treasurer. All bills incurred shall be indorsed by him and submitted to the advisory committee for approval, after which they shall be paid in the usual manner as provided.

The advisory committee shall act as an advisory board and audit board, subject to instructions of the board of directors and in case of disagreement between them and the secretary their decision shall be final except it be reviewed by the board of directors.

3. Exhibition space shall be designated in square feet. The charge for space shall be as follows:

Minimum charge $20.00
Flat rate, per square foot.....40 cts.

Exhibition space shall be limited to six feet six inches above the floor, except for plants, greenhouse structures or other exhibits which necessarily extend to a greater height. Plant and cut flower exhibits may be also built up to any height authorized by the superintendent. All exhibits except as above specified, which extend above six feet six inches in height, shall be charged 20 per cent additional on the exhibit. All signs must be kept within the space limit. Where tables are against the wall, wall space up to six feet six inches above the floor and of the length of the table, will be furnished the exhibitor without extra charge. Wall exhibits extending above this height will be charged for. Signs on the wall or elsewhere, shall not extend higher than six feet six inches above the floor in any exhibit.

Wall exhibits shall not project over one foot from the wall.

Exhibitors must furnish at their own expense all tables, cloth and other accessories and incidentals. The secretary will be willing so far as his other duties will permit, to assist exhibitors in securing tables and other needed articles; but neither the secretary nor the society will pay for or assume any financial responsibility for the purchase or placing of such articles.

4. Applications for space: All persons, firms, companies or associations desiring to exhibit must file a written application with the secretary of the Society of American Florists, who is the superintendent of the trade exhibition, and each applicant must furnish the information asked for on the face of the application blank, and agree by his or their signature thereto to be bound by the rules and regulations herein set forth.

5. Payment for space: Twenty-five per cent of the total amount shall be paid upon signing the contract, and the balance before the exhibitor takes possession. Neither the superintendent of trade exhibition nor the advisory committee shall have power to suspend or change the above requirement as to payments. Any exhibitor who shall fail to make either the initial or final payment as aforesaid, whether such exhibitor desires to exhibit or not, shall thereby and thereupon forfeit his right in and to the use of such space, as well as the money already paid, if any; and the management shall have the right to dispose of such space as it considers for the best interest of the exhibition.

6. Subletting of space: No exhibitor shall assign, sublet or apportion the whole or any part of the space alloted, nor exhibit therein any other goods than those sold in the regular course of business by the exhibitor, without permission of the secertary.

7. Roll top desks will be furnished to those requiring them at a rental of $5.00 each.

8. All signs shall be uniform in character and be furnished by the superintendent of the exhibition, at a cost not to exceed $3.00, and no other signs to be permitted. Three lines of lettering allowed, viz.: name of firm, business and address.

9. Allotment of space: All exhibition space shall be alloted by or under the authority of the superintendent of trade exhibition.

10. Shipments: All exhibits must be consigned to the exhibitors, care of the Convention, Society of American Florists, Arcadia auditorium, Detroit, Mich. The superintendent must be promptly advised of all shipments by freight or by express, such advice to be accompanied by a copy of the bill of lading or express receipt. All freight and express charges must be prepaid. Goods shipped charges collect will be refused unless the owner is on hand to pay the charges. The draying charges from the traffic terminal to the exhibition hall will be charged to the exhibitor.

11. Exhibition classes to be arranged as follows:

A.—Plants.
B.—Cut blooms.
C.—Boilers and heating apparatus.
D.—Greenhouse structures.
E.—Florists' supplies (including fancy earthenware).
F.—Bulbs, seeds and garden requisites.
G.—Miscellaneous.

12. Exhibitors showing novelties or other improved devices which they wish to have examined by the judges for such special notice or award as they are deemed worthy of, shall make an itemized entry thereof with the secretary in advance. Firms or corporations desiring their exhibits considered for award must state the name of a member of the firm or company who is a member of the society.

13. The president shall appoint in advance of the convention the following judges:

Three for Classes A, B and F.
Three for Classes C and D.

And three for Classes E and G, who shall serve without compensation. They shall examine specially entered exhibits and make detailed reports thereon promptly to the secretary on the afternoon of the first day of the convention. The judges are authorized to recommend to the board of directors any exhibits they deem worthy for award of the society's medals, such exhibits to be of unusual merit, but action not to be made public until passed upon by the board of directors.

14. For exhibits deemed worthy thereof, diplomas of three grades may be given as follows: Certificate of merit, honorable mention, highly commended.

15. No distinction as "first," "second," "best," or "largest," or other mention indicating comparisons with other exhibits shall be made, and diplomas of equal value may be awarded to several exhibits in the same class.

16. Each award must be accompanied by a statement indicating on what special points of excellence it was based.

17. In case any article or device has received an award at a previous S. A. F. exhibition, awards shall cover subsequent improvements only.

18. No award shall be made covering the quality of seeds, fertilizers, paints and other articles of such a nature on which an intelligent opinion cannot be had without a practical test.

None but flower pots conforming to the society's standards will be considered for award by the judges.

19. No award shall be made to exhibitors who are not members of the Society of American Florists and Ornamental Horticulturists.

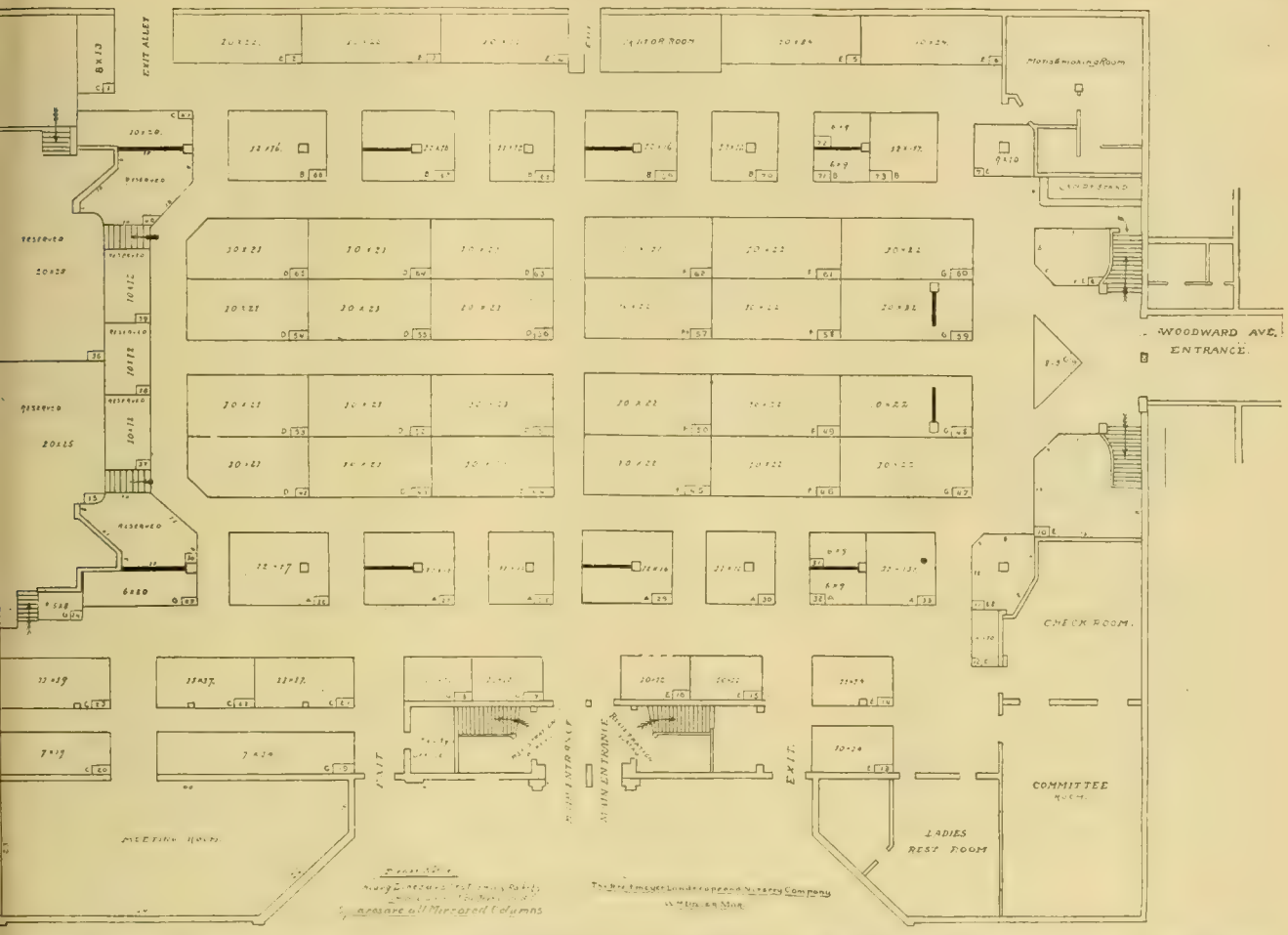
All protests and complaints must be presented in writing before the close of the exhibition, and complaints or protests not so made will not be considered.

20. The matter of opening or closing the exhibition will be left to the discretion of the board of directors.

21. Exhibits not in position before 1:00 p. m. of the first day of the convention, may be excluded from mention in the superintendent's report or consideration by the judges.

22. The exhibition shall be open not less than two hours before the opening session, to remain open until 10 p. m. each day except as provided in Section 14.

23. All articles exhibited must be left in place until the close of the business session of the convention, which shall be 10 o'clock p. m. on the



INDOOR FLOOR PLAN, TRADE EXHIBITION OF SOCIETY OF AMERICAN FLORISTS' THIRTY-FIFTH ANNUAL CONVENTION, ARCADIA AUDITORIUM, DETROIT, MICH., AUGUST 19-21, 1919.

third day, except by permission of the secretary.

24. While the society will exercise all due care to safeguard the exhibits, it will not assume any responsibility or liability for any loss or damage to any of the exhibits.

25. The selling of goods by persons not having engaged space shall be prohibited unless such person or firm shall have secured a permit or license from the secretary, the same to cost not less than twenty dollars ($20).

26. When more than one exhibitor joins in the same space there shall be an additional charge of $20 for each additional exhibitor.

27. The board of directors will make such further rules as it may deem necessary for the proper conduct of the exhibition.

28. All adjustments not covered by rules or published action of the board of directors shall be referred to that board.

29. Character of exhibit: The management reserves the right to decline or prohibit any exhibit, exhibitor or proposed exhibit which, in its opinion, is not suitable. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogs, and all other things which affect the character of the exhibition. No exhibitor may show goods in operation if same are noisy or objectionable to surrounding exhibitors, nor may exhibitors show special exhibition apparatus that is mechanically operated or illuminated without special permission of the management.

30. Extra labor: Exhibitors must attend to the unpacking of their goods. Additional labor required by them for this purpose will be furnished by the superintendent at a reasonable fixed price upon application.

31. Fuel: No gasoline or other fuel will be permitted in the building.

32. Smoking: No smoking will be permitted in any part of the building except in such places as are set apart for that purpose, during the hours of exhibition. Exhibitors are particularly requested to aid the management in the enforcement of this rule, in deference to the large number of ladies who attend the exhibition.

33. Liabilities: The S. A. F. and O. H., the management or their representatives, will not be responsible for any injury that may arise to exloss of or damage to any goods from any cause whatsoever, while in transit to or from the building, or while in the exhibition buildings.

34. Insurance: Exhibitors who desire insurance on their exhibits must place same at their own expense.

35. Exits: No exhibitor will be allowed to so arrange his exhibit that it will obstruct clear passage to any exits required by the authorities of the city, or to block off a clear view of any signs indicating such exits.

SPECIAL NOTICE.

Orders for signs, desks, etc., should be sent to the superintendent of trade exhibition as early as possible, in order that same may be ready for the exhibitor upon arrival at the hall.

OBITUARY.

Bertha Eves.

Bertha Eves, for eight years secretary of the Brooklyn, N. Y., botanical garden, died June 4 in St. John's hospital, Brooklyn. She had been active in canteen work for the soldiers. Before locating in Brooklyn, she had been employed as a secretary in the west and in Florida. Funeral services were held in Brooklyn, June 7, and the body taken to Neosho, Missouri, for interment. Her mother, Mrs. M. A. Stevenson, resides at Neosho.

John R. McIntyre.

John R. McIntyre, for the past 40 years in the florist business at Morristown, N. J., died at his home in that city, June 5. The deceased was born in Scotland but had been a resident of the above city for more than 54 years and was an active member of the First Presbyterian church. He is survived by a widow and eight children.

A. F. F.

DAYTON, O.—Confirmation of the sale of the property of the Miami Floral Co. to Rolf Zetlitz for $35,000 will be asked at a hearing in Judge R. C. Patterson's court, June 30.

BUFFALO, N. Y.—Eugene and Victor Antonucci and Fred J. Erion of this city have incorporated the Antonucci Artificial Flower Co., at Cheektowaga, with a capital stock of $18,000.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Rose Society (illus.).....1037
—National rose test garden inspection....1037
—Visit to Capt. Thomas' garden.....1038
—Secretary White's report 1039
Plant notes 1041
—Cleaning up 1041
—Canterbury bells 1041
—Ardisia crenulata 1041
—Calceolarias 1042
The retail trade 1042
—Next week in the flower shop.....1042
—Japanese matting 1043
The S. A. F. 1043
—National publicity for flowers.....1043
—Trade exhibition rules 1044
The late Bertha Eves 1045
Personal 1046
Roebling orchids sold 1046
Inspection of mailed plants, etc.....1046
Plant quarantine amendment sought.....1046
National Association of Gardeners.....1046
Pulverized coal 1046
Memorial day high prices protested.....1046
Club meetings next week.....1046
San Francisco 1048
Cincinnati 1049
Florists' Club of Washington, D. C.....1049
Albany, N. Y. 1049
Chicago 1050
Boston 1052
St. Louis 1053
Milwaukee 1054
Fort Wayne, Ind. 1054
Toledo 1055
Lancaster County Florists' Association....1056
Philadelphia 1058
New York 1060
New York Florists' Club.....1062
Providence, R. I. 1062
The seed trade 1068
—California seed crop injury.....1068
—Onion sets in Cook county.....1068
—New seed and bulb bill.....1068
—Lily bulb import permits.....1069
—Bribery in commercial legislation.....1069
—California seed crop conditions.....1070
—Hardy corn for Canada 1071
—Sugar-beet seed from Germany.....1071
—Forage plant seed imports for May.....1071
Market gardeners 1072
—Farms for soldiers and sailors.....1072
—Prices of indoor fruits and vegetables....1072
—Stem-end rot of watermelon control.....1072
—Vegetable markets 1072
Cleveland 1072
Rochester 1072
Holyoke and Northampton Club.....1072
The nickel's discoverer 1073
Golden period for farmers 1073
The nursery trade 1074
—Shrubs useful for drives and borders....1074
—Japanese nursery stock 1074
—Nursery stock names under fire.....1074
Horticultural Society of New York.....1077
Pittsburgh 1078

THE gate receipts at three days racing recently at Chester, England, amounted to $295,000.

THE British Chamber of Horticulture has started serious work with a view to providing protection for the producers of new plants.

Personal.

June 25, 1919, will be "some day" at Chicago with those two veterans in horticulture, Robert George and E. G. Hill, on the speakers list for papers at the session of the American Association of Nurserymen at the Hotel Sherman, just 35 years after these boys helped to organize the Society of American Florists in the same hotel.

Inspection of Mailed Plants, Etc.

A bill known as H. R. 1127, introduced by Congressman Raker, "to provide for the inspection of any parcel sent by mail which contains fruit, plants, trees, shrubs, nursery stock, grafts, scions, peach, plum, almond, or the pits of other fruits, cotton seed, or vegetables, at point of delivery in any postoffice of the United States that requests such inspection, and where the requisite inspectors are provided by the states to perform such service," was referred to the committee on agriculture, May 20, 1919.

The bill provides that it shall be unlawful for any postmaster or postal clerk to receive any parcel of the above character to be sent by mail unless same be plainly labeled showing the contents of the parcel, the name of the person who produced it and where grown if possible, and also the name of the sender. Postal officials are also forbidden to deliver any such parcel until the same has been inspected and released by any regularly appointed state inspector. If the presence of pests is evident, the contents may be treated and destroyed as the state officials may direct.

Plant Quarantine Amendment Sought.

The amendment of the law regulating the importation of nursery stock, etc., (plant quarantine act approved August 20, 1912) is sought in a bill which has just been introduced into Congress by Representative Raker of California. This measure provides for the addition of a new section to the present law, under which no plant or plant products for or capable of propagation, including nursery stock, shall be moved or allowed to be moved into or out of the District of Columbia except in compliance with rules and regulations to be promulgated by the secretary of agriculture. It is also provided that the secretary of agriculture shall promulgate regulations surrounding the removal or destruction of such commodities infested or infected with insect pests and diseases, and shall take steps to see that such regulations are enforced and complied with.

Similar legislation was brought before the last session of Congress, which adjourned, however, before action was taken upon it. At present, the transportation into or from the district of infested or infected stock is not strictly regulated.

B. F. L.

National Association of Gardeners.

MEETING OF NEWPORT BRANCH.

The Newport branch of the National Association of Gardeners, recently organized, held its monthly meeting, June 6, with Andrew L. Dorward in the chair, and a good attendance of members. After Secretary Frederic Carter read the report of the May meeting, which he had sent to the national secretary, William Mackay, who attended the gardeners' conference in Boston last month, reported what took place at that session. M. C. Ebel, secretary of the national association, who came from New York to attend the meeting, reviewed the history of the association and briefly outlined the activities of his office. He also spoke of the negotiations now under way to bring about cooperation between the country estate owners and the national association, the plans for which, it is believed, will take definite shape before the annual convention to which they are to be submitted. Mr. Ebel urged that all who can arrange their affairs to be away during the last week in August, should make every effort to attend the annual convention which will be held in Cleveland, August 26-28. A number of those present declared their intentions of doing so.

Memorial Day High Prices Protested.

ED. AMERICAN FLORIST:

The price of flowers for Memorial day should be kept as low as for any other holiday. Many flower buyers cannot afford to pay more than $1.50 per dozen for carnations, and when they cost the retailer that much, how is it possible to make a profit?

MRS. C. M. ELLIS.

Wyoming, Ill.

Roebling Orchids Sold.

The well known orchid collection of the late Charles G. Roebling, of Trenton, N. J., has been sold intact to a private grower prominent in Philadelphia society. This sale of orchids, probably the largest of the kind in this country, was made by A. M. Van Den Hock, manager of the Wm. H. Moon Nursery Co., Morrisville, Pa., who declines to state the price paid. The collection includes upwards of 600 species and varieties, with several thousands of flowered and unflowered seedlings.

James Goodier, the accomplished grower and hybridizer, will accompany the plants to their new home.

Pulverized Coal.

Carefully conducted tests show that a saving of 23 per cent in fuel burned could be made by using puverized coal. From this deductions must be made for expense of operating pulverizing plants, which with present undeveloped machinery is less than 50 cents a ton. Already there are some 200 powdered fuel installations on stationary plants successfully operating throughout the country. These are chiefly in power and lighting stations, with mining companies, hotels, schools, laundries, etc., also getting good results. The main obstacle against increased distribution of fuel thus granulated is efficient apparatus for preparing, storing and transporting it.—The Wall Street Journal Straws.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send change in time, date and place of meetings.]

Grand Rapids, Mich., June 16.—Grand Rapids Florists' and Gardeners' Club at office of member, Edward Freyling, secretary, 1057 Wealthy avenue, Grand Rapids, Mich.

Orange, N. J., June 16, 8 p. m.—New Jersey Floricultural Society at J. O. W. A. M. hall, G. W. Strange, secretary, 84 Jackson street, Orange.

St. Louis, Mo., June 16, 8 p. m.—Retail Florists' Association of St. Louis. No definite place of meeting. Chas. Young, secretary, 1466 Olive street, St. Louis, Mo.

Boston, Mass., June 17, 7:30 p. m.—Gardeners' and Florists' Club of Boston at Horticultural hall. Wm. N. Craig, secretary, Faulkner Farm, Brookline, Mass.

Portland, Ore., June 17, 8 p. m.—Portland Floral Society at Masonic temple. F. A. Van Kirk, secretary, 64 East 50th street, Portland.

Toronto, Ont., June 17, 8 p. m.—Gardeners' and Florists' Association at St. George's hall, Elm street. Geo. Douglas, secretary, 309 Merton street, Toronto.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Weiland.** 1614 Sherman Ave., Evanston, Ill.

Wanted—To buy long established retail business in New York City. Address **A. F. F., care American Florist, 57 W. 27th St., New York City.**

Nursery Propagator Wanted.—One experienced in growing hardy shrubs, evergreens, roses, etc.; for New England. State experience and wages wanted. Address
Key 389, Care American Florist.

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—Three greenhouses and residence, with one-half acre of land. Reason for selling: sickness. Address
Anton Forst,
Leverich St., Woodside, L. I., N. Y.

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—10,000 heavy No. 7 wire stakes, galvanized, four feet long; used only a few years and in first-class condition; $12.00 per thousand. **Albert F. Amling Company, Maywood, Illinois.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

For Sale—Florist business, 10,000 ft. of glass with small dwelling attached, also some land; doing excellent business; established 40 years; situated on the main street in a Michigan city of 15,000; only greenhouse in town. For full particulars address
Key 388, care American Florist

Agency Wanted

British Seedsman wishes to represent a good firm of American wholesale seed growers as sole agent in Great Britain and Ireland. Write in first instance to
Key 386, care American Florist.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Help Wanted

At once, experienced greenhouse man capable of growing a general line of stock (potted and cut). Good wages and permanent position to one who can produce the goods. Wire at once at our expense if interested.

MATTHEWSON'S,
625 N. 8th St., Sheboygan, Wisconsin.

HELP WANTED

Rapid make-up man on sprays, designs, etc. An opportunity to grow up with us. State wages to start, also age.

Alpha Floral Company
KANSAS CITY, MO.

Help Wanted

Men who worked in rose houses and in greenhouses, also rose section men. Write all particulars to
ADOLPH H. POEHLMANN,
Poehlmann Bros. Co., Plant B, Morton Grove, Ill.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.
Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

New Business

There are many new men in the trade and they want to know now where to

LOOK FOR STOCKS

The best way to tell them is by regular advertising in these columns.

The new conditions of business demand special effort on the part of those who have goods to sell.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Restock For Summer Months

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES — UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES — SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN — RETAINS ITS FRESHNESS.
Price $3.00 per 10-lb. carton

MAGNOLIA WREATHS — Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

San Francisco.

LIBERAL SUPPLY MOVES WELL.

Considered from every standpoint, Memorial day trade was the heaviest ever experienced in this city. There was a great abundance of stock of all kinds, but notwithstanding the large supply, it cleaned up in great shape, and nearly all the stores sold out completely. Prices of nearly everything took quite a jump. Roses were about the only item that did not raise in price. There was a very heavy cut of all grades. All the cheaper grades cleaned up rapidly. Vast quantities of all varieties were used. Ulrich Brunner from out-of-doors proved a very popular seller. The shipping demand for several days previous to Memorial day was heavy and kept the market here in the best of condition. Carnations sold out completely in all light colors. Only a few of the red varieties failed to meet with a brisk demand. Prices advanced in a satisfactory manner also. There was a heavy cut of sweet peas. These cleaned up on all sides at good figures. The public was not very particular as to choice of colors, so every variety sold out. There was a great demand for The Bride and Peach Blossom gladioli. Prices received for this popular flower were fine and more of this stock could be used if it were available. The finest stock of America and Mrs. Francis King that we have ever received came along in limited quantities, and sold on sight at $3 per dozen spikes. A few reds were received also and sold equally well. There was not a very heavy cut of peonies, owing to the advanced date, but they sold rapidly at fine prices. The higher grade flowers, such as orchids and gardenias, did not move so well during the week, but as the supply is shortening up somewhat, prices remain firm. There was a heavy cut of delphiniums, scabiosa and other outdoor stock. Campanulas were also quickly disposed of. Large quantities of memorial wreaths were used for cemetery work. The call for decorative plants was rather slow. The demand seemed to be for cut flowers only.

NOTES.

The Menlo Park Horticultural Society held its annual display of outdoor roses last week at Menlo Park. It was by far the best effort the society has yet made in showing roses. There was a large entry list and all that is newest and best in roses was shown. The annual sweet pea show of the society will be held this month. Much preparation has been made for this show, and it no doubt will be of great interest and largely attended.

The America gladioli that the Art Floral Co. received Memorial day were remarkable for the size of the flowers and length of stem. They sold almost on sight at high prices. This firm cleaned up entirely on all stock. Manager Matraia says it was the best Memorial day he has yet experienced. His shipping trade was quite large, and all things considered, he is greatly elated over the amount of business done.

Otto Guetersloh, who for years conducted the Millbrae Nurseries in Millbrae, died at his home at that place last week from cancer. He was well known and respected in San Mateo county, and had many friends who will regret to hear of his passing. He is survived by a widow and two stepsons. Many members of the nursery trade attended his funeral at Cypress Lawn cemetery.

Dr. Ernest A. Grauman, who is associated with the Royal botanical gardens at Buitenzorg, Java, arrived in this city during the week. He is to make a prolonged stay in this country, visiting all the botanical gardens of note before proceeding to Europe. The doctor, who is a noted authority on oriental plants, is accompanied by Mrs. Grauman.

All the florists in the Mission district say that this Memorial day called for more flowers than any previous one. The chief demand was for cheap funeral stock, and great quantities were moved. Practically all in this district sold out completely on that day.

Pelicano, Rossi & Co. report a splendid Memorial day trade. They say their sales were far in excess of last year. They sold and shipped great quantities of wreaths. The sales force worked nearly all night to get the large number of orders out on time.

Ricordie Lee Murray has been handling a fine lot of genistas. This is quite a favorite here, owing to its beautiful color and splendid keeping qualities. Memorial day trade was very satisfactory at this establishment.

Chas. Ehrlich, a prominent member of the Menlo Park Horticultural Society, has purchased five acres of land at Menlo Park. It is expected that he will engage in the wholesale growing business some time in the future.

So far, the department stores of this city are letting the bedding plant trade severely alone. It has been tried here occasionally by different stores, but apparently has never received any substantial support from the public.

P. Conchi, of Colma, is beginning to cut from his large field of Ulrich Brunner roses. His stock is of his usual high standard, and good figures are being received for all he is able to supply.

Milton Tonini says that the demand for bedding stock has been so heavy

Distinguished Service

THIRTY-FOUR YEARS delivering quality and service at fair prices.

Price List sent on request.

Poehlmann Brothers Co.
62-74 East Randolph Street,
Chicago, U. S. A.

The Largest Growers of Flowers in the World.

that his large supply is nearly exhausted. The demand for vegetable plants has been excellent.

Chas. C. Navlet, of San Jose, was a visitor at his Market street store this week. He reports trade in San Jose on Memorial day to have been the best ever experienced.

The MacRorie-McLaren store displayed a great variety of made-up baskets during the past week. They are artistically done, and have been greatly admired.

Frank Pelicano and Peter Ferrari have returned from the springs greatly benefited in health.

JAMES T. LYNCH.

Cincinnati.

BUSINESS RATHER SLOW

The market is more than well supplied with all kinds of seasonable stock. Receipts are very heavy, while business is somewhat quiet. Prices have dropped to a low point. Roses are in heavy supply, larger than the market can use at this time. Carnations are plentiful, but many of them have been affected by the extreme heat we are experiencing. Some, however, for the time of the year, are very good. Easter lilies are again in the market. Rubrums and some callas may be had. The heavy receipts in peonies are about at an end. Gladioli sell well. Other offerings are snapdragons, lily of the valley, corn flowers, coreopsis, feverfews, sweet williams and candytuft.

NOTES.

Gus. Adrian sold all of his bedding plants this spring and had to buy stock to take care of his late orders.

This month marks the fifteenth anniversary of the time when C. E. Critchell embarked in business.

The meeting of the florists' society was held June 9, at H. W. Sheppard's.

The marriage of Joseph Durban, of Clifton, and Miss Sarah McGurn will be solemnized this week.

L. H. Kirk is getting in some exceptionally good carnations.

H.

Florists' Club of Washington, D. C.

A discussion of types and habits of peonies took up a large portion of the time devoted to the business meeting of the florists' club at Schmid's hall, June 4.

A large number of new members were favorably reported upon and applications for membership were received from Charles A. and Arthur I. Shaffer, Alexandria, Va.; and J. E. Krayer, and David Hanlon, both of Washington.

Those who were able to make the trip to Arlington, Va., with the American Rose Society told their less fortunate friends of what they had seen and done. The gardens, it was reported, were at their best and especial mention was made of the summer house which is covered with Dr. Van Fleet roses. The trip to beautiful Twin Oaks, the estate of Mrs. Charles G. Bell, was also spoken of, and George E. Anderson, head gardener, a prominent member of the club, was thanked for the courtesy shown the visitors.

It was decided that the club should arrange for the decoration of the stage at the central high school for memorial exercises to be held under the auspices of the War Camp Community Service, for those who lost their lives in the war.

The entertainment committee served refreshments, and through the courtesy of Kallipolis Grotto, a Masonic organization of which many of the florists are members, a regular vaudeville entertainment was furnished.

B. F. L.

Albany, N. Y.

— CLUB MEETING.

Thirty minutes sufficed to complete the business of the florists' club at the June meeting. The attendance was small and the night sultry. Jared S. Horton, proprietor of a range in Watervliet, and J. W. Siebert, a retail florist in Troy, were elected members. The secretary read a number of communications, one of which was from John J. Moore, formerly of Watervliet. Moore wrote that he was employed at the Adirondack Greenhouses, Saranac Lake, N. Y. He said that during the past year he had been in France with the American expeditionary force, and had recently been discharged. This is the first information the members of the club had of him in over a year, and his recital of service in France came as a surprise. The invitation to hold the July meeting at Fred Goldring's place, Font Grove, was accepted. On account of July 4 falling in the week of the next meeting, it was decided to postpone it until the night of July 10.

NOTE

The Lord & Burnham Co., Irvington-on-the-Hudson, have taken a contract to build a greenhouse, 25 by 158 feet, for George E. Nagengast, Jr., at 806 Washington avenue. Work will be begun about July 1. In addition, Mr. Nagengast will build a one and one-half story frame workroom in connection with the greenhouse. It is expected that the structures will be ready within 60 days after work is begun.

R. D.

MARBLEHEAD, O.—W. W. Knight, a prominent florist of this city and a resident for many years, died of blood poisoning, May 29, age 70 years.

Large Quantities of Roses Cheap

Columbia is in Heavy Crop with us.

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

NEW FERNS From Wisconsin, Michigan and Massachusetts. **Best in the Market,** $3.00 to $4.00 per 1000. All old ferns are spoiled from being too long in cold storage.

RUSSELL and COLUMBIA

50c to $2.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$8.00 per 100
Medium	6.00 per 100
Good short	4.00 to 5.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$8.00 per 100
Medium	6.00 per 100
Short	4.00 to 5.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$3.00 to $4.00 per 100

Other Flowers at market prices.

Asparagus, according to length of stem.....per 100, $2.50 to $3.00.

Bronze Galax, according to quality.....per 1000, 1.50 to 2.00.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE
178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS NOT SO PLENTIFUL.

Stock in general is not so plentiful as it was last week when the market was completely glutted in almost all lines and the street peddlers and large department stores reaped the harvest. Flowers came in so fast that the dealers donated three large truck loads to the committee that had charge of collecting the blooms to be strewn in the path of the returning heroes of the famous 33d division. One large truck loaded to the brim with petals and carrying the sign, "Say It With Flowers," headed the parade, and it is estimated that over 1,000,000 people read the national slogan. The young men who had foresight enough to grasp the opportunity to derive the advertising by placing the signs on the truck, did a clever piece of work and accomplished something that money could not possibly buy. Stock began to clean up toward the end of last week and some 93,000 flowers were sold to be used on Jewish tag day which is a yearly event here. Business was good Saturday, June 7, when the market was pretty well cleaned up, considering the enormous supply seen at all the stores earlier in the week. Stock last week was worth whatever the dealers could obtain for it, which varied in most instances in regard to the stem, grade and quantity desired. While stock is in good supply at this writing, and there is plenty in almost all lines to go around, there is no great surplus to speak of. American Beauty roses are seen in large numbers at a few of the houses. A few Premier are arriving and the receipts of Columbia and Mrs. Chas. Russell are quite heavy. Roses in general are seen in quantity, but appear to be moving this week at fairly good summer prices. Carnations are not selling any too well, although fancy stock in this line, which is somewhat scarce, is commanding good figures. Orchids and lily of the valley are holding their own. Peonies are selling nicely considering the general market conditions, and in some instances, are really bringing high figures, although the majority of the stock offered is being sold at greatly reduced prices. Gladioli are quite a factor in the market and are in good demand. Sweet peas have seen their best days. Daisies, irises, calendulas, snapdragons, stocks, lupines, poppies, statice, callas, candytuft, pansies, jasmines, cornflowers, gypsophila and other miscellaneous seasonable stock is included in the offerings. Green goods are scarce, especially smilax and asparagus. New ferns from Wisconsin, Michigan and Massachusetts have made their appearance in good sized quantities and the storage stock still on hand is rapidly diminishing at the advertised quotations. Laurel and huckleberry are having a good call.

NOTES.

Zech & Mann have placed an order with Kroeschell Bros. Co. for a new ice machine to be installed in the near future. Jack Byers, who was with the famous 33d division, is back on the job at this establishment. This firm took all their men back that were with the colors, and is now operating with its entire, old crew, in addition to several new hands.

Charles Kruchten, brother of John and Henry Kruchten, and son of Nic Kruchten, who was in France with the American troops, arrived at Camp Grant, Rockford, this week, where he is awaiting his honorable discharge.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations

You will find that our stock gives best satisfaction for wedding work. Order here.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Select	$20.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
RICHMOND	
Select	$10.00
Medium	6.00
Shorts	$ 3.00 to 4.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	
Select	$10.00
Medium	6.00
Short	$ 3.00 to 4.00

	Per 100
MILADY	
Select	$10.00
Medium	6.00
Shorts	4.00
ROSES, OUR SELECTION	4.00
Carnations, fancy	2.00 to 4.00
Valley	8.00
Sweet Peas	1.50 to 2.50
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $2.00
Leucothoe Sprays	1.25

Obtaining fresh stock during the hot weather months is the aim of every florist. We appreciate this when filling all orders.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

All those who attended the dance given by the florists' club at the Randolph hotel, Thursday evening, June 5, had a most enjoyable time. Among the out-of-town visitors present were J. F. Ammann, Edwardsville, president of the Society of American Florists; C. C. Pollworth and wife and William Kennedy and wife, Milwaukee, Wis.; Dr. Dux, Jacksonville, Fla., and Arthur Schwerin, of the Burlington Willow Ware Co., Burlington, Ia. Miss Edna Frauenfelder rendered several vocal selections.

H. G. Hancock and wife left this week for Worcester, Mass., to visit their daughter, Franc, who has charge of the demonstration department of the Worcester County Agricultural Society's food conservation committee.

Paul Klingsporn secured life memberships in the Society of American Florists last week for Guy French, James Psenica, Paul Weiss and Joseph Schoos, all within the space of a few minutes.

Jack Jacobs, who was with the American troops in France for seven months, was honorably discharged last week, and is back on the job at E. C. Amling Co.'s store.

The Foley Greenhouse Manufacturing Co. announces the formal opening of its new down town offices, Suite 818, State-Lake building, 190 North State street, last week.

A. Lange is moving this week to his new store, 77-79 East Madison street, second door from Michigan avenue.

T. E. Waters, manager of Poehlmann Bros. Co.'s supply department, is calling on the trade in the east.

ROSES and CARNATIONS

For June Weddings and Commencements

Place your orders with us and you will get the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

The Chicago Retail Florists Association held a meeting Tuesday evening, June 14, which was largely attended. All the growers shipping to this market are invited to meet with the members of this association next Tuesday evening, June 17, at 8 p. m., at the Hotel Randolph. A subject of vital interest to the growers and retailers will be discussed so everyone is urgently requested to be present. L. R. Bohannon, president of this association, says that all the members are in favor of closing Sundays during July, August and September and many will do so regardless of whatever action others may take.

A. Lange made the floral tribute that was placed on the shoulders of Sergeant Jake Alex for Morris & Company during the parade last week, who took this means of showing their appreciation of the man from their great army of industry who became one of the greatest heroes of the war, having won seven decorations including the congressional medal, the rarest of them all. The wreath was made of lily of the valley and corn flowers and carried the inscription "Welcome Home." It attracted much attention and was arranged by Mr. Lange's chief designer, Herbert Stone.

The bowlers had their first meeting at Bensinger's West Randolph street alleys, Tuesday evening, June 10. They will meet at the same place on the same day of the week at the same time until a team is selected to represent the florists' club in the bowling contest at the Detroit convention.

Frank S. Ayres, formerly with Chas. W. McKellar, and later with Archie Spencer, will open a store in room 201 in the Atlas building in the near future. His many friends wish him every success in his new business venture.

W. N. Rudd has filed $100,000 damage suit against Edmond B. Bronson, defeated candidate for mayor at the last Blue Island election, for alleged libel.

N. J. Wietor is pleased with the condition of Wietor Bros.' carnations in the field, the weather having been very satisfactory for growing purposes to date.

O. A. & L. A. Tonner are handling a good supply of home-grown peonies which command high prices in the fancier grades.

A. L. Vaughan & Co. report a great improvement in trade over last week with a surprisingly large number of sales June 7.

Sam Cohan, who was honorably discharged from the service recently, is back in the employ of Poehlmann Bros. Co.

The E. F. Winterson Co. is handling quite a supply of outdoor stock from the Ridgewood Gardens at Highland Park.

Peter Reinberg's shipping trade is holding up remarkably well with a strong demand for roses.

A. Miller, of the American Bulb Co., was due to arrive in Japan, June 9.

The local peony flowering season is at the full this week.

Walter Amling is back from a visit to St. Louis, Mo.

O. A. & L. A. Tonner

Wholesale Florists

Dealers in Supplies Chicago Ill.

Boston.

BUYER'S PRICES RULE LIFELESS MARKET.

The warm weather of the past week caused the bottom to drop out of business and all lines of the flower trade are at a standstill and stock consigned to this market has been sent to the various hospitals. Peonies flood the market and cannot be moved at any price. Carnations are very poor and will not last much longer. Sweet peas are plentiful but sell slowly at 50 cents to $1 per 100. Snapdragons and baby gladioli find no buyers. The quality of roses is good but they go at any figure offered, no price being refused.

NOTES.

Welch Bros. Co. reports the poorest June business in the history of the firm. Although small orders are arriving in good numbers, the volume is much below former years.

R. A. Abramowitz, road manager for Philip L. Carbone, is back in his old position after spending 18 months with the 314th Engineers in France and Germany.

Several of the retail stores are showing specimen sprays of blossoming laurel very rich in color.

Wm. Nicholson is now cutting excellent stock of gladioli, carnations, myosotis and sweet peas.

Wm. Hastings has purchased a new runabout. S. K. G.

Percy Jones

INC.

Wholesale Florists

30 E. Randolph St., CHICAGO, ILL.

Mention the American Florist when writing

LANSDOWNE, PA.—The tenth annual flower show of the Lansdowne Floral Association was held in the Twentieth Century building, June 7. Prizes for flowers, vegetables and fruit were offered in 55 classes.

WASHINGTON, D. C.—Thousands of visitors took advantage of the invitation of Superintendent Hess to inspect the peony display at the national botanic garden recently. The large beds of bloom made a wonderful showing.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

SUMMER FLOWERS

Peonies -- Roses -- Orchids -- Valley
Carnations -- Daisies -- Gladioli -- Etc.

We know from many years of experience the kind of stock you need to cope with the hot weather and make every effort in selecting it and packing it so that it will always reach you in the best possible condition.

We also have a Complete Line of Greens

St. Louis.

BUSINESS ASSUMES SUMMER TONE.

The market is beginning to assume a summer atmosphere. Business seems to be slackening considerably, except for weddings and graduations. Funeral work has slowed up very much in the last few weeks, and whenever this happens it has a depressing effect. The supply of flowers has not been so great, but in spite of this, the counters are slow in clearing up. Gladioli are beginning to arrive in larger quantities, and the next few weeks should see the largest supply. Roses have fallen off considerably in quality, with Russell the best. Carnations are going fast and will be off of the market entirely within a few weeks. Indoor sweet peas are over with, with a limited supply of outdoor stock coming in. Outdoor flowers of all kinds are in fair supply, and on account of the frequent rains and hot spells, are only of fair quality. In greens the market is well supplied, southern ferns still being the only good stock obtainable.

NOTES.

It is being whispered about that our friend, Herman Knoll, is about to take unto himself a helpmeet. Herman got back from the army a few months ago and immediately started work on his new store on Kansas street. We have suspected that he intended to get married some time in the early summer, and think we have the right dope on him for sometime next week. Good luck, Herman. We know you are getting some girl.

L. Jules Bourdet entertained a number of florists at a crawfish "feed" last week. Some friend of his promised him a mess and certainly sent him some—about a bushel. He also had some of his private stock wine on tap, and they certainly had some time.

THE
PEONY HOUSE
OF
AMERICA

YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION

Kennicott Bros. Co.
"Exclusive Wholesalers to The Trade Since 1881"
CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS.

Callas

Valley Cattleyas

Calendulas

White and Yellow Daisies

Stocks Pansies

SNAPDRAGONS

Candytuft.

PEONIES

GLADIOLI

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

The crawfish were so good that a number of the boys even carried a few home in their pockets.

The plantsmen say they have never had such a long drawn out season. Stock, however, is shortening up, with business still coming strong, so the end of the season should find them all saying, "Fine Business."

The publicity committee will hold its semi-monthly meeting at headquarters this week. They are outlining a summer campaign of advertising along the lines the S. A. F. is proposing to follow.

Windler's Flowers on South Grand avenue are planning to put up a conservatory in connection with their store. Work is to be started within a few weeks.

This city was again visited by a hail storm, June 8. While the storm was quite severe for a short time, no great damage has been reported.

J. J. W.

Milwaukee, Wis.

MARKET HITS BOTTOM.

Market conditions have reached the lowest level during the present season. The hot weather drove in the crops in such large quantities that it was impossible to move them, and then the quality too became poor. Sweet peas, as well as the pink carnations, showed the bad effects most. There is no funeral work to speak of, and business for the remaining part of this month, principally school exercises and weddings, will call mainly for roses, sweet peas and other specialties. The committee in charge of the "Red Arrow" day asked for flowers to give to the disabled soldiers, and to be used in other ways June 6. There being an abundance of stock, the florists took the occasion and were liberal in spreading the slogan, "Say it with Flowers."

NOTES.

J. M. Fox & Son, Inc., after 37 years, during which they carried a select line of staple groceries, have discontinued this end of the business and hereafter will devote their interest to what is known as "Fox Specialties," flowers, plants, art table decorations, teas, coffee and condiments. Invitations were sent out for the opening day, June 4, at which time the spacious store was beautifully decorated to fit the occasion, having large windows on Milwaukee street and one on Mason street in which to make elaborate displays. Their business in the flower line should increase in proportion.

The A. F. Kellner Co. executed one of their largest decorations last week, at which time they decorated practically the whole Auditorium for the reception entertainment of the "Red Arrow 32" Division, which took form of a holiday, June 6. All business houses closed at least half a day, and the large parade was the big attraction. The Kellner Co. is now working overtime trying to catch up with their bedding and box work, which is greater than ever before.

There being no quorum present, the regular florists' club meeting, called for June 5, has been postponed until July. The lack of attendance was due to the fact that an invitation for a dancing party had been sent by the Chicago Florists' Club, and a good many who could not attend, thought there would be no meeting.

Mr. and Mrs. Wm. A. Kennedy and Mr. and Mrs. C. C. Pollworth were the only ones from here who were not too busy to attend the Chicago Florists' Club meeting and dance June 5.

E. O.

Fort Wayne, Ind.

MARKET IN GOOD CONDITION.

The market has been in better shape since Memorial day, than for some weeks. There is a good supply, and the quality of the flowers in general is good, with the exception of a few varieties which are showing the effects of the abnormally hot weather which we experienced the first part of last week, when the thermometer went up to 110 degrees under glass, and to over 90 degrees out-of-doors. Sweet peas suffered the most from this hot spell, and the quality of snapdragons was also impaired. Carnations are showing the effects of the heat slightly. Roses are in good shape, and some fine stock of Ophelia, Hoosier Beauty, Russell and Shawyer are coming in. These are the principal varieties, although there are many more on the market. The demand for cut flowers slowed up a bit during the hot spell the first part of last week, but showed a marked improvement the latter part of the week, especially in wedding bouquets and funeral work. Decorations for pre-nuptial affairs were also in excellent demand. There are a large number of weddings booked for the next two weeks. Reports continue to come in from the Memorial day business that there was an increase of at least 100 per cent over last year.

NOTES.

The Flick Floral Co. had a record week with weddings, having had three large affairs in one day. This firm also sent out several casket covers last week of roses and sweet peas. They are receiving some excellent Hoosier Beauty, Russell and Shawyer roses from their greenhouses.

A. J. Lanternier & Co. had an unusually good Memorial day trade, and were sold out completely on specimen plants, hydrangeas, and roses. They are having a satisfactory number of June weddings, and a steady run on funeral work.

Doswell, the Florist, at Lindenwood cemetery, did a thriving business for Memorial day. Plants and cut flowers alike met with a ready sale here, and far outclassed the business done for the same holiday last year.

WE OFFER

THE BEST QUALITY **ROSES** LEADING VARIETIES

AT GREATLY REDUCED PRICES.

Use our **Double White Killarney—they are always white,** not affected by the hot weather. **Once used, always used.**

VALLEY—We have plenty for your June weddings. **PEONIES**—50c, 60c, 75c and $1.00 per dozen.

CARNATIONS—Are in good supply, with prices 'way down.

FERNS We have plenty of good Ferns to offer. $6.00 per 1000; in case lots of 5000, $5.00 per 1000.

Leucothoe.....75c per 100; $6.00 per 1000

Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Sweet Peas, Peonies, Stocks, Daisies, Calendulas, Valley, Gladioli, Calla Lilies, Gypsophila, Snapdragons, Pansies and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Mexican Ivy, Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations

Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Ed Wenninghoff forced a large number of Madonna lilies in his greenhouses for the Memorial day trade, and they met with a fine sale. He is showing some good rhododendron and hydrangea plants.

P. J. McCarthy, the popular salesman for Poehlmann Bros. Co., Chicago, called on the trade here last week.

H. K.

Toledo.

SHOPS CLOSED ON SUNDAYS.

On June 8, although it was Sunday, all representative flower shops and greenhouses of this city closed their doors to business and will remain closed on all Sundays throughout the year when no flower day happens to fall on Sunday, such as Easter, Christmas or Mothers' day. This history making step was taken as a result of a very enthusiastic meeting of florists held June 3 at the store of S. N. Peck on Superior street. Prime movers in calling the meeting were Wm. Feniger and Frank M. Schramm. The resolutions adopted at the meeting stated, that in order to keep abreast of the advanced and progressive spirit of the times, and to cooperate with the early closing movement in this city, florists close their places of business on all Sundays throughout the year. Frank M. Schramm and Wm. Feniger were appointed a committee to see the florists who were not present at the meeting, and to solicit their approval. They were successful in getting every florist of prominence and enrolled 26 names on the resolution. All seemed to be eager for a day off, not only for themselves, but also for their employes. The long hours of the trade have become particularly burdenscme and unattractive of late when most other lines are offering shorter hours and more attractive working conditions. Florists reason, that if grocery stores and meat markets can close on Sundays, why not they? A liberal sum will be spent in publicity to acquaint the public with the new rule. Many flower shops which previously remained open every night, are now closing at 6 o'clock, and are well satisfied with the change.

FORM PERMANENT RETAILERS' ASS'N.

Another important step taken at this meeting was the filling of a long felt want of unity in action to counteract destructive tendencies and other evils that undermine the healthy growth of the business. The Toledo Retail Florists' Association was organized to promote a better spirit of cooperation, maintain harmony, counteract harmful publicity on flower prices, and to educate all on the best interests of the trade. Officers elected were Miss Helen Patten, president; Wm. Feniger, vice-president; S. N. Peck, secretary and treasurer. A former club was composed of both retailers and growers, but since it was felt that these have diverse interests, it was decided to make this a retailers' organization. The society will hold meetings once a month and hopes to accomplish much for the good of the business in this vicinity.

MEMORIAL DAY BUSINESS FAIR.

Memorial day business this year was not as good as florists had expected, and some of the downtotwn stores in particular state that they had plenty of stock left and were quite disappointed with the demand. Different reasons are assigned for the falling off, chief of which seems to be the big strike at the Willys-Overland automobile plant, where 15,000 workers are idle. They have been out for three weeks, and all lines of business are beginning to be affected by this loss of purchasing power. Others contend it was to the nearness of Mothers' day and the high prices that prevailed then. Some, however, report a business equal, if not better than that of last year. Stock was more plentiful than had been expected with the exception of peonies, which either failed to arrive in time or came in poor condition. Roses were in good quantity, as was other seasonable stock. Since that day, the weather has been unusually warm for this time, and the demand for flowers has been very light. Graduation and weddings are about the only source of business now, and funeral work has lightened. Bedding stock is still moving. There are plenty of flowers now, but the market cannot absorb all that are offered.

A. C. K.

LARGE SUPPLY
PEONIES
Extra Fancy Stock
That Will
Please Your
Trade.

A. T. Pyfer & Company
Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L D. Phone, Randolph 6578. CHICAGO, ILL.
Mention the American Florist when writing

E. F. Winterson Co.
166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO
We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

Lancaster County Florists' Association.

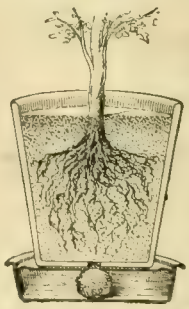
Via trolley and automobile, a trip was made to the B. F. Barr farm for an inspection of his peony fields, that should have been in full bloom for Memorial day, but which were just in their prime, June 5. One plot of about five acres contained the regular assortment of about 50 varieties, ranging in price from 10 cents to $10 for single eye divisions. To attempt a description of them would be to issue a catalogue, with adjectives and exclamation points the main feature of the book. Mr. Barr kindly told us to help ourselves to cut blooms, and every one of the 20 visitors availed themselves of the offer. On the southern slope of a hill, about an acre was planted for cut flower purposes only. These furnished about 50 for Memorial day, and thousands for the week after, but better luck next year. Right in the same line of vision with this field are several acres of blue spruce, and it certainly makes a beauty spot on the landscape. In fact, the thousands of the several varieties of evergreens make this one of the show spots of this section.

After an inspection of the formal garden, which always has some new attractions in it, the meeting was held on the porch with T. J. Nolan and Dennis Connor as visitors. After the usual routine of business, the picnic was taken up and the committee instructed to make final arrangements for an outing at Wild Cat, with a chicken and waffle dinner. A committee consisting of three from this club and three from the ladies' auxiliary, were appointed to arrange for a second picnic to be held at Rocky Springs for the children; this one to follow the other within a month. After the regular business, P. K. Murphy, who has just returned from overseas, where he served two years with the Ambulance Co. 111, and saw some of the hardest work of the war, gave us a very interesting talk on his experiences with some new views of the situation, and also gave his experiences with the French flower shops, a talk well worth hearing, and one long to be remembered. John Schmuckli, another returned employe of Mr. Barr's, reached Lancaster, June 5, and came right out to see the florists, saying he was mighty glad to get back to where there were real houses, and where he could understand what the people said to him. He was connected with the 304th engineers, and told us of his many experiences in a talk following Mr. Murphy's and so graphically that the meeting did not adjourn. It simply dissolved after he was through, and like one of Mr. Schmuckli's experiences, the secretary found himself among the trees on the Barr lawn with all the machines gone and a half hour's wait for the 11 o'clock car.

The amalgamation of the ladies' auxiliary and the club was discussed, and will probable be effected by the time the regular fall business meetings start into work.

ALBERT M. HERR, Secy.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a

Little Wonder Plant Irrigator

They keep your plants watered just right. Wholesale price, $20.00 per 100.

If your supply house does not carry them send us their name with your order.

Sample by mail, 35c.

The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	100
Roses,	Beauty	$ 1.50@	$ 7.50
"	Mrs. Chas Russell	5.00@	25.00
"	Hoosier Beauty	5.00@	15.00
"	Killarney Brilliant	4.00@	12.00
"	Killarney	4.00@	12.00
"	White Killarney	4.00@	12.00
"	Richmond	4.00@	12.00
"	Prince de Bulgarie	4.00@	12.00
"	My Maryland	4.00@	12.00
"	Mrs. Geo. Shawyer	4.00@	12.00
"	Milady	4.00@	12.00
"	Sunburst	4.00@	12.00
"	Mrs. Aaron Ward	4.00@	12.00
"	Hadley	4.00@	12.00
"	Ophelia	4.00@	12.00
"	Double W. Killarney	4.00@	12.00
"	Mrs. Moorfield Storey	4.00@	12.00
"	Champ Weiland	4.00@	12.00
"	Stanley	4.00@	12.00
"	Francis Scott Key	4.00@	12.00
"	Bayard Thayer	4.00@	12.00
"	Cecile Brunner		3.00
"	George Elgar		3.00
"	Baby Doll		3.00
"	Nesbit		3.00
"	Our selection		4.00
Carnations		4.00@	6.00
Cattleyas, per doz		10.00@	12.00
Daisies		1.50@	2.00
Peonies		6.00@	12.00
Valley			8.00
Calendulas		3.00@	6.00
Callas			20.00
Sweet Peas		1.00@	2.50
Snapdragons, per doz		1.50@	2.00
Iris, per doz		2.00@	2.50
Ferns	per 1,000	5.00@	6.00
New Ferns	per 1,000		4.00
Galax	per 1,000	1.50@	2.00
Leucothoe		1.00@	1.25
Mexican Ivy	per 1,000	5.00@	6.00
Plumosus Strings	each	.60@	.75
Smilax	per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts..... 10.00 per 100

If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

DULLEST PERIOD IN MANY MONTHS.

There is generally one week in the season in which the poor business takes the stamina out of everyone, and by common consent the past seven days has been called the poorest week of the year. The extreme bursts of heat of the first three days, were very hard on flowers of all kinds, both indoors and out. Carnations have suffered, roses, and in fact everything in the greenhouses. American Beauties are fast going off, the frilled edges of the petals being a sure sign of their closing efforts. Maryland and Russell are both seen in fair condition. While this is the season for outside flowers, they, too, have felt the heat, notably sweet peas, which have gone off badly through the week. The demand has been light; in fact, as one dealer put it, there is no demand, nor stability to prices. The street men are doing their best to help keep down the surplus. Carnations were bought (?) by the wagon load, and roses carried out in large quantities. It was the first condition approaching a glut experienced this season. Peonies are still very plentiful, but they lack quality and prices are poor. About the only flower with any stamina is the cattleya, which is held firmly at $1.00 per flower. One of the dealers, in speaking of the situation, said there was so much poor stock around outside that it fairly made one dizzy just to look at it. For all the light demand, one of the commission men said: "We can sell all the good roses we can get. The trouble is there is so little high grade stock."

BEDDING PLANT SURPLUS.

Now that the planting season is nearly over, there are in some places, quite a lot of unsold bedding plants, due, it is said, to the high prices, which it is claimed have been hoisted a trifle too high and kept there with the idea that the public would have to come across. The season started out well, as a good demand developed at much higher prices than ever before. With this in mind, should there be any surplus, rather than throw it out, it should be placed where it will do the most good, with donations to worthy charitable institutions, and every vantage point about each florists' establishment should be planted and made to look its best. These demonstrations, which show the possibilities of the decorative effect with plants and flowers, are good trade bringers and salvage the stock which would otherwise go to waste. Window boxes filled with this surplus, after a short start will be found very salable. It is never too late to put up a window or porch box, and wagon loads of these offered at their doors could be disposed of in a short time in the residence districts.

ABOUT THE CARNATION.

Charlie Theiss appears to have started something in his paper on why retailers do not push carnations, read at the March meeting of the florists' club. The knowledge that carnations sometimes go to sleep, is as common as the sunrise, but the reasons why are as varied as the number of people who offer them. The grower is at fault when he keeps the stock too warm or gives rich fertilizers, which induce a strong, spongy growth, with large flowers, but which soon go to sleep. Flowers are allowed to stay on too long to get large size, which are then short lived. When cut, they are not immediately placed in water or are not, at times, in water long enough to allow stems to become filled up; are often not graded properly, giving what might be termed, short weight, in the short and weak stemmed stock tied in and counted

SPECIAL WHOLESALE PRICE LIST

TISSUE PAPER

	Per ream
Manilla Tissue, 20x30 inches	$1.25
No. 2, White Tissue, 24x36 inches	2.00
White Wax Tissue, 24x36 inches	3.25
Green Wax Tissue, 24x36 inches	4.25
White Tissue (on 24 inch rolls), at 15c per lb.	

PAPER FLOWER POTS

These Pots are nested and packed in cases of 1000 each.

2¼-inch, per 1000	$3.50
2½-inch, per 1000	4.50
3 -inch, per 1000	6.00
3½-inch, per 1000	8.25

(Sample Free)

Get Our Complete List of Other Supplies.

GEO. H. ANGERMUELLER CO., Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

EDWARD REID

Roses, Carnations, Peonies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, June 11.	Per 100
Roses, Beauty, Special	30.00@ 40.00
" Fancy	20.00@ 30.00
" Extra	10.00@ 20.00
" 1st	8.00@ 10.00
" Killarney	3.00@ 10.00
" My Maryland	3.00@ 10.00
" Sunburst	3.00@ 10.00
" Ward	3.00@ 10.00
" Ophelia	3.00@ 10.00
" Russell	10.00@ 20.00
" Shawyer	3.00@ 10.00
" Bon Silene	3.00@ 4.00
Lillies	15.00@ 20.00
Cattleyas	75.00@ 85.00
Carnations	2.00@ 3.00
Sweet Peas	.75@ 2.00
Asparagus Sprengeri, .35@z.50	
Mignonette	3.00@ 5.00
Ferns .....per 1,000, 3.00	
Calendulas	2.00@ 3.00
Callas	10.00@ 20.00
Smilax	25.00
Iris	5.00@ 6.00
Peonies	3.00@ 5.00
Gladioli (indoor)	8.00@ 10.00

BOSTON, June 11.	Per 100
Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, June 11.	Per 100
Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

PEONIES

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

with the good. They are also often packed or crowded into boxes too small, so as to heat or become bruised during transportation. The wholesaler is at fault in the handling, as when the boxes are opened, stock often is allowed to lie around on draughty counters until it becomes wilted, and often crowded into vases much too small for the quantity, breaking stems and bruising flowers. The retailer sometimes keeps his carnations in too warm a place subject to a gas laden atmosphere which is fatal to the flower. There appears to be indisputable evidence that carnations will keep a reasonable length of time and give excellent results as a commercial cut flower. If this is true in many instances, why should it not become possible in all? For the great good to be gained, the retailer should certainly look to his gas leaks. The wholesaler can easily improve his methods in handling and storing, and it will then be up to the grower to work out his problems of temperature, fertilizers, condition of flowers when cutting, and their proper curing and packing for transportation. It is to be hoped that the discussion that this paper has awakened all over the country, will result in more careful methods in all three departments of the business, so that "sleepy carnations" may become a thing of the past.

NOTES.

Larkspur of very superior quality, is the leader with W. J. Baker. He was the first to specialize with this fine border perennial. It should be allowed to open its entire length of spike before cutting and is then one of the most decorative cut flowers.

Gladiolus America is handled in large quantities by the Leo. Niessen Co. It is offered as a substitute for Easter lilies and callas, which are fast going out.

Edward Reid, after a very strenuous Memorial day week is in Atlantic City resting up and recovering from a severe cold contracted during this busy time.

Carl Corts, of the Joseph Heacock Co., reports an active demand for Hadley, all stock that grades at all high commanding a good price. K.

NEW YORK.—A ruling of the United States railroad administration prohibiting the free transportation of goods intended for charities, has closed the flower mission, established here in 1870, and which during this long period made generous free distributions to hospitals and tenements.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 11, Per 100

Roses, Beauty, special	20.00@ 40.00
" " fancy	10.00@ 15.00
" Mrs. Chas. Russell	10.00@ 20.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 20.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	10.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, June 11. Per 100

Roses, Hadley	3.00@ 8.00
" Killarney	2.00@ 6.00
" White Killarney	2.00@ 8.00
" Hoosier Beauty	3.00@15.00
" Russell	4.00@35.00
" Ward	2.00@ 6.00
" Mrs. Shawyer	2.00@ 6.00
" Sunburst	2.00@12.50
Carnations	1.00@12.50
Ferns	2.50@ 4.00

MILWAUKEE, June 11, Per 100

Roses, Killarney, W. Killarney	3.00@ 8.00
" Ward	3.00@ 6.00
" Mrs. Chas. Russell	6.00@15.00
" Ophelia	3.00@ 8.00
" Columbia	6.00@15.00
" Hoosier Beauty	4.00@ 8.00
Carnations, assorted	2.00@ 4.00
Cattleyas, per doz.	9.00@12.00
Sweet Peas	.50@ 1.00
Callas, per doz.	2.00
Snapdragons	4.00@ 6.00
Mignonette	5.00
Calendulas	2.00@ 4.00
Daisies, Yellow	1.00@ 2.00
Peonies	4.00@ 6.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, PEONIES
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, June 11. Per 100

Roses, Beauty, special	30.00@41.00
" " fancy	25.00@30.00
" " extra	15.00@20.00
" " No. 1	4.00@10.00
" Hadley	4.00@20.00
" Killarney	3.00@12.00
" Sunburst	3.00@12.00
" Mrs. Aaron Ward	3.00@12.00
" Russell	6.00@20.00
" Columbia	6.00@20.00
" Ophelia	4.00@15.00
" Hilda	3.00@12.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	3.00@ 4.00
Valley	6.00
Ferns, per 1,000	2.50@ 3.00
Sweet Peas	1.00@ 2.00
Iris	10.00
Daisies	1.00@ 2.00
Peonies	3.00@ 4.00

New York.

MARKET IN BAD SLUMP.

In the "Penny Dreadfuls", which in past years we used to read—behind the barn or some other secluded spot, as a safety first proposition—when anything fell on the villian's head, it usually fell with "a dull sickening thud," and that is about the way prices fell in the wholesale district the past week. With particular reference to peonies, it was unquestionably the worst week that the oldest men of the wholesale district have ever experienced. With a temperature every day up to June 6, running near to 90 degrees, and sometimes higher, peonies came in by the tens of thousands and more went to loss than were sold. One prominent wholesaler has stated that never again will he handle peonies, and there were probably others who feel the same way; but time is a great healer for injured feelings. Excepting lilies and lily of the valley, which were practically out of the market, there was a surplus of all other stock. The hot weather played havoc with many of the roses and carnations, and they arrived practically unsalable. Roses, as a rule, opened so fast, that if not entirely lost, they went at greatly reduced prices. But there was another side to the medal. The retailers, who for the past eight months have been complaining of high prices, had reason to feel that they had again come into their own. And the street venders, who have had pretty dry picking since the beginning of the war, were alive to the emergency. Those fellows may be aggravating to the retailers, but they are amusing, providing one has a sense of humor. At least two of them invaded the heart of the wholesale district, secured the privilege of using vacant stores, and drove a thriving retail business, while others were scattered all over the city. It is probable that many of the middle class and poorer people viewed the situation with equanimity, as the person was indeed poor that could not buy flowers.

June 9.—The weather is much cooler and business is fairly active. There is some let up on the flood of peonies, but yet more than enough to supply the demand. Good stock brings fair prices. The hot weather about finished the greenhouse sweet peas, but some good outdoor stock is beginning to arrive. What little lily of the valley is on the market, is bringing at the rate of $15 to $20 per 100, and $25 has been asked. In roses, the hot weather has had a bad effect on Ophelia, the Killarneys, excepting the white, and Shawyer. Russell, too, seems to be losing color. Prima Donna and Columbia, if well grown, seem to be the best pink roses now on the market. Many American Beauties are of inferior quality and are selling cheap. All carnations are cheap, and many of them are poor. A flood of dianthus (sweet williams), delphiniums and other outdoor stock is arriving. Many weddings are taking place, and though there are but few elaborate decorations, retailers, as a rule, report business better than June of last year.

NOTES.

The New York Sun, June 8, devotes two-thirds of a page, with illustrations, to Carl C. Olsson, whose official title is "foreman gardener of the park department of Manhattan and Richmond;" but to one who knows Mr. Olsson, and is acquainted with his various activities, the title seems vague. He is superintendent of the city's greenhouses in Central park, a draughtsman, a botanist, a florist, a landscape gardener, and to crown all, a gentleman. He is one of the very few men that we can think of holding a prominent position in the park department of this city, who arrived strictly on his merits instead of climbing or being boosted up under the auspices of ward and precinct politicians The Sun says: "It is about time the city heard something about its gardener. He being too modest, the Sunday Sun will have to tell it." C. C. Olsson is a native of Sweden, but has been many years in this country. Before coming to the New York parks, 23 years ago, he worked for a time in the Joseph Heacock range, Wyncote, Pa., was a landscape gardener at the Chicago exposition of 1893, and held other important positions.

Hitchings & Co. have closed a contract with the Joseph Heacock Co. for the erection of an iron frame house at their Roloff, Pa., range 70x600 feet. It will have their new reconstructed type of rafters. They will also erect for Jesse King, Mt. Airy, Md., three houses 40x92 feet each. They have also under contract a fine conservatory for the city of Bridgeport, Conn., the first greenhouse that city has ever erected. They have also contracts with Herman Komitsch, Secaucus, N. J., for new houses. Also a contract with J. Ash of Vineland, N. J., for a house 32x100 feet.

Orchid and other plants have reached this port since Quarantine No. 37 took effect. Dr. Marlatt of the federal horticultural board is said to be in California, whereas the importers think he should be in Washington at such a time as this. Our latest advices are that the importers are yet uncertain as to whether or not the stock will be admitted. Considering the uncertainties of sea voyages, it would seem reasonable that the stock, being but a few days late, should be admitted.

Charles Huber, the retailer of Bedford avenue, at Fulton street, Brooklyn, sustained quite a loss from a fire, which originated in a wig factory over his store on the morning of June 1. He had a fine Japanese garden, which was ruined. The heroine of the fire was Susie, his pet monkey. Susie had a little bell in her cage which she had learned to ring when she wanted water, and as water is the essential at a fire, she vigorously rang the bell and gave the alarm.

The following well known members of the trade were in this city during the past week and called at Secretary Young's office: Frank Stuppy and mother, St. Joseph, Mo., stopping at the Waldorf-Astoria; E. G. Hill, Richmond, Ind., stopping at Hotel Breslin, who also visited C. H. Totty, Madison, N. J., and other growers; W. H. Ritter, Fitchburg, Mass., and Dr. Walter A. Moore, Hollywood Gardens, Seattle, Wash.

Fred Lenz, who for the past 25 years has been with David Clarke's Sons, much of that time as their buyer, has transferred his services to J. G. Leikens. He is a clever man and has had long experience with a good firm, and wherever he goes, we wish him success.

At a meeting of wholesalers, held June 6, it was decided that, beginning July 1, all wholesale stores will close at 3 p. m., excepting Saturday, when they will be open till 6 p. m.

Bertha Eves, secretary of the Brooklyn botanical gardens, died June 4 in St. John's hospital, Brooklyn. She had been an active worker in the canteen work for soldiers.

Sergeant William Scharf, formerly with A. M. Westwood, has returned from overseas, and will resume his former position in the store, July 1.

Manager McCarty, of James Weir, Inc., Brooklyn, reports business active in wedding decorations.

John R. McIntyre, the oldest florist of Morristown, N. J., died June 5, age 71 years.

The United Cut Flower Co. is receiving a fine quality of outdoor grown sweet peas.

J. F. Sullivan, Detroit, Mich., was in town June 5.

A. F. F.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. Young & Co.
54 West 28th St. New York.
Consignments Solicited

Mention the American Florist when writing

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 8532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, June 11. Per 100

Roses, Beauty, special	15.00@	25.00
" " extra and fancy	8.00@	10.00
" Hadley	4.00@	20.00
" Francis Scott Key	3.00@	20.00
" Columbia	3.00@	10.00
" Prima Donna	3.00@	12.00
" Alice Stanley	2.00@	8.00
" Mrs. Geo. Shawyer	.50@	3.00
" Double White Killarney	3.00@	12.00
" Killarney	.50@	4.00
" " Queen	.50@	4.00
" " Brilliant	.50@	4.00
" Aaron Ward	3.00@	8.00
" Sunburst	3.00@	8.00
" J. L. Mock	2.00@	8.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	4.00@	12.00
" Ulrich Brunner	4.00@	20.00
Cattleya orchids, special	50.00@	60.00
Lily of the Valley	15.00@	20.00
Adiantum Croweanum and Hybridium	1.00@	1.50
Carnations	1.00@	3.00
Sweet Peas	.50@	1.50
Iris	.50@	1.00
Gladiolus, per doz.	.75@	1.50
Daisies, yellow	.75@	2.00
Asparagus Plumosus, doz. bchs.		3.00
Smilax doz. strings	3.50@	4.00
Stocks, per doz.	.30@	.50
Delphiniums, per doz.	.40@	.50
Peonies, per doz.	.25@	.75
Cornflowers	.50@	1.00
Gallardia	1.50@	2.00
Bouvardia, white per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

NOTICE

Growers Shipping to The Chicago Market

are invited to meet the Retailers of Chicago at the Randolph Hotel, Tuesday, June 17, at 8 P. M., for the betterment of trade conditions.

Chicago Retail Florists' Ass'n

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the evening of June 9, the final meeting until September 8. New members were elected as follows: F. E. Betheuser, 43 Barclay street, F. F. Rockwell, 220 West 42nd street, Derrill W. Hart, 58 West 51st street, Edward Koenig, 445 East 58th street.

Chairman Miller, of transportation committee, reported on trip to the convention of the S. A. F. at Detroit. Twenty-one persons have signified their intention of making the trip, and that number insures a special car, and there is a prospect that others may go. The train, over the Delaware, Lackawanna & Western R. R., will leave Hoboken at 8:55 p. m. August 17 and arrive at Buffalo at 7 a. m. the following day. The party will spend that day at Buffalo and Niagara Falls, leaving for Detroit by boat at 6 p. m., and reaching Detroit on the morning of August 19. The fare from New York to Buffalo will be $12.83 and by boat from Buffalo $5.94, including stateroom.

Arthur Herrington reported that the preliminary schedule for the flower show to be held in New York in the spring of 1920, had been distributed. He also spoke on the visit which the members of the flower show committee recently made to the estate of T. A. Havemeyer, by invitation of the latter. He spoke highly of the horticultural features of the Havemeyer estate, which is situated near Glen Head, L. I., also of their cordial reception. A vote of thanks to Mr. and Mrs. Havemeyer was unanimous.

President Kessler, who has been active, in spare time from his business, in adding subscriptions to the Salvation Army fund, spoke on the subject. He had raised over $500 in the trade and on motion of Sergeant Edward Manda, the club voted $50 to complete the $500. Sergeant Manda, who is the son of Joseph A. Manda, has but recently returned from France, where he spent a year in the A. E. F., and till the armistice was signed, at the front. His report on personal experiences with the Salvation Army was highly favorable. He made an interesting talk on his experience in the army.

The president appointed the committee on nominations as follows: A. T. De La Mare, Walter F. Sheridan, Wallace R. Pierson, Emil Schloss, Edward Koehne, John B. Nugent, Jr., Joseph S. Fenrich.

The committee on new place of meeting through Chairman Henshaw, reported what was believed to be a suitable hall at 8 West 28th street. The committee was continued.

A. F. F.

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave. CHICAGO, ILL.

The Meyer Green **Florist Thread**

Comes 16 ounces actual thread to the pound. This is the longest and strongest thread made. In case lots of 100 pounds and up, the price is $1.50 per pound; terms, net 30 days. Manufactured by the

John C. Meyer Florist Works,
1500 Middlesex Street, LOWELL, MASS.

Providence, R. I.

BUSINESS VERY SATISFACTORY.

Business during the past week had been very good with stock moving freely and a strong demand in all lines. Roses are lower in price than they have been for some time and the same is true of carnations. The quality is good. Sweet peas are also excellent and can be bought as low as 50 cents per 100. Marguerites and peonies are excellent and the demand seems to be increasing daily. The street merchants have been making a specialty of roses during the past few days.

H. A. T.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALN UT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.

FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus
Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

NEW YORK CITY

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Rousley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
La Crosse, Wis.—John A. Salzer Seed Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller the Florist
2220-2222 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY
Mention the American Florist when writing

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points
Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass. First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO

HARRY PAPWORTH

The Metairie Ridge Nursery Co's

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER F.T.D.

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS LORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

:::.FLOWERS.:::.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

La Crosse, Wis.

Send your orders for flowers for delivery in this city and vicinity to

John A. Salzer Seed Co.

Quality and Service Assured.

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO **Mangel** The Palmer House Florist 17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago, June 11, was $52.

ST. LOUIS, MO.—Fred S. Plant spent May in California.

SALSIFY is reported a short crop and there is aphis in it now.

VISITED CHICAGO.—John D. Moore, of the John D. Moore Co., Billings, Mont.

THE winter wheat production predicted at 900 million bushels, is a record crop.

ONE California grower has under cultivation four hundred acres of sweet peas of various kinds.

BICOLOR VICTORIA narcissus is said to be one of the very short Dutch items. La Reine tulip is also scarce.

FRENCH BULB prospects are poorer than before, according to recent cables. Drought is the cause.

VISITED NEW YORK.—L. W. Wheeler and wife of the Pieters-Wheeler Seed Co., Gilroy, Calif.: A. Henderson, Chicago.

DENVER, COLO.—Fred Barteldes says his establishment at 1616 Champa street is the best equipped seed and flower store in the west.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade, June 11, were as follows: Timothy, $9.50 to $11.50 per 100 pounds.

MINNEAPOLIS, MINN.—Mr. and Mrs. Grove W. Comstock, announced the marriage of their daughter, Gladys Marshall Searle, to Edwin B. Northrup, June 2. At home after July 15 at 1931 Fremont avenue, south.

THE Seed Reporter of the department of agriculture, according to announcement in its issue of June 7, will probably be discontinued after that date, no provision for its further publication having been made by congress.

TOLEDO, O.—The clover market closed steady, June 10, at $27.00, a decline of 35 cents during the preceding seven days. October was quoted at $21.65. Timothy was firm, cash being offered at $5.45. September $6.07½ and October, $5.95.

WITH 1,000,000 acres planted to sugar beets, the United States will produce this year, it is estimated, a sugar crop of 11,000,000 tons, an increase of 30 per cent over 1918. Predictions not only on acreage, but upon condition of the fields. Reports indicate that the yield per acre will be 10 per cent to 25 per cent larger than last year.

Safety for Seedsmen.

Chicago.—"No accident week," June 22-28 inclusive, has been decided upon by the safety representatives of railroads in the central western region.

BLUEGRASS OUTLOOK.—From present indications, the Government Seed Reporter estimates the production in Kentucky should about equal that of last year, 350,000 bushels, the crop depending, however, on weather prevailing during the next two weeks. In Missouri, Kentucky bluegrass, from present appearances, will have about 85 per cent of the normal acreage stripped for seed, the reduction resulting from grazing and tilling other crops. The few reports received from Iowa indicate a generally short acreage with other conditions about normal.

Colorado Seed Crop Injury.

J. C. Robinson advises that a destructive frost visited Rocky Ford, Colo., June 1, destroying all tender vegetation above the ground. A majority of the seed crops were up, although some had just been planted. All crops above ground will have to be replanted and in many cases, farmers are refusing to plant, feeling they can put in safer crops in the form of sugar beets. This will cut acreage down considerably, but the extent of the damage cannot yet be estimated.

Onion Sets in Cook County.

In the northern section of the county, early seeding averages 50 per cent of a good stand, late seeding 75 per cent stand. Ninety per cent of the crop was in early.

In the southern section, the early seeding is 60 per cent good. Seventy-five per cent of the crop was in early.

Smut is worse than ever before, appearing on the old and some new fields.

Maggot is noticeable in all the fields but is not yet serious.

A favorable season will produce coarse sets, dry weather, a light crop.

IN OREGON.

Smut seems to be so seriously affecting the fields in the vicinity of Corvallis that many growers who formerly produced large yields have planted their acreage in potatoes and other crops.

New Seed and Bulb Bill

WITH PRISON PENALTY.

Congressman James F. Byrnes, of Aitken, S. C., has introduced a bill known as H. R. 478 in the House of Representatives, which was referred to the committee on agriculture, May 19, 1919, "to regulate commerce in adulterated and misbranded seed and prevent the sale and transportation thereof, and for other purposes."

The bill provides a penalty of a fine of $200 for the first offense and upon conviction for each subsequent offense not exceeding $300 or imprisonment not exceeding one year, or both for any person who shall ship or deliver for shipment from any state or territory in the United States or the District of Columbia to any state or territory or the District of Columbia, or who shall receive and having so received, shall deliver in original unbroken packages, for pay or otherwise, or offer to deliver any seed or bulbs adulterated or misbranded within the meaning of the act. It provides that the secretary of agriculture shall make uniform rules and regulations for carrying out the provisions of the measure, the examination of specimens to be made by the department of agriculture or under its supervision. According to the bill seeds and bulbs shall be deemed adulterated if they contain dead seed or weed seed or dead bulbs, or any other substance materially reducing the value for seeding and planting purposes. Seeds and bulbs shall be deemed misbranded when one kind or distinguishable variety shall be offered for sale under the name of another distinguishable variety, or if the article is falsely labeled or branded as to the state, territory, locality or country in which it is raised or produced, but no dealer shall be prosecuted who can establish a guaranty, signed by the wholesaler, jobber or other party residing in the United States from whom

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:

Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices

he purchases said articles, to the effect that same are not adulterated or misbranded.

Lily Bulb Import Permits.

Referring to the importation of lily and other bulbs in soil, sand, etc., the federal horticultural board writes as follows, May 24:

"We are unable to issue a permit for the importation of these bulbs through the port of Chicago. Permits for the importation of bulbs packed in sand, soil or earth are issued only for ports at which the board maintains inspection service, namely, Boston, New York, Philadelphia, New Orleans, San Francisco, and Seattle.

"There is no objection by the board to the issuance of a permit to the collector of customs at New York for the entry of these bulbs at that port for immediate transportation in bond to Chicago, provided the bulbs are held at New York long enough for inspection by an inspector of this board, or at least for an inspection of the entry papers to see that compliance with the regulations, in so far as foreign certification and sterilization are concerned, has been made. It is believed that such an arrangement can be made without breaking the through freight rate to Chicago."

Bribery in Commerce Legislation.

Congressman T. W. Sims, of Linden, Tenn., has introduced a bill known as H. R. 263 in the House of Representatives which was referred to the committee on interstate and foreign commerce May 19, 1919, "to further protect interstate and foreign commerce against bribery and other corrupt practices."

The bill provides for a fine of $2,000 or imprisonment for not more than two years, or both, in the case of any person, while engaged in interstate or foreign commerce, or in competition with others thus engaged, who shall give, offer, promise or loan to another individual, who is the employe of a customer or a prospective customer, or who is connected with any corporation, association, firm or partnership, money or anything of value for himself to influence the action of such recipient in relation to the business of his employer or principal. The bill also provides like penalties for any person who shall corruptly accept or agree to accept such bribe or any person who uses, with intent to deceive his principal or employer, any receipt or other document in which said principal is interested which contains any false erroneous or defective statement calculated to deceive whenever such instrument relates to a transaction in interstate or foreign commerce. It is provided, however, that any false, erroneous or defective statethe act, who shall report the facts, under oath, within six months after commiting the offense, may be granted full immunity from prosecution provided such information is not already in the hands of any United States district attorney.

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books o Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

31-33 W. Randolph St., Chicago

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

THE G. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

California Seed Crop Conditions.

California vegetable seed growers, according to the Government Seed Reporter of June 7, report that prospects for a good crop are not as promising as at the corresponding time last year. The effects of the continuous drouth are noticeable in some sections, although the February precipitation was excessive in the upper coast, Santa Clara and delta districts. In San Luis Obispo and Santa Barbara counties, a large part of the acreage is under irrigation and not entirely dependent upon rainfall. The present climate conditions have considerably checked the onion mildew, generally reported in the Santa Clara district, and to a lesser extent in the delta section. The aphis has caused considerable damage in certain fields of peas and radish, while some plantings of spinach have shown attacks of the ordinary cabbage louse. Radish fields in the majority of cases are in good condition with a normal yield in sight, although some crops were lost by drought in the southern part of the state and others washed out in the delta district. Onion growers believe that the yield of seed will fall below normal. It is too early to estimate the damage from mildew, but the plants seem to be affected throughout the Santa Clara valley from San Juan to San Jose. Favorable weather has arrested the trouble somewhat, but a few damp days without dry, may render the situation serious. Parsnip fields are in good condition with prospects of a normal crop. Garden peas, when planted early, and escaped being washed out by heavy rains, will produce fair yields, but below normal. Aphis has appeared in some of the later planted fields and considerable damage has resulted. Salsify is generally reported in good condition with a normal yield anticipated. Spinach suffered considerably from rains early in the season. Practically all tomato plants were set in the field by June 1 under favorable conditions and the acreage is considered about an average. In the section where the greatest acreage is planted, the dry spring increased the cost as irrigation was necessary. Beet, in the delta district, suffered from cold damp weather early in the season and the lack of rain since February has resulted in the tops not branching out as well as usual. However, rapid growth during the present month, will put many fields beyond the danger line. Bean-seed crops were practically all in the ground May 24. Deficiency of moisture confined a large part of the acreage to land under irrigation, and some growers estimate the total acreage will be considerably shortened and the unusually dry spring may reduce the yield per acre. Carrot is generally reported to be in satisfactory condition and prospects are for a good crop. Growers estimate a decrease in acreage of 25 to 30 per cent as compared with 1918. Lettuce fields are all in very good condition, many being replanted following the dry spring in the southern part of the state and the heavy rainfall and cutworm damage in the northern sections which caused a considerable loss of acreage early in the season.

BRITISH SEEDS
KELWAY'S
LEADING HOUSE FOR
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. Milford, Conn.
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. Bristol, Pa.
Mention the American Florist when writing

J. Bolgiano & Son
CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1919 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place

NEW YORK CITY

Hardy Corn for Canada.

Winnipeg, Man.—After experiments lasting five years, Manitoba Agricultural College has developed three hardy species of fodder corn which mature early and are suited to a climate that has herefore barred corn as a successful crop in this province. Government aid and encouragement in the raising of live stock, it is expected, will thus be strongly supplemented by enabling farmers of the province to raise the fodder that has played so large a part in development of live stock in Iowa and other states in the United States.

Sugar-Beet Seed from Germany.

The war trade board announces (W. T. B. R. 764) that applications for licenses to import into the United States sugar-beet seed from Germany, or which originated in Germany, will be considered. Licenses covering such importations, however, will not be issued until the importer in the United States has made effective arrangements to make the purchase price of such commodity available for the purchase of foodstuffs for Germany by depositing said purchase price with the American Relief Administration for remittance through said administration to the persons thereto entitled. The duplicate receipt issued by the American Relief Administration must be submitted to the bureau of imports of the war trade board when applications for licenses are filed.

Forage Plant Seed Imports for May.

The following table prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States during the month of May, 1919, as compared with May, 1918:

Kind of seed.	May 1919 Pounds	May, 1918 Pounds
Alfalfa	152,700	.....
Bluegrass:		
Canada:	62,800	33,800
Clover:		
Alsike	98,600	171,200
Crimson	330,500	217,700
Red	80,300	334,900
White	700	.....
Clover mixtures:		
White and alsike	8,600	.....
Alsike and timothy	5,300	87,700
Millet:		
Hungarian	13,500	.....
Orchard grass	77,200	.....
Rape	2,200	.....
Ryegrass:		
English	33,000	23,500
Timothy	79,400	.....
Vetch:		
Hairy	1,700	12,200
Spring	1,600	62,100

CINERARIA HALF DWARF

Finest mixed, reselected and improved strain.
New crop now ready, orders will receive prompt attention.

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co

FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Jap Lily Bulbs
French Bulbs
Dutch Bulbs
Freesia, Calla Bulbs, Etc.
Ferns in Flats

Write for F. O. F. New York prices.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

GARDEN TRACTORS costing about $350 each are being used in Iowa trucking sections. They will work in tall crops late in the season when horses cannot be used.

Farms for Soldiers and Sailors.

Governors Robertson of Oklahoma and Davis of Idaho have added their endorsements to Secretary Lane's project for farms for soldiers and sailors. Testifying before the House public lands committee, Governor Robertson said the measure should be enacted because it offered something practical to the soldiesr and helped agricultural development. Governor Davis told of letters he had received from soldiers indicating a great demand for farm lands.

Prices of Indoor Fruits and Vegetables.

Chicago, June 10.—Cucumbers, 2-dozen boxes, $1.50 to $2.25; celery, Florida, crate, $3.50 to $4.50; leaf lettuce, per box, 10 to 15 cents; radishes, per 100 bunches, $1.50 to $2.00; tomatoes, 6 baskets, $4.00 to $6.50.

New York, June 9.—Celery (Florida), per crate, 75 cents to $2.50; cucumbers, $1.00 to $1.25 per dozen; mushrooms, $1.00 to $5.00 per three-pound basket; tomatoes, per pound, 8 to 18 cents; lettuce, per package, 25 cents to $4.00; radishes, per 100 bunches, $1.00 to $2.00.

Stem-End Rot of Watermelon Control.

The United States department of agriculture calls attention to a simple and inexpensive treatment of the stems at the time watermelons are loaded for shipment which will prevent stem-end rot, the most menacing disease that melon growers in the south Atlantic states have to contend with. The treatment consists of applying with a brush to the freshly cut stems a disinfectant paste made of common starch with which has been mixed six per cent of copper sulphate, commonly called bluestone.

In making the disinfecting paste, use a large kettle of enameled ware, as the bluestone attacks iron or tin. Place 3½ quarts of water and eight ounces of bluestone in the kettle and bring the mixture to a boil. While it is heating mix in a separate vessel 4 ounces of starch with one pint of cold water, stirring until a milky solution free from lumps is obtained. As soon as the bluestone is entirely dissolved and the solution is boiling, add the starch mixture, pouring it in a slow stream and stirring the hot solution vigorously to prevent the formation of lumps. Continue boiling and stirring until the starch thickens evenly, which should not require more than two minutes after the addition of the starch. It may be tested at intervals by allowing it to run from the end of a paddle.

Before loading the melons the car should be well bedded with clean, dry straw. Pine needles may be used if they are entirely dry, although straw is better. Wet straw should not be used, as the moisture will hasten the decay of the melons. Loading should be done the same day the melons are clipped from the vines. Only those melons should be loaded that have a firm, green stem. As soon as the melons are packed in a car the stem should be recut and the paste applied with a round brush to the freshly cut stem, care being used not to smear the melon.

Vegetable Markets.

As indicated by reports received by the bureau of markets, United States department of agriculture, for the period June 3-9, carlot shipments were about one-fourth heavier than during the preceding week with markets irregular and weak. Old potatoes showed further declines and the supply included much sprouted and inferior stock. No. 1 northern white stock, sacked, ruled five cents lower in the Chicago carlot market at $1.75-$2 per 100 pounds. Minneapolis closed $1.60-$1.65. New York round white in bulk ranged $1.75-$2.50 in leading markets. Maine Green Mountains declined sharply, closing at $1.50-$2.25. New potatoes were generally weaker. South Carolina Cobblers followed an irregular fairly steady range of $9-$10 in leading consuming markets. North Carolina Cobblers went at $8.50-$10 in terminal markets and $7.50-$8 to growers. Florida Spaulding Rose followed a jobbing range of $9-$9.50 but reached $12 in Boston, Mass. Texas Yellow Bermuda onions averaged 25 cents lower in consuming markets at $3-$4.50 per crate and offerings included considerable damaged stock. California Bermudas ranged steady at $3.50-$3.75 f. o. b. and closed at a general jobbing range of $4-$5. Cabbage markets continued weak and prices fell sharply in all sections. Virginia Wakefields ranged $2.50-$3 per barrel in consuming markets. Mississippi stock declined 50 cents in producing sections to $1.75-$1.85 per crate f. o. b. Fancy Florida tomatoes followed a slightly weaker range in northern consuming markets at $3-$4 per 6-basket carrier. New York continued very weak closing at $1.50-$2.

Cleveland.

HEAVY SUPPLY GLUTS MARKET.

With a shortened demand since Memorial day, and a decided increase in the supply of all kinds of flowers, the market is now suffering from a glut of no small proportions. Sweet peas and calendulas, as well as carnations, show the effects of the heat and their keeping qualities are below par. Peonies are arriving in large numbers and thousands are going into storage. Even department stores are handling them, which is something out of the ordinary here. Local fancy and dagger ferns are now being received. Asparagus and adiantum are equal to all requirements. Lily of the valley is none too plentiful as the outdoor stock is about done for.

NOTES.

In order to take care of its increasing business, the Christine Flower Co. has moved to a more commodious store four doors east of its former location. A new Buick car has been added to the service, and is to be seen in the down town district daily in care of Mrs. Keres, who owns and manages the business.

Frank Rigo and wife, of East 79th street, announce the engagement of their daughter, Rose, to Julius Lesnyanski. After the wedding, the young couple plan to open a flower store in Akron, in which city they will make their home.

E. A. Wilhelmy, who has been in the florist business since boyhood, is going to retire. Several good real estate deals recently have placed him on "easy street."

Frank Ritzenthaler, of the Knoble Bros. Co., has purchased a new Essex since his return from France.

Mrs. Walter Rohusek is confined to her bed with an attack of rheumatism.

C. F. B.

Rochester, N. Y.

WARM WEATHER STAGNATES BUSINESS.

Extremely hot weather characterized the past week, the thermometer mounting to 88 in the shade, with the result that there was a marked falling off in transient trade. Funerals, weddings and commencements kept the stores busy, however. All outdoor stocks, such as peonies, irises, sweet peas, etc., showed the effect of the heat. Roses flew open almost as soon as cut. Outdoor lily of the valley also deteriorated.

NOTES.

June 1 was lilac day at Highland park and thousands of visitors from this city and vicinity viewed the magnificent masses of bloom on the hillsides of the park which are fairly ablaze with color. Hundreds of varieties were in full flower and the effect was heightened by the fine showing made by the rhododendrons and azaleas. With the background of evergreens, the effect was complete.

Aubrey L. White, president of the park board of Spokane, Wash., was a visitor to this city. Commenting on the lilac dispiay, he said it was worth the trip of 3,000 miles to see this wonderful collection.

CHESTER.

Holyoke and Northampton Club.

The regular meeting of the Holyoke and Northampton Florists' and Gardeners' Club was held, June 3, the members being the guests of George Strugnel, head gradener at "Bonny Briar," Holyoke, Mass. President Harold Keyes occupied the chair. It was voted to omit the July and August meetings. The members present had an opportunity to see the result of many years' excellent work at "Bonny Briar" by Mr. Strugnel and the inspection of the grounds was thoroughly enjoyed.

A. H.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO

SANTA ANA, CALIFORNIA

A. B. C.

American Bulb Co.

172 N. Wabash Ave., CHICAGO

Order Freesias from Freesia Headquarters. All Varieties Listed Here Are STANDARD A. B. C. QUALITY.

Freesia Purity == Improved

Prices for well cured bulbs are as follows:

⅜ to ½-inch.....$6.00 per 1000 Mammoth Bulbs, ⅝ to ¾-inch.....$15.00 per 1000
½ to ⅝-inch..... 9.50 per 1000 Large Jumbo Bulbs, ¾-inch ..... 18.00 per 1000

All prices F. O. B. Chicago. No charge for packing.

Freesia "Sunset Collection" Pink Mixture

The "Sunset Collection" is long-stemmed, lasts well in good condition, and is very much more easily grown than the ordinary run of Freesias.

First-size Bulbs, $5.50 per 100; $50.00 per 1000. Second-size Bulbs, $4.00 per 100; $35.00 per 1000.

RAINBOW FREESIA

We can now supply this long waited for, beautifully colored RAINBOW FREESIA. They are carefully selected and may be had in the best colors. The better floral shops throughout the country are using these very extensively.

First-size Bulbs, $4.00 per 100; $35.00 per 1000. Second-size Bulbs, $3.00 per 100; $20.00 per 1000.

General Bulb Company

(Westerbeek & Klyn, re-organ.)

110 Water St., New York, N. Y.

BUY QUALITY. IT PAYS.

Ask for our quotations on

Holland and French Bulbs

The Nickel's Discoverer.

At the age of 25 years the late Frank W. Woolworth, several years after he had left the farm, was a clerk in a country store. His salary was $8.50 a week, and on it he supported a wife and child and saved the capital of $50 with which he started in business. He lived to see his company operate 1068 stores in the United States, and to erect and give his name to the loftiest habitable edifice ever erected. The beautiful structure, towering 751 feet, is the familiar first sign and symbol of the imperial city and its material wonders. And all this in a short life from nickels and ten-cent pieces. The Ford of the merchandising world, the flivver of trade, the great fortune came from the savings of superior organization and a multitude of transactions. The pessimists steadily croaked that the old America is no more—that opportunity's door is shut. But when a leader of the business world dies and his biography is read there is commonly a repetition of the old, old story. Yet Lenine cannot understand why America will not go Bolshevik, and the alien class-shrieker curses as he meets incredulous smiles.—New York Tribune.

Golden Period for Farmers.

Thomas Reynolds of the Quaker Oats Co., who recently returned from eastern Canada, says that despite a fairly large supply of wheat in that country and the United States, the price of wheat will not go down. Peace will bring all America greater prosperity. European nations need all the wheat and produce farmers can raise and transportation facilities are becoming available, as ships formerly needed for troops and munitions are being released for food. The land law under which settlers can buy farms with a payment of 10 per cent down and 20 years for the balance should attract vast immigration and force millions of acres of wild land into cultivation.

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Atascadero Seed Company

ATASCADERO, CALIF.,

Wholesale Growers of

HIGH GRADE SEEDS

We specialize in Beans, Carrots, Lettuce, Onions, Parsnip, Radish, Salsify, Spinach, and Named and Mixed Nasturtiums, and Grandiflora and Spencer Sweet Peas.

Write for Our Growing Contract Price List.

Yokohama Nursery Co., Ltd.

Woolworth Building,

NEW YORK CITY

IMPORTERS

Japanese Bulbs, Plants and Seeds

Holland Bulbs

Prices on application.

R. A. VANDERSCHOOT,

299 Broadway, NEW YORK CITY

Phone: Worth 4677.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

WAUKEGAN, ILL.—The well known Douglas Nurseries of this place have been acquired by Emil Bollinger of Lake Forest.

A FINE display is anticipated at the annual meeting and exhibition of the American Peony Society at Detroit, Mich., next week, June 17-18.

JAPANESE BARBERRY HARMLESS.—The Japanese or dwarf barberry (Berberis Thunbergii) does not rust according to department of agriculture experts, and, being entirely harmless, should not be included in the eradication campaign against the common barberry.

Shrubs Useful for Drives and Borders.

Two plants useful for covering the margins of drives and the borders of shrubberies, Rhus canadensis (aromatica) and the yellow root (Xanthorrhiza apiifolia) are covered with flowers. Those of the former are small, pale yellow, arranged in compact heads, and appear before or with the unfolding of the leaves composed of three leaflets; those of the yellow root are purple in long drooping, terminal racemes. The flowers of these two eastern American plants are attractive, but their great horticultural value is in their habit of growth. The height of the rhus is from two to four feet, with spreading branches, the lowest flat on the ground, and with an irregular top. In the autumn the leaves turn bright scarlet. For road borders and to plant when it is desirable to make a connection between larger shrubs and the ground no other plant which has been tried here has proved so successful. The yellow root is a dwarf shrub which soon spreads over a wide border and forms with its erect stems and divided leaves an excellent ground cover. Unfortunately it has failed to grow well in those parts of the country where the soil is strongly impregnated with lime. —Arnold Arboretum Bulletin, May 6, 1919.

Japanese Nursery Stock.

United States Consul General George H. Scidmore, writing from Yokohama April 1, says:

"For the first time in the annals of Japan's foreign trade Japanese merchants of Yokohama and Tokyo recently received, through the medium of the Yokohama plants and vegetables inspection bureau, orders from the United States for 2,000,000 young persimmon trees, according to the Eastern Commerce. Several experts from that bureau are now making an inspection of such trees brought to Tokyo from Angyo, Saitama Prefecture, and other districts of eastern Japan, where the trees are largely grown. The merchants concerned have found it difficult to execute all the orders, and it is expected that only half of the number will be shipped during this year.

"For many years past dried persimmons have been exported from Yokohama to the United States in large quantities. It is reported that last year a method for extracting astringent juice from persimmons was invented in the United States, and this is the reason for the large order of young persimons trees from Japan. In addition to persimmon trees, the Yokohama Nursery Co. and other parties have received large orders from America for the shipment of azaleas and other flowering plants."

Nursery Stock Names Under Fire.

Supplementing the expressions of the trade on Congressman Louis C. Cramton's bill, providing for naming and labeling nursery stock, published in our issues of May 31 and June 7, we are in receipt of the following:

WM. H. MOON CO., MORRISVILLE, PA.

"You are indeed alert in so promptly calling the attention of nurserymen to the bill now pending in Congress regarding the naming of nursery stock.

"We have read a copy of this bill, as published in your paper, but have not conferred with any nurserymen about it. It occurs to us, however, that we should not take exception to the act, as any of us, attempting to do a legitimate business, intend to use every effort and precaution that we can, to label our products truthfully. We, of course, are not fond of having penalties put over our head, when any employes should carelessly, or any one intentionally, in our organization, mislabel a plant. These things will sometimes happen, without the management's knowledge.

"We do, however, believe that the majority of nurserymen use every precaution possible to label their products honestly. This law will not affect such, unless mistakes inadvertently occur. It will, however, tend to make some people a little more careful, for it has been reported, that in the rush of seasons, rhubarb roots have been sent out for pæonies, or gooseberries for Persian Yellow roses. Practices like this we have to stop, and it is well that it should be so.

"Will not this act do for nurserymen, very much the same thing the pure food and drugs act has done for those industries? If it will, we do not think that we should oppose the act. We would very much dislike to be put in a position of opposing an act which, after all, merely requires honesty, of a firm or individual.

"Of course, the attorney for the National Association of Nurserymen, and the executive committee of that association will, however, peruse the bill, and see if there are objectionable features in it, that could be modified.

"Let us congratulate you again, however, in so promptly calling the attention of the trade, to matters of this kind."

J. F. JONES, LANCASTER, PA.

"While substitution and willful misrepresentation is very much to be deplored, mistakes will happen in the best regulated nursery practice, and this bill, as proposed, would be ruinous to the legitimate nursery trade and work hardship on the tree planter, as it would tend to weed out reliable men from the trade, and the crook would be willing to take a chance, as he would have nothing to lose. According to the wording of this bill, if enacted into law, a nursery firm would be liable to punishment for mistakes made by their employes who would not have the work at heart, and in many cases make willful misrepresentations, contrary to the wishes and orders of the firm.

"The agitators, who are either lawmakers or would-be lawmakers, have gone crazy on reform laws, so-called. What we need is more common sense and a broader understanding of each and every business nationally. It's a safe bet that the author of that bill has not informed himself properly on the nursery business.

"I would very much like to see willful misrepresentation and substitution, and all other crooked practices, stopped if it can be done, but those who have made a careful study of the situation

SNOW QUEEN CANNA
Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for
SWASTIKA BRAND CANNAS.
The CONARD & JONES CO. WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

VERBENAS
Mammoth mixed, cool grown seedlings ready to pot, $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.75.
American Florist Co.
440 S. Dearborn St., Chicago

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc, Introducers of BOX-BARBERRY NEW HAVEN, CONN.

DELPHINIUM Belladonna

2¼-in. pots, 10,000 plants ready now. $7.00 per 100; $55.00 per 1000.

ENGLISH IVY

Extra long and heavy 6-inch pots. . $60.00
Extra long and heavy 5-inch pots..... 40.00
Extra long and heavy 4-inch pots..... 25.00
Lighter grade 4 inch pots..... 16.00

VIOLETS

Rooted runners, May delivery.
Princess of Wales....100, $4.00; 1000, $30.00
Lady Campbell.....100, 4.00; 1000, 30.00

C. U. LIGGIT
Office: 303 Bulletin Bldg.,
PHILADELPHIA, - - PA.

have agreed that it is practically impossible to enact laws that will cover these matters satisfactorily; in other words, laws that will not punish alike the crook and the honest dealer or nurseryman, for, as I have said, mistakes will happen in the best regulated nursery business.

"I would be glad to see laws enacted that would punish the willful crook if it can be done without working hardship on the honest man at the same time."

SARCOXIE NURSERIES, SARCOXIE, MO.

"We consider this proposed bill unreasonable. According to the reading of it, intention is immaterial, and a mistake of labeling even one tree or plant, would incur the penalty. We consider the requirement that the variety be labeled with the person who grew it and the place where it was grown to be an unreasonable request. We see no necessity for such, and it would make a vast amount of work for those handling stock grown by several growers. If the stock is well grown, what difference does it make who grew it, or where it was grown?

"We believe that the requirement that each plant, or the original unbroken package thereof shall be labeled, will cause confusion. Will they construe it that a bunch is an unbroken package and one label is sufficient? Or if there is a bale containing two varieties in two separate bundles, would the bale be considered the unbroken package, and would one have to label each individual tree or plant? In the latter case, you can see what a nuisance it would be if there were say a thousand carnations rooted or a thousand strawberry plants.

"It strikes us that every once in awhile, sometimes twice in awhile, some congressman who does not know anything about a given line of business, thinks he has to regulate it. We are in favor of keeping the nursery business on a high plane, but unreasonable regulation does not tend to that end."

E. P. BERNARDIN, PARSONS, KAN.

"The vicious feature of the proposed bill is in the provision for the regulations of the secretary of agriculture. This makes it virtually a one man's law, and gives him the privilege of making some very drastic regulations, that would be almost impossible for any one to comply with, and it has been this feature in our inspection laws of the different states that has caused so much trouble, and so many misunderstandings between the inspectors and the inspected. The bill will also raise the question as to what is an original package, and this of course will come under the secretary's regulations. If every tree, or bundle of trees or plants, must bear a tag with all the data required, a box of such stock would be a pretty looking thing.

"These freak bills are drawn by some sore head, and I feel sure that when the committee to whom it has been referred, will have heard from the nurserymen, that it will be materially

CALIFORNIA FREESIAS

Due at Chicago About June 20.

PURITY (Improved)	1000	PURITY (Improved)	1000
⅜-½ inch...	$ 5.00	Vaughan's Special Strain. ⅜-½ inch...	$ 6.00
½-⅝ inch...	8.50	½-⅝ inch...	10.00
⅝-¾ inch...	12.50	⅝-¾ inch...	15.00

CHINESE "JOSS" LILIES
Write for Prices.

Vaughan's Seed Store
CHICAGO NEW YORK

Michell's New Crop Flower Seeds

PRIMULA CHINENSIS
Alba Magnifica, Chiswick Red, Duchess, Holborn Blue, Kermesina Splendens, Rosy Morn, Michell's Prize Mixture,
Each of above, 60c per ½ tr. pkt.; tr. pkt., $1.00.

PRIMULA OBCONICA GIGANTEA
Kermesina, Lilacina, Rosea, White, Hybrida Mixed,
Each of above, 50c per tr. pkt.

CINERARIA
Grandiflora Prize Dwarf, Mixed, Grandiflora Prize, Medium Tall Mixed,
Each of above, 60c per ½ tr. pkt.; tr. pkt. $1.00.

ASPARAGUS PLUMOSUS NANUS
Greenhouse Grown
100 seeds ..... $ 0.50
1000 " 3.00
5000 " 13.75
10,000 " 25.00

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalogue.

HENRY F. MICHELL CO., 518 Market St., Philadelphia, Pa.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

changed or killed outright. Some action will undoubtedly be taken at the association meeting to be held in Chicago, June 25-27.

W. B. COLE, PAINESVILLE, O.

"This bill is too absurd to be taken seriously, were it not for the fact that legislation and regulations nearly as foolish have been enacted and enforced against nurserymen in the past. Such a law as proposed, if enforced, would destroy the nursery business. No nurseryman would feel safe in selling a single plant that could not be positively indentified by appearance, and very few plants can be so identified at the time they are offered for sale. No nurseryman would dare to grow and offer more than one variety of a class for fear of misplacement or mixing of sorts.

"Here's hoping that such a bill does not pass, and if it should, that nurserymen be given ample notice to wind up their affairs."

HOOPES, BRO. & THOMAS CO.

"Referring to the Cramton bill, published in your issue of May 24, no doubt this is being taken up by the proper parties in the American Association of Nurserymen. We, however, have called the attention of the parties in charge of this class of work in that body to the new bill.

"We are having so many laws and regulations passed that it is very difficult to tell just where the business is going to land. It seems to us as if Congress had better commence to unmake a lot of the useless laws they have on their books now, and attend to the business of reconstruction of the country, instead of trying to tear down one of the oldest and most important industries that the country has."

SWAN RIVER NURSERY, PATCHOGUE, N. Y.

"We do not see how a measure of this kind can justly be enacted, as it is not possible for nurserymen to always state definitely that the trees he is shipping are true to name, nor can he always tell where the trees he is shipping come from, nor whether the original grower labeled them right or not. It might be all right to condemn a nurseryman who wilfully did any of these acts, but since he cannot be responsible for others, it is unjust and discriminating, in our estimation."

DENNY TAG CO., WEST CHESTER, PA.

"In connection with a new bill which has been introduced into the House, proposing a law that would require the tagging of all nursery stock, it would, of course, be decidedly to our advantage to see a law of this kind go into effect for the reason that it would probably have a tendency to make quite a larger demand for tags. In addition to this, it would prevent, to a great extent, any possibility of a fraud in the way of wrong marking of trees, shrubbery and plants."

ANDORA NURSERIES, CHESTNUT HILL, PA.

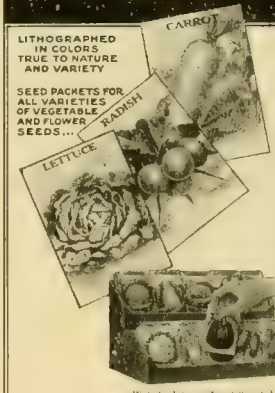
"Regarding the legislation referred to in your May 24 issue, this is the first we have seen of this, and we have read it very carefully. We cannot see but what it will not be a prison penalty, but a mighty good thing for every nurseryman who is doing a good clean business and selling what he agrees to sell. This is a piece of legislation which we should by all means favor. The only people who object to it are the crooks who sell a man a Baldwin apple and ship him something else."

Seasonable Stock

Adiantum Croweanum, 4 in., $20.00 per 100.
Chrysanthemums, Old Fashioned Hardy, in red, pink and yellow, 1½ in. pots, $4.00 per 100; $35 00 per 1000.
Coleus, Golden Crown, 2½ in. $3.50 per 100; $30.00 per 1000.
Dracaena Indivisa, extra heavy, 6 in., 60c each; extra heavy, 7 in., $1.00 each.
Fuchsias, fine assortment, 2½ in., $4.00 per 100; 3 in., $12.00 per 100.
Snapdragons, 2 in., pink, in variety, Garnet and Firefly, $4.00 per 100.
Gladiolus, two best yellows, Niagara and Schwaben, extra size, 2 in., and over, $4.00 per 100; $35.00 per 1000; 1¼ in., $3.00 per 100; $27.00 per 1000.
Fuchsias, 4 in., in bud and bloom, $25.00 per 100.
Weeping Lantana, 2½ in., $4.00 per 100.

The Storrs & Harrison Co., Painesville, Ohio

SEED PACKETS THAT SELL THE SEED



We also make a Specialty of Seed Catalog Covers, Hangers, Box Labels, Nurserymen's Plates, Lawn Grass and Bird Seed Cartons and Seed Cartons of every description. We always carry a large stock of all items for immediate shipment, and give prompt attention to orders for individual requirements.

Write for listing and quotations today

STECHER LITHOGRAPHIC COMPANY
ROCHESTER, N.Y.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pagesofvaluable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

CARNATIONS R. C. LADDIE

$75.00 per 1000.
Orders booked now for January 1920 delivery.

F. DORNER & SONS CO.
LAFAYETTE, - - - INDIANA

GERANIUMS

50,000 **S. A. Nutt,** ready for June, a good time to buy. **Nutt** and **Buchner,** $15.00 per 1000. **Poitevine,** and **Ricard,** $17 50 per 1000.
SMILAX, good little pot plants at $2.50 per 100 same rate per 1000.
Parcel post or express, state which, post billed at cost.

ALBERT M. HERR, LANCASTER, PA.

FREESIA PURITY

50,000 Bulbs Wanted

¾-inch and up.

Andrew R. Kennedy, Inc., Seedsmen
216 West 34th St., NEW YORK

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties My Specialty

Flower Seeds For Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt., (500 seeds) 50c; 3 trade pkts., $1.40.**

Large-Flowering White ....500 seeds, $0.35

Crimson, **Blue**, **Blood-Red** — **Each per trade pkt.** (500 seeds) **35c**

Soft Pink — **Each per trade pkt.** (500 seeds) **35c**

Matador. Brilliant scarlet. Trade pkt........500 seeds, **$0.50**
Old Rose. Pink to rich coppery red..........500 seeds, **.50**
Hybrida. Fine large-flowering mixed........500 seeds, **.25**
Grandiflora, Semi-Dwarf. Mixed..........500 seeds, **.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt., (1000 seeds) 50c; 3 trade pkts. for $1.40.**

GYPSOPHILA elegans granda alba. Fine for cutting; ¼ lb. **40c; Lb., $1.25;** Oz., **15c.**

		Trade Pkt.	Oz.
Dracaena Indivisa. Narrow green leaves......lb.,	**$3.50**	**$0.10**	**$0.30**
Indivisa Latifolia		**.10**	**.40**
Australis. Green and red colored leaves		**.15**	**.60**

Primula. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c;** 3 for **$1.40;** per 1/32 oz., **$4.00.** Trade Pkt.

Primula Malacoides. An improved Forbesii......................**$0.50**

Primula Obconica Grandiflora, 1000 seeds, **50c;** 1/32 oz., **$1.00.**

Gigantea, Mixed, 1/32 oz., **$1.50;** 800 seeds, **50c.**

PANSY

Vaughan's International Mixture. Trade Pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** Oz., **$10.00.**

Vaughan's Giant Mixture. Trade Pkt., **50c;** ⅛ oz., **75c;** Oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture. Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00.**

Vaughan's P. P. (Popular Price) **Mixture** Trade Pkt., **25c;** ⅛ oz., **50c;** Oz., **$3.00.**

Chicago Parks Bedding Mixture. Trade Pkt., **25c;** ¼ oz., **60c;** Oz., **$2.00.**

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March when the old type pansies hardly show any buds the plants of the new strain often bear from three to five of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and **Mixed.** The four colors, trade pkt. (500 seeds), **35c;** ⅛ oz., **70c;** Oz., **$5.00.**

Write for List of Named Sorts With Prices.

Our list of "Flower Seeds for Summer Sowing" now on the press; will be mailed shortly

CHICAGO, ILL. VAUGHAN'S SEED STORE, NEW YORK, N. Y.

Hort. Society of New York Exhibition.

The Horticultural Society of New York held an exhibition of peonies and miscellaneous stock in the Museum building, Bronx park, June 7-8. The hot wave of the week ending June 7 had a bad effect on all peonies, very noticeable in exhibition stock. Under more favorable weather conditions, the peony exhibits would have been fine, as good varieties were shown, and in fact they held up better than might have been expected under the conditions, though a cool wave arrived June 8.

But show or no show, a visit to Bronx park at this time of year is worth while. To get away from the city's "maddening crowd," breathe purer air, and walk among the splendid trees is rest and recreation. The trees are now at their best, and though it is impossible to here enumerate even a small number of varieties that are in the wide expanse of the park, the short walk from the train to the museum shows beautiful maples, fine specimens of Koster's spruce, tulip and many other trees.

Again referring to the peony exhibition, the only displays were those of the Cottage Gardens Co., Queens, N. Y.; T. A. Havemeyer, Glen Head, N. Y., and Theodore R. Hoyt, Stamford, Conn., the awards being as follows: Three white varieties, six blooms of each—T. A. Havemeyer, (A. Lahodney, Gr.) first; Cottage Gardens Co., second. Three light pink varieties, six blooms of each—T. A. Havemeyer, first; Cottage Gardens Co., second. Three rose varieties, six blooms each—

ROSE PLANTS

2-INCH POTS

Place your order here immediately to avoid disappointment.

	Per 1000
3000 **Milady**	$70.00
3000 **Sunburst**	70.00
4000 **Ophelia**	70.00
4000 **Killarney Brilliant**	70.00
4000 **Champ Weiland**	70.00
2000 **Ophelia,** 3-inch pots	90.00

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph Street, CHICAGO

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and **Marguerite Daisies**, 2½-inch and rooted cuttings.
Rose and **Ivy Geraniums**, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

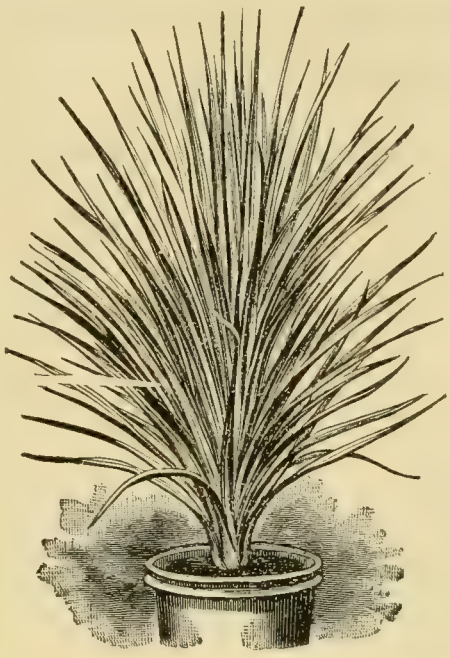
GEO. A. KUHL, Pekin, Ill.

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30.00 per 100
6-inch.....$6.00 per dozen
7-inch ..... 7.20 per dozen

GEORGE WITTBOLD CO.
745 Buckingham Place, CHICAGO
L. D. Phone: Graceland 1112.

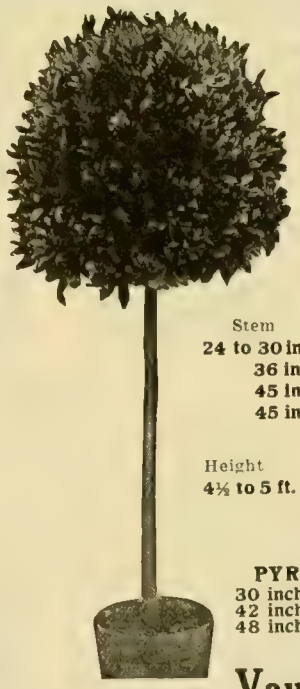
Cottage Gardens Co., first; T. A. Havemeyer, second. Three crimson varieties, six blooms of each—T. A. Havemeyer, first; Cottage Gardens Co., second. Collection of singles, three blooms of each—Cottage Gardens Co., first; T. A. Havemeyer, second. Vase, one or more varieties arranged for effect—Cottage Gardens Co., first; T. R. Hoyt, (Joseph Foster, Gr.) second.

A special prize was awarded to Bobbink & Atkins, Rutherford, N. J., for peonies in connection with a large collection of perennials, not in competition. Lager & Hurrell, Summit, N. J., also received a special prize for an interesting orchid exhibit, showing 35 varieties. John Lewis Childs, Flowerfield, N. Y., staged a noteworthy display of 20 varieties of irises, for which he received a silver medal. There were also several classes for roses, and hardy herbaceous flowers, the principal exhibitors being Adrian Iselin, New Rochelle, N. Y., (Joseph Tierney, Gr.) William Shillaber, Essex Falls, N. J., (J. P. Sorenson, Gr.) and T. A. Havemeyer. A. F. F.

Pittsburgh.

HEAVY SUPPLY AND LITTLE DEMAND.

Business has been at a standstill since Memorial day, with more stock than at any time during the season and no demand for it. Most of the receipts are not of good quality and are beginning to show the effects of warm weather. American Beauties are arriving in large quantities but as they are not very good they are hard to move. Of other roses, Killarney in pink and white are the favorites for June weddings, with Ophelia a close second. Sunburst and Hilda are poor and go slowly. Russell seems to be the best shipper, but the supply is limited. Carnations are becoming small and sell for almost any price. The local crop of peonies is in and although of very good quality, the demand is light. Some very good gladioli are being received and move easily at $10 and $12 per 100. A few poor quality callas are seen. The supply of yellow daisies, irises and snapdragons about meets requirements. M.



Standard Bay Tree.

BAY TREES

New Stock, Scarce

Now Ready. F. O. B. Chicago

Standards.

Stem	Crown	Per Pair	Stem	Crown	Per Pair
24 to 30 in.	30 to 32 in.	$24.00	48 in.	32 to 34 in.	$32.50
36 in.	24 to 28 in.	22.00	48 in.	36 to 38 in.	45.00
45 in.	20 in.	23.00	48 in.	40 to 42 in.	50.00
45 in.	30 in.	25.00	48 in.	46 to 48 in.	60.00

Pyramids.

Height	Base	Per Pair	Height	Base	Per Pair
4½ to 5 ft.	22 to 24 in.	$23.00	5½ to 6 ft.	24 in.	$25.00

Crating (if ordered) extra at cost.

BOXWOODS

PYRAMIDS	Each	GLOBE SHAPED	Each
30 inches high	$2.25	15 x 15 inches high	$3.50
42 inches high	4.50	18 x 18 inches high	6.00
48 inches high	5.00		

Packing at cost. Tubs 50 to 75 cents extra.

Vaughan's Seed Store, Chicago

Mention the American Florist when writing

Alonzo J. Bryan

WHOLESALE FLORIST

Abundance of Plants Always on Hand.

See our display adv. in June 7th issue. Correspondence solicited.

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Chrysanthemum Stock

The three best standard varieties,

Unaka, Bonnaffon, Polly Rose,

2¼-inch, $4.00 per 100; $35.00 per 1000.

EDWARD J. TAYLOR, Green Farms, Conn.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALTERNANTHERAS.

ALTERNANTHERIAS. Aurea Nana and Parchoides Major, fine 2¼-in., $3.50 per 100; $30.00 per 1,000. Brilliantisma, $4.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

ALYSSUM.

3,000 Sweet Alyssum, single, choice, 2½-in. pots, $3.00 per 100. BUTZ BROS., New Castle, Pa.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASTERS.

Asters, Queen of the Market, Vick's Royal and Henderson's Invincible, in white, shell pink, rose pink, lavender and purple; strong plants, $6.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters. Queen of Market and Giant Branching in separate colors, strong, transplanted, $5.00 per 1,000. ODOR GREENHOUSES, Iola, Kan.

BAY TREES.

Bay Trees. New stock, now ready. F. O. B. Chicago. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BEGONIAS.

Begonia Chatelaine, 2-in., $4.00 per 100; $35.00 per 1,000. A. HENDERSON & CO., 166 N. Wabash Ave., Chicago.

BOXWOOD.

Boxwood. Pyramids and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Gladioli. Positively American grown, ready for immediate shipment. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Jap Lily, French, Dutch, Freesia, and Calla. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Holland and French. Ask for our quotations. General Bulb Co., 110 Water St., New York.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

CANNAS.
Fine three-inch, ready now.

200 Mad. Crozy.	200 Partinope.
200 Pres. McKinley.	150 Mores.
100 Burbank.	100 Buttercup.
100 Francis Bates.	200 Dwarf Red.
100 Crimson Bedder.	50 Duke Marlton.
100 Queen Charlotte.	100 D. Harris.
250 Mad. Berat.	250 J. D. Cabos.
300 Black Beauty.	100 Hungaria.
150 J. D. Eisle.	300 Mrs. A. F. Conrad.

200 Pres. Cleveland.
$6.00 per 100.
500 King Humbert. $7.00 per 100.
JOS. BANCROFT & SON,
Cedar Falls, Ia.

Cannas, green and red, 4-in., 9c green and 12c red leaf. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

5,000 Dwarf Cannas, asst. 4-in. pots, $10 per 100. BUTZ BROS., New Castle, Pa.

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment ..... $8.00 per 100
Matchless ..... 7.00 per 100
ROOTED CUTTINGS.
1,000 Matchless ..... $35.00 per 1,000
BASSETT & WASHBURN,
178 N. Wabash Ave. Chicago.

Carnations, rooted cuttings, Laddie, $75 per 1,000. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings
Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25 00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
Golden Wedding	2.50	25.00	Mensa	2.50	25.00
Baby	2.50	25.00	Mrs. Beu.	2.50	25.00
Quinola	2.50	25.00	E. D. Godfrey	2.50	25.00
Aster	2.50	25.00	Billy Primrose	2.50	25.00
Baby Margaret	2.50	25.00	Lilia Red.	2.50	25.00
			Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

White	Golden Queen
Mistletoe	Pink
Chas. Razer	McNiece
Smith's Ideal	Patty
Elsie Papworth	Dr. Enguehardt
Yellow Chrysolora	Chieftain
Marigold	R. E. Loeben
Mrs. Morgan	

Rooted cuttings..$3.00 per 100; $30.00 per 1000
2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Mike Gabel	Helen Newberry
Pink	Bronze
Queen Marie	Md. LaPorte
Lillian Dotty	Mrs. Beu
Kemmitt	Red
	La Gravere

Rooted cuttings..$4.50 per 100; $40.00 per 1000
2½-in. pots ..... 5.00 per 100; 48.00 per 1000
POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings per 100, $5.00. Also
CHOICE 2½-INCH STOCK.

	100
700 Nordi	$4.00
300 Mensa	4.00
600 E. Langulot	4.00
700 Western Beauty	4.00
500 Carrie	4.00

CHRYSANTHEMUMS—2½-Inch Plants.

	100
1,500 Morgan	$4.00
600 Bonnafon	4.00
300 Golden Queen	4.00
300 Marigold	4.00
500 Crystal Gem	4.00

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

Chrysanthemum stock. Unaka, Bonnaffon, Polly Rose, 2¼-in., $4.00 per 100; $35.00 per 1,000. Edward J. Taylor, Green Farm, Conn.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best assorted strong 2-in., $2.00; 3-in., $4.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

5,000 Coleus. All best varieties, 2½-in. pots, $3.50 per 100. BUTZ BROS., New Castle, Pa.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DELPHINIUMS.

Delphinium Belladonna, 2¼-in. pots, $7.00 per 100; $60.00 per 1000. C. U. Liggit, 303 Bulletin Bldg., Philadelphia Pa.

DRACAENAS.

Dracaena Indivisa, 4-in., $1.50 per doz.; $12.00 per 100; 5-in., $3.75 per doz.; $30.00 per 100; 6-in., $6.00 per doz.; 7-in., $7.20 per doz. George Wittbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, heavy, 6-inch specimens, 75c each; 7-inch specimens, $1.00 each. The Storrs & Harrison Co., Painesville, Ohio.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ECHEVERIAS.

ECHEVARIAS. 2½-in., $4.00; 3-in., $5.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

FERNS.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

FREESIAS.

Freesias, California. Purity (Improved), ⅜-½-in., $5.00; ½-⅝-in., $8.50; ⅝-¾-in., $12.50 per 1000. Purity (Improved), Vaughan's Special Strain, ⅜-½-in., $6.00; ½-⅝-in., $10.00; ⅝-¾-in., $15.00 per 1000. Vaughan's Seed Store, Chicago and New York.

Freesias. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums. Fine 2-in. stock, ready for immediate shipment. Beauty Poitevine, Alph. Ricard, Abbie Schaffer, Miss F. Perkins, etc., $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. 75,000 at reduced price. Nutt, Castellane and others; extra strong plants, 4-in., 12½c; 3½-in., 9c; 3-in., 7½c; 2½-in., 4½c; 2¼-in., 3½c. L. J. ROWE, Titusville, Pa.

Geraniums, Nutt, pink and mixed, 4-in., good A-1 stock in bud and bloom, $14.00 per 100. Out of pots. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums. S. A. Nutt and Buchner, $15.00 per 1,000. Poitevine and Ricard, $17.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli bulbs. Ready for immediate shipment. Westerbeek & Klyn, 25 Beaver St., New York.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York City.

IVIES.

Hardy English Ivy. Large and small leaf; three plants to pot; good strong plants, $8.00 per 100. Glechoma, ground Ivy, extra strong, out of 3-in., $7.00 per 100. Lobelia, Blue Compacta, extra strong, $6 per 100. Golden Privet, yellow and green, $8 per 100. SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

Hardy English Ivy. Good strong 2-in. stock, $2.50 per 100; $22.50 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana. Average in 3 and 4 leaves, good strong plants out of 2¼-in. pots at $15.00 per 100. Prices on larger quantities on application. J. H. FIESSER, 711-741 Hamilton Ave., North Bergen, N. J.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laellio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PENNISETUM.

2,000 Pennisetum, fine plants, 2½-in. pots, $6.00 per 100. BUTZ BROS., New Castle, Pa.

PETUNIAS.

Petunias. Single, transplanted Howard Star, Balcony Queen, in rose, white and blue, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

ROSES.

ROSE STOCK.
Good 2½-in. plants.

	100	1000
Sunburst	$7.00	$60.00
Pink Killarney	6.00	50.00
White Killarney	6.00	50.00

GEORGE REINBERG,
162 N. Wabash Ave. Chicago.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants. You can quickly turn such surpluses into cash by advertising here.

BENCH ROSE PLANTS.
Ophelia, White Killarney, $6.00 per 100. 4,000 American Beauty. Very choice at $12.00 per 100; $100.00 per 1,000. No orders for less than 100 of a variety accepted.
BASSETT & WASHBURN,
178 North Wabash Ave. Chicago.

For Sale. 2,000 Hoosier Beauty Rose Plants. Well rested 2-yr.-old grafted stock. $10.00 per 100; $80.00 per 1,000. Also 200 2½-in. own-root plants at $8.00 per 1,000.
J. F. AMMANN CO.,
Edwardsville, Ill.

ROSES FROM 2½-INCH POTS.
Immediate shipment.

	100
700 Ophelia	$11.00
Pink Killarney and Sunburst	9.00

A. HENDERSON & CO.,
166 N. Wabash Ave. Chicago.

Rose plants. Milady, Sunburst, Ophelia, Killarney Brilliant and Champ Weiland, 2-in. pots, $70.00 per 1000. Ophelia, 3-in., $90.00 per 1000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses, own root, 3-in. For varieties and prices see advertisement on front cover page of this issue. A. N. Pierson, Inc., Cromwell, Conn.

Winter flowering roses. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

SALVIAS.

Salvia. 3-in., $8.00 per 100. Good, strong A-1 plants for any purpose you want. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

3,000 Salvias, asst., strong plants, 3½-in. $8.00 per 100. BUTZ BROS., New Castle, Pa.

SEEDS.

Seeds. High grade. We specialize in beans, carrot, lettuce, onion, parsnip, radish, saisify, spinach, named and mixed nasturtiums, and Grandiflora and Spencer Sweet Peas. Atascadero Seed Company, Atascadero, Calif.

Seeds. Flower for summer sowing. Cineraria, Calceolaria Hybrida, Gypsophila, Dracaena, Primula, Pansy. For prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Cineraria, Half Dwarf, finest mixed, re-selected and improved strain, trade packet $1.00; oz., $50.00. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seed. Michell new crop flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea, and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SNAPDRAGONS.

Snapdragon, Silver Pink, strong 2 and 2¼-in., in bud, $4.00 per 100. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

STOCK WANTED.

Wanted—Small Kentia Forsteriana from flats or bench. The City and Kentia Nurseries, Santa Barbara, Calif.

THUNBERGII.

Thunbergia, 2½-inch at 3c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

FOR SALE—VEGETABLE PLANTS.
Fine, stalky, well-hardened transplanted vegetable plants that will please you and yield large crops. Our plants are well packed for long shipments.

	Per 1,000
TOMATO—Earliana, Chalk's Jewel, John Baer, New Stone, Acme, Beauty and Globe	$6.00
CABBAGE—Copenhagen, Wakefield, Early Summer, Black Dutch, Hollander, Ballhead, Savoy and Rock Red	5.00
CAULIFLOWER—Improved New Snowball, Danish Giant Snowball and Dry Weather	7.00
EGGPLANT—New York Purple and Black Beauty	7.00

Cash with order, please.
FOX RIVER VALLEY GARDENS & GREENHOUSES,
4347 Greenwood Ave. Chicago, Ill.

Tomato Plants. 25,000 Ponderosa, Stone, Acme, Earliana, June Pink. Strong out-door grown, also hothouse transplanted, $2.50 per 1,000.
Celery, White Plume, strong transplanted, $2.50 per 1000.
ODOR GREENHOUSES,
Iola, Kansas.

Celery plants, Easy Blanching, now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $2.25 per 1,000; $6.00 per 3,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

CELERY PLANTS, $2.50 per 1000 here. Full grown trimmed celery ready soon, 25c and up per dozen. Orders solicited. EAGLE CELERY CO., Kalamazoo, Mich.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot, $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

Verbenas. Transplanted Red, Purple and White, $1 per 100. ODOR GREENHOUSES, Iola, Kansas.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulls guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Window boxes. Extra strong wooden window boxes. 24-in. long, 8-in. wide and 6-in. deep. $12.00 per dozen, f. o. b. Philadelphia. Jos. G. Neidenger Co., 1309-1311 N. 2nd St., Philadelphia, Pa.

Master Brand pulverized sheep manure; vine and plant manure. Quotations on any quantity upon application. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Spring stock of all kinds. For varieties and prices see display advertisement elsewhere in this issue. Alonzo J. Bryan, Washington, N. J.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

MISCELLANEOUS.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

1,000 letterheads and 1,000 envelopes, $6.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

Paper flower pots. For sizes and prices see display advertisement elsewhere in this issue. George H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.

THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Coan, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.

USE
WIZARD
BRAND
CONCENTRATED PULVERIZED
MANURE
Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

WE ARE SPECIALISTS IN
GREENHOUSE GLASS
Free From Bubbles—Uniform in Thickness.
PAINTS and PUTTY
Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.
It will pay you to get our estimates.
THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

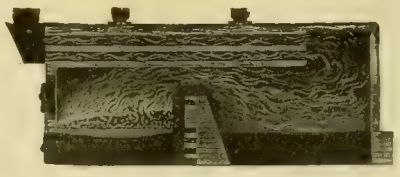
If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON



A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Aphine

The Insecticide that Kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade Publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers, One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. **PRICE, $1.75.**

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. **PRICE, $1.75.**

American Florist Co., 440 S. Dearborn St., Chicago

Clay's The World Power in the Soil

CLAY'S LONDON FERTILIZER
TRADE MARK
EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
Alfred Lozier Rosery 1066
Allen J K 1061
Alpha Floral Co 1065
American Bulb Co. I 1073
Amling E C Co 1057
Anderson S A 1065
Angermueller G H Co 1058
Aphine Mfg Co 1083
Astoria Florist 1064
Atascadero Seed Co. 1073
Avenue Floral Co .. 1066
Baer Julius 1065
Barnard W W Co 1073
Bassett & Washburn 1050
Baumer Aug 1067
Baur Window Glass Co IV
Bayersdorfer H & Co 1059
Begerow's 1064
Berger Bros 1068
Berning H G 1058
Bodger J & Sons Co 1071
Boland J B 1067
Bolgiano J & Son .. 1070
Bramley & Son 1067
Braslan Seed Growers Co 1068
Breitmeyer's J Sons 1064
Briggs Floral Co .. 1066
Broadway Florist .. 1065
Brown A J Seed Co. 1068
Brown Bag Filling Machine Co 1071
Bryan Alonzo J 1078
Buchbinder Bros ... 1084
Buckbee H W 1066
Budlong Co J A 1055
Burpee W A Co 1073
California Florists .. 1065
Central Floral Co .. 1067
Chicago Feed & Fertilizer Co 1084
Chicago Flower Growers Assn 1057
Chicago Retail Florists' Ass'n ... 1062
Clark E B Seed Co. 1070
Clarke's Sons O 1063
Clay & Son 1083
Coan J J 1061
Conard & Jones Co. 1074
Cooke Geo H 1067
Cowee W J 1083
Coy H C Seed Co ... 1070
Craig Robt Co 1075
Danker Fred A 1066
Dards Chas 1063
Dietsch A & Co IV
Dominion Floral Co 1064
Dorner F & Sons Co 1076
Drakos Co 1063
Dreer H A ..... III 1084
Duluth Floral Co .. 1066
Dunlop John H 1064
Dwelle-Kaiser Co .. 1082
Eble Charles 1063
Edwards Fold'g Box 1082
Elm City Nurs Co .. 1074
Erne & Co 1056
Excell Laboratories II
Eyres H G 1063
Fallon Florist 1063
Florist Specialty Co III
Foerster Co Joseph 1051
Foley Greenhouse Mfg Co III
Ford M C 1061
Ford William P 1061
Fox J M & Son Inc 1065
Frauenfelder C 1066
Freeman Mrs J B . 1065
Frey C H 1066
Frey & Frey 1066
Friedman 1067
Froment H E 1061
Futterman Bros 1060
Galvin Thos F 1065
Gasser J M Co 1064
General Bulb Co ... 1073
Giblin & Co 1083
Gnatt Ove Co The .. 1048
Godineau R & M ... 1070
Goldstein I 1061
Gorham Printery Inc III
Grakelow Chas H .. 1064
Grand Rapids Flo Co 1066
Grimm & Gorly 1067
Gude Bros 1063
Habermehl's Sons J J 1063
Hardesty & Co 1065
Hart George B 1061
Hart Henry 1064
Haven Seed Co The 1072
Heacock Jos Co 1077
Heinl John G & Son 1066
Henderson A & Co. I
Henderson Lewis ... 1061
Henry Co The John 1057
Henshaw Floral Co 1061
Hentz & Nash 1060
Herr Albert M 1076
Hess & Swoboda ... 1064
Hession 1065
Hews & Co A H. . III
Hill D Nursery Co 1074
Hollywood Gardens 1064
Holm & Olson 1064
Holton & Hunkel Co 1059
Hort Advertiser 1084
Hort Trade Journal 1083
Hurff Edgar F 1070
Hurst & Son 1070
Ickes-Braun Mill Co IV
Idlewild Greenhs ... 1067
Jahn Hugo 1064
Jones Percy 1052
Joy Floral Co 1063
Kahler Pottery Co ' III
Kasting W F Co ... I
Keller Pottery Co Geo III
Keller Sons J B 1065
Kelway & Son' 1070
Kennedy Andrew R 1076
Kennicott Bros Co. 1053
Kervan Co The 1061
Kessler Wm 1061
Kottmiller A. 1063
Kroeschell Bros Co 1083
Kruchten John 1057
Kuehn C A 1059
Kuhl Geo A 1077
Landreth Seed Co. 1070
Lang Flo & Nurs Co 1066
Lange A 1063
Levine & Co 1047
Liggit C U 1075
Littlefield Florist ... 1066
Lockland Lum Co. 1083
Long Island Flo Co 1064
Louise Flower Shop 1065
McCallum Co 1059
McGill R C & Co ... 1073
McHutchison & Co. 1071
Mackie William 1061
Malandre Bros 1066
Mangel 1067
Matthews the Flo'st 1065
Matthewson J E 1063
May & Co L L 1067
Meconi Paul 1061
Metaire Ridge Nurs 1066
Meyer John C Florist Works 1062
Michell Henry F Co 1075
Michigan Cut Flower Exchange 1057
Millang Joseph A ... 1060
Miller Floral Co ... 1066
Miller & Musser ... 1057
Moninger J C Co ... IV
Murray Samuel 1067
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co II
Nowell A 1066
N Y Cut Flower Ex 1061
N Y Floral Co .. 1067
Niemoth Theo III
Niessen Leo Co 1058
North Shore Flo Co 1066
Pajan Louis C 1063
Palmer W J & Son. 1065
Pappas D J 1065
Park Floral Co 1065
Peacock Dahlia F'm 1074
Peacock E R Co ... 1069
Pearson E W 1065
Pedrick G R & Son. 1070
Penn the Florist ... 1067
Peters & Reed Potty III
Philadelphia Wholesale Floral Ex... 1059
Philips Bros 1066
Pierce F O Co IV
Pierson F R Co ... I
Pierson A N (Inc). I
Pikes Peak Flo Co. 1066
Pillsbury I L III
Pieters-Wheeler Seed Co. 1068
Pittsb'rgh Cut Flo Co 1058
Podesta & Baldocchi 1067
Poehlmann Bros Co 1049
Pollworth C C Co .. 1056
Polykranas Geo J .. 1061
Potter Floral Co ... 1063
Pressing Seed Co W C 1068
Proto-Feed & Guano Co III
Pulverized Manure Co The 1082
Pyfer A T & Co 1056
Raedlein Basket Co 1062
Randall A L Co .. 1057
Randall's Flo Shop. 1 67
Randolph & McClements 1066
Rawlings Elmer ... 1074
Ready Reference ... 1079
Reed & Keller 1083
Regan Ptg House .. 1084
Reid Edw 1058
Reinberg Geo 1057
Reinberg Peter 1051 1077
Rice Bros 1059
Rice Jerome B Seed Co 1069
Riedel & Meyer 1061
Robinson J C Seed Co 1070
Rock Wm L Flo Co. 1066
Rodgers J W 1063
Rohnert Waldo ... 1070
Ronsley Florist 1063
Rosery Floral Co .. 1067
Routzahn Seed Co. 1070
Rusch G & Co 1059
Saake O C 1063
Salzer Seed Co 1067
Sceery Edw 1065
Schiller the Florist. 1065
Schillo A Lum Co.. IV
Schlatter W & Son. 1065 1084
Schmidt Chas L 1067
Shaffer Geo Co 1067
Sharp Partridge & Co 1084
Sheppard H W 1067
Sheridan Walter F. 1061
Siebrecht George C. 1061
Simon & Son I N ... 1070
Situations & Wants 1047
Skidelsky S & Co .. I
Smith A W & Co ... 1064
Smith & Co E D . 1076
Smith & Fetters Co 1066
Smith Henry 1066
Stecher Litho Co ... 1076
Storrs & Harrison .. 1076
Stumpp G E M. ... 1064
Taylor Edward J .. 1078
Thorburn J M & Co. 1071
Tonner O A & L A. 1052
Totty Chas H 1076
Traendly & Schenck 1061
Traveling Wholesale Florist 1060
Trepel Joseph 1065
United Cut Flo Co. 1061
Vanderschoot R A . 1073
Vaughan A L Co ... 1053
Vaughan's Seed Store .. I 1069 1075 1077 1078
Vick's Sons Jas 1071
Vincent R Jr & Sons Co I
Walker F Co 1063
Weber F H. 1066
Weiland & Risch .. 1057
Weir James 1063
Western Seed & Irrigation Co 1069
Wietor Bros 1052
Williams Mrs E A .. 1067
Winterson Co E F .. 1056
Wittbold G Co 1063 1078
Wolfskill Bros & Morris Goldenson 1063
Wonder Plant Irrigator Co 1056
Woodruff S D & Sons 1070
Yokohama Nurs Co 1073
Young A L & Co .. 1060
Young John & Co .. 1061
Zech & Mann. 1054 1057

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.
Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

Horticultural Advertiser

This is the British Trade Paper, being read weekly by all the horticultural trade: it is also taken by over 1,000 of the best continental houses. Annual subscriptions, to cover postage, $1.00.

As the H. A. is a purely **TRADE** medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A.,"
LOWDHAM, NOTTS, ENGLAND
Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S. La Salle St., Room 731, CHICAGO, ILL.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
—OUR SPECIALTY—
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
Carriage paid to any part of the United States.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

SPECIFY
Magic Brand Fertilizers
Pure Steamed Bone Meal
Magic Special Rose and Carnation Fertilizer
QUALITY SERVICE THE SOIL POWER MAGIC FERTILIZER ECONOMY PRODUCTION
Precipitate Bone Phosphate
Magic Blood and Bone
Pure Pulverized Sheep Manure
Nature's Own Fertilizer
Write for prices and our instructive Book containing Feeding Charts.
Chicago Feed & Fertilizer Co.
Manufacturers and Distributors
UNION STOCK YARDS, CHICAGO

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, JUNE 21, 1919.** **No. 1620**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company. Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23-25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR Doylestown, Pa., President; WM. GRAY, Bellevue Rd., Newport, R. I., Secretary. Next annual exhibition, New York, June 21-22, 1919.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—GEO. C. THOMAS, JR., Chestnut Hill, Pa., President; F. L. ATKINS, Rutherford, N. J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N. Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN PEONY SOCIETY.

Seventeenth Annual Meeting and Exhibition, Detroit, Mich., June 17-18.

Good Show Despite Adverse Conditions.

The seventeenth annual meeting and exhibition of the American Peony Society, which was held in the hall of the Board of Commerce, Lafeyette avenue and Wayne street, Detroit, Mich., June 17-18, was staged under the most adverse conditions, chief among which was the extremely warm weather during the past 10 days, not alone at the place of exhibition, but at the locations where the flowers were grown. Despite this severe handicap, the stock showed remarkably good form in most classes. Local growers, however, except in a few cases, were unable to make displays, owing to the fact that their blooms, affected by the high temperature, had advanced beyond the condition where the stock was available for exhibition purposes. One of the features of the show was the fine display of T. C. Thurlow's Sons, Inc., West Newbury, Mass., proprietors of the Cherry Hill Nurseries, consisting of more than 2,000 blooms, the car in which they were brought to the exhibition being iced, the stock placed in tubs of water. The expense connected with transporting this shipment, which arrived in perfect condition on the morning of June 16, was $300. George C. Thurlow and Winthrop Thurlow were on hand to see to its effective arrangement. Lee R. Bonnewitz, Van Wert, O., also accompanied his flowers, which were staged with the least possible delay, and their condition maintained well until the hour of judging, and even later. All in all, there were about 5,000 blooms on display and many exhibitors present expressed the opinion that the quality was the best seen at the shows of the society during the past three years.

This year no admission fee was charged, and the special effort of the Detroit Florists' Club, through newspaper publicity and other means, resulted in the public attending the show in great numbers, and much interest was manifested as indicated by the number of persons who made notes of the winning varieties and others that met their favor, while the amateur growers, who were well represented, as well as those interested from a commercial standpoint, seemed to realize the increasing importance of this flower.

T. C. Thurlow's Sons included in their extensive display some well grown plants in bloom of mountain laurel, which were very attractive and a distinct feature of the general exhibition.

The Business Session.

At the business session, presided over by Past-President B. H. Farr, which was held on the evening of June 16, the following officers were elected for the ensuing year: Lee R. Bonnewitz, Van Wert, O., president; A. H. Fewkes, Newton Highlands, Mass., vice-president; Professor A. P. Saunders, Clinton, N. Y., secretary; A. H. Scott, Oak Lane, Pa., treasurer. B. H. Farr was chosen director to succeed himself, and T. A. Havemeyer was elected to fill the unexpired term of Lee R. Bonnewitz. The report of Treasurer Scott showed the society's finances to be in good condition with $1,243.10 cash on hand and $500 invested in Liberty bonds. President Boyd's address was read and well received. G. K. Schultz and Retiring-president Boyd were elected auditors and the report of the judges was read and adopted. It was decided to hold the next annual meeting at Reading, Pa.

A banquet tendered to the visitors on Tuesday evening, previous to the business session, was a most enjoyable occasion.

The Awards.

OPEN CLASSES, CUT BLOOMS.

Collection not more than 100 named varieties, one bloom each—T. C. Thurlow's Sons, West Newbury, Mass., American Peony Society's gold medal; Lee R. Bonnewitz, Van Wert, O., 2nd; B. H. Farr, Wyomissing, Pa., 3rd.

Vase or basket of peonies, not less than 100 blooms, arranged for effect—T. C. Thurlow's Sons, 1st; Bemb Floral Co., Detroit, Mich., 2nd.

Collection of 25 varieties, double, three blooms each—T. C. Thurlow's Sons, 1st; B. H. Farr, 2nd.

Collection of single varieties, one bloom each—T. C. Thurlow's Sons, 1st.

Twenty-five blooms, white or cream, double, one variety—T. C. Thurlow's Sons, 1st; B. H. Farr, 2nd.

Twenty-five blooms, light pink, or pink and cream, double, one variety—B. H. Farr, 1st; T. C. Thurlow's Sons, 2nd.

Twenty-five blooms, dark pink, double, one variety—Miss Blacklock, Meadowvale, Ont., 1st; T. C. Thurlow's Sons, 2nd.

Twenty-five blooms, red or crimson, double, one variety—B. H. Farr, 1st; Miss Blacklock, 2nd.

Six specimen blooms, double, any variety—A. P. Saunders, Clinton, N. Y., 1st; T. C. Thurlow's Sons, 2nd.

One specimen bloom, double, any variety—A. P. Saunders, 1st; Lee R. Bonnewitz, 2nd.

Collection of new varieties, double, introduced since 1900, one bloom of each—A. P. Saunders, 1st.

Specimen bloom, new seedling of American origin, not yet in commerce—A. P. Saunders for Grace McLean.

New seedlings—A. P. Saunders, first class certificate for Grace Loomis; B. H. Farr, honorable mention for seedling No. 6.

Most artistic arrangement of not more than 25 peonies in vase, bowl, or basket—Bemb Floral Co., 2nd.

Best vases American varieties, three blooms each—A. P. Saunders, first, for Milton Hill, Walter Faxon, Grandiflora, Longfellow, Martha Bullock; D. W. Rupp, St. Paul, Minn., second; for Martha Bullock.

ADVANCED AMATEURS, CUT BLOOMS.

Collection of not more than 100 named varieties, double, one bloom of each—L. R. Bonnewitz, 2nd.

Collection of not more than 50 named varieties, double, one bloom of each—A. P. Saunders, 1st.

Collection of 10 named varieties, double, three blooms of each—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Vase of 15 blooms, double, one variety—Will McClellan, Saginaw, Mich., 1st; Jacob Baumann, Birmingham, Mich., 2nd.

Collection of Japanese varieties, not more than three blooms of each variety—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd; Herman Schmidt, Detroit, Mich., 3rd.

Collection of white varieties, double, one bloom of each—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Collection of light pink, or pink and cream varieties, double, one bloom of each—L. R. Bonnewitz, 1st; A. P. Saunders, 2nd.

Collection of dark pink varieties, double, one bloom of each—L. R. Bonnewitz, 1st.

Collection of dark red or crimson varieties, double, one bloom of each—L. R. Bonnewitz, 1st.

NOVICE AMATEURS, CUT BLOOMS.

Vase of three blooms, white, double, any variety—Harry Eckenberry, Van Wert, O., 1st; L. R. Bonnewitz, 2nd; Joseph A. Schulte, Detroit, Mich, 3rd.

Vase of three blooms, light pink, or pink and cream, double, any variety—Alice Bonnewitz, Van Wert, O., 1st.

Vase of three blooms, dark pink, double, any variety—Harry Eckenberry, 1st.

Vase of three blooms, red or crimson, double, any variety—Alice Bonnewitz, 1st.

SPECIAL CLASSES.

For the best four white peonies grown in the city of Detroit—Joseph A. Schulte, 1st.

For the best four white peonies grown in the state of Michigan outside of Detroit—Will McClellan, 1st.

James Boyd, Haverford, Pa.
President American Peony Society.

For the best four pink peonies grown in Detroit—Joseph A. Schulte, 1st.

For the best four pink peonies grown in the state, outside of Detroit—Will McClellan, 1st.

PRIVATE GARDENS ONLY.

Best collection of 25 blooms, not less than five varieties—A. P. Saunders, 1st; Will McClellan, 2nd; Mrs. Lenora Kudner, Lapeer, Mich., 3rd.

THE JUDGES.

A. H. Fewkes, Newton Highlands, Mass.
E. B. George, Painesville, O.
W. A. Peterson, Chicago.

Visitors.

The following were among those in attendance:

Jacob Baumann, Birmingham, Mich.
Miss Alice Bonnewitz, Van Wert, O.
Mrs. Lee R. Bonnewitz, Van Wert, O.
Lee R. Bonnewitz, Van Wert, O.
F. C. W. Brown, Cleveland, O.
E. M. Buechly, Greenville, O.
T. D. Dockray, Toronto, Ont.
Reuben Emslie, Cleveland, O.
B. H. Farr, Wyomissing, Pa.
A. H. Fewkes, Newton Highlands.
E. B. George, Painesville, O.
C. W. Hubbard, Chicago.
Herman P. Knoble, Cleveland, O.
Harry F. Little, Goodland, Ind.
James Morton, Chicago.
W. A. Peterson, Chicago.
Prof. A. P. Sanders, Clinton, N. Y.
W. E. Saunders, London, Ont.
Geo. C. Thurlow, W. Newbury, Mass.
W. Thurlow, W. Newbury, Mass.
M. A. Vinson, Cleveland, O.
Chas. F. Wassenberg, Van Wert, O.
Mrs. Wassenberg, Van Wert, O.
D. E. Weager, Coldwater, Mich.
W. D. Williams, Van Wert, O.

"Brown Patches" on Lawns.

Objectionable "brown patches" appear on fine lawns, greenswards, and the putting greens of golf courses usually during the hot, moist weather of summer, the disease being most noticeable when the weather is hot and muggy, and on ground which is kept too moist by insufficient drainage or heavy sprinkling. The brown spots, caused by a fungus, are at first more or less circular and grow in centrifugal fashion, becoming a foot or more in diameter.

Prevention is the practical way of decreasing the damage wrought by this turf disease, according to the United States department of agriculture. Preventive measures consist in providing thorough drainage, both of the surface and subsoil. Watering should be done in the morning, in the case of golf courses, the purpose being to have the courses as dry as practicable during the night. The growing of turf plants immune or highly resistant to the disease—Bermuda grass in the south and blue grass and white clover in the north—is the ideal method of prevention, but the last two are not the most desirable for putting greens or for lawns of superior quality. The fescues and the bents, the peers of all fine turf grasses, are markedly susceptible to the "brown patch" disease. Persistent spraying with Bordeaux mixture, in amount just sufficient to moisten the leaves and crowns of the grass, without thoroughly wetting the ground will check the damage but frequent applications are necessary. The difficulty attending the use of Bordeaux or any similar fungicide is that as soon as it has been removed from the plants by rain or by continued mowing, the fungus breaks out in new places, undeterred by the fungicide which is on the surface of the soil or on the older stems and leaves. As a rule, mixed grasses on putting greens or lawns are less injured than individual settings of pure-bred varieties. However, mixtures will never result in the fine turf which comes from setting such grasses as velvet bent, carpet bent, or red fescue. Incidentally the high susceptibility of mouse-ear chickweed, or "creeping Charlie" is a special reason for eradicating all patches of these plants from putting greens or high-quality lawns.

The common lawn plants seem susceptible to the brown patch disease in about this order: Mouse-ear chickweed, red fescue, red top, velvet bent, carpet bent, rough-stalked meadow grass, speedwell and yarrow. Frequently, especially in the case of mouse-ear chickweed and speedwell, the disease does not spread beyond the boundaries of the plant attacked, but in other cases several species of plants may be involved in the same spot.

SYRACUSE, N. Y.—William J. Quinlan, well known florist of this city and brother of the late P. R. Quinlan, died at a local hospital, June 7, following an operation for appendicitis, from which he failed to rally. He was 63 years of age.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Making the Most of Summer.

The dull season of the year is approaching. It will soon, with its "nothing doing" increasingly long intervals, take possession, and, if let alone, run things with all possible lassitude. The man who is on the job, however, who has planned for a record-breaking business for the year, who is determined to make the most or the summer months, has no time for "Mr Dull Season;" the flies, dust and cobwebs find no secure landing place in his shop, and the "nothing doing" periods are so few and far between as to be scarcely noticeable.

As long as enthusiasm for the business lasts, there will be work planned out ahead that will tax the facilities of the establishment and bridge over the dull season nicely. Ideas are constantly being created in the active mind, the result of previous successes, that appear to follow one another logically, and nearly always prove to be a step forward. During the so-called busy season, the working force have their daily routine more or less varied, according to the demand, but each has his or her work to do to the best of their ability.

When this period has past, and the business narrows down to the mortuary and other light summer demands, the energy of the store force is to be turned into other, and what might be called preparatory channels, working up stock for the coming season, according to a well-planned schedule, that utilizes and turns to good account the full value of the workers in making up all kinds of imperishable material, such as oak and magnolia foliage wreaths, Japanese chenille wreaths and crosses, statice and ruscus wreaths, etc.

All work of such a character created at this season, is time saved, or turned to good account, and as time is money, it can be said to be truly earned, for every $100 worth that goes into stock is just like so much money added to the bank account. When the active demand rolls round again, the stock is found prepared, ready, salable, and the effort necessary to produce it, is then free to engage in other equally important lines that require immediate attention. When the inventory is taken, which, by the way, is one of the most important matters of stockkeeping, and should be finished in detail showing every item of stock contained in the building, from the basement to the roof, on or before July 1, there will be found much that is unsalable and so shopworn as to be totally unfit for a place on the shelves. While some of the articles have been carried over, year after year, in the hope that they would come in some time, they are for the most part junk and should be thrown out. Anything that can be salvaged, should be set to one side, and the time given to its repair and putting in a useful or salable condition, is well worth while. All kinds of decorative material, such as plant stands, pot covers, or floor vases, that have seen another year's service will be the better for a nail here and there and a coat of paint; a dark olive or plant green is best, as all such material should be as inconspicuous as possible.

WEDDING PRESENTS IN FLOWERS AND PLANTS.

Japanese Bamboo Vase of Snapdragon, Iris and Calendulas—See Issue of May 31, Page 942.

A great help to the wicker pot cover with the wooden bottom, is a coil or band of stout rattan, nailed to the base close up to the wicker edge. This guard acts as a buffer when the covers with plants in them, come down hard on the floor at an angle, which often splits the bottom. A ring of rattan outside and in, will make a very good repair for such a break.

In nine shops out of 10 the painting of the interior woodwork is done by the handyman of the store, who gets to be quite an adept, and puts up a very good job. This finish, unless necessity demands it, is best left for the early autumn so as to be bright and fresh when the season opens.

It is well to keep in touch with customers during the summer season, with an occasional circular letter, offering a good stock of seasonable flowers, and reminding them that the store is ready with its best service, their orders by mail receiving the same attention as when personally selected.

Every store should have a list of anniversary events, particularaly those for which they have had business, and see that none of this work gets away from them. Scarcely a day passes that celebrations of this character are not recorded or featured in the newspapers. To have a number of such affairs coming along during the summer months, will add not a little to the business and help to keep things moving.

Do not neglect the window. Somebody is always passing. Several cibotiums will make a fine setting for a centerpiece. It may be a large vase or vase basket of outdoor flowers, or a handsome large magnolia or oak leaf wreath, trimmed with sago leaves, all or partially gilded. Such wreaths are very attractive as show pieces. Pond lilies and lotus flowers are good for a change. The main point is always to have something that is worth while stopping to look at, and which keeps the store in mind.

Next Week in the Flower Shop.

The hot summer days are here when the sudden bursts of heat are distressing, particularly to customers who have been shopping around town. There should be a chair or two handy for such to rest themselves and a fan, together with a glass of cold water. Such attentions are appreciated.

The gladioli America and Mrs. Francis King, are now in fine form, particularly the indoor stock. America with larkspur, which is also plentiful, make very decorative vases for window or store display. Dorothy Perkins, American Pillar and other rambler roses can also be used effect-

lvely. Hydrangea aborescens is fine for all kinds of design work as is Lilium candidum.

Weddings and commencements are still a factor and make good business while there are such quantities of flowers. Keep a stock of made up small vase baskets at hand, displayed in the window and on tables or counter. They are sure to attract attention and are just the thing for those who do not know exactly what they want.

Be particular about the appearance of the store. There should be nothing in sight, that is not salable. Change the interior frequently; customers will notice and comment on it. They like to see a clean and tidy shop. Odd color combinations of bright flowers massed in a vase basket from which they can be sold will be effective. A few studied examples of this character will be sure to be called artistic.

Use the seasonable outside flowers in funeral work. Beautiful sprays may be made with such stock, if artistically put together. When an idea is obtained as to the price, then the florist should advise a cluster, wreath or basket, which as he describes it, is quite sure to be satisfactory. It is the art as much, or more than the flowers, that brings the money. The variegated leaves of the funkia or the golden privet can be used very effectively with outside flowers.

Water lilies and the lotus have a very summery appearance. Floating in large bowls of water, they are in a class by themselves. The lotus should be placed in vases that will hold them erect. They are both very showy. The large white water lilies can be used effectively in early morning funeral pieces, as they will not close up until late in the day.

Oak leaf branches can also be used with good effect, standing in vases of water and fibre jars, covered with cedar bark, make good receptacles. Young well shaped trees, cut off and stood in water, will keep fresh for quite awhile. Where the store room or show windows are large, such material gives a cool and seasonable appearance, its use conserving that of more costly plants and flowers.

Color effects in the store room or window that is well lighted, are wonderfully effective. Yellow and white, blue and white or shades of yellow, make a good background.

Lattice work for certain walls, or for movable screens, painted a medium to light shades of blue, with pedestals or vases the same color, are especially fitted to hold, or as a background, for pink flowers. Pink water lilies are greatly enhanced if floating in a shallow blue bowl.

Bring out the picture frame and let your painting consist of a blue shallow bowl of water, on which are floating pink and white water lilies. A pink or blue velvet cloth, a lighter shade than the bowl, should be used as a setting and also for a background. Such a picture is, for the day, a rose arranged in a black or rose to take its place at night.

A little conceit is the miniature fruit bouquet to be made of cherries, strawberries, blackberries and the like. With a pretty lace paper, it looks finished and very tempting.

The national campaign publicity committee are crying help! help! Stop, look, and listen. Help them with a ten dollar bill, and at the same time take a great stride forward in your business. There will be many more flowers the coming season, and it is up to all branches of the trade to help make a market for them. If each man will do his part, it will give the business a great impetus. Do yours, and do it now.

THE ROSE.

Care of the Young Stock.

Easter has come and gone, and from all accounts, the receipts were of the record-breaking order. So we can pick up the work at the loose ends and

Robert Pyle, West Grove, Pa.
President of American Rose Society.

get busy straightening up again. Now is the time to get the young stock planted. Make up your mind if you have not already done so, what you are going to throw out, and get the beds emptied, refilled and planted, just as quickly as the work can be handled properly. Now is the time to get the extra help, and get enough so that the emptying and refilling can go straight through without a hitch. By getting sufficient force, the regular help can keep right along with the planting by getting several beds in readiness before starting to plant. There is some difference of opinion as to the proper amount of soil required on raised benches for best results. We have always found that six inches of soil, leveled off before packing, will settle down to about four inches along toward fall, which allows for mulching without having the mulch washed off when using the hose. Of course, when levelling off the soil on the raised benches, the earth should be pulled against the sides of the bench and pressed quite firmly, otherwise it will settle too much. Then when leveled off it is a good plan to press the soil down by walking on it. It may take longer to plant in soil packed in this way, but the rose plants must have a good firm soil to work in, in order to make roots rapidly.

When ready to lay off the rows, take a strip 1x2 inches and one foot wider than the bed. Let about six inches extend on either side of the bed; drive a nail through the strip the two inch way for a guide, then drive a nail for each row using a 20-penny nail for each row and drive them just far enough through so as to make a distinct mark on the soil. With a man on each side of the bed, holding the strip straight across and keeping the outside guide nail always against the bench facing, the rows for the whole bed can be laid off almost as fast as the men can walk, and they will be absolutely the same distance apart. The solid borders can, of course, be laid off in the same manner. For spacing the plants in the row, about 14 inches will be sufficient for the average indoor roses such as Ophelia, Shawyer, Sunburst, Double White Killarney, Ward, etc., but for American Beauty most growers prefer from 16 to 18 inches; also Mrs. Russell will require more room.

Grafted stock can be planted quite deeply, placing the union so it will be covered at least an inch after the beds are leveled. Own root stock should be planted just deep enough so the ball will be covered nicely after leveling. Also, when cultivating, the ball will not be disturbed or at any time exposed by watering, etc. Grafted stock will require staking immediately after planting, for the raffia ties must be removed entirely when planted and to avoid breaking the stake at once.

Do not plant in wet or sticky soil. It should be slightly moist for quick working, and for best results, following planting. Stock planted in wet soil seldom makes the desired growth as the earth never gets into the ideal condition afterwards. It will be advisable to trim off the top of the soil from the ball if there is any green scum on same, as the beds will green over quick enough without propagating it. Leave a slight depression around each plant for individual watering, and pack the soil firmly around each plant. This can be done with a tapering stick made of a piece of 2x3 scantling, eight or ten inches long, with a handle shaped at one end. Water in the depressions for several weeks after planting, but keep the surface soil moist also, but not wet. After weeding twice, the soil can be leveled for the last time, and the water applied to the whole bed. This can be done usually in about three to four weeks after planting.

The plants to be carried over should not be neglected. They should now be mulched and syringed regularly, kept tied and in a growing condition, and made to work right up to within a week or two of the time for pruning. If this is done, a good bit of money will be taken from these right along, and the plants will be much stronger and show much better wood for pruning later on, consequently more and better flowers next fall and winter.

Another very important thing to remember is to not let the young stock get starved in the pots. If they need shifting, where for some reason they can not be planted for two or three weeks, shift them by all means, and keep them jumping along. And spray, spray, spray. Do not give them a big handicap by allowing the red spider to infest them before planting. Last, but not least, do not be in any great rush to cut out the firing. Keep the steam or hot water circulating just as long as there is any danger of condensation forming on the foliage. This usually occurs between 3 a. m. and sunrise when the fire has been looked at at midnight, perhaps, and left to run the rest of the night without attention. Do not do it, for it is false economy.

NEW ROSE PILGRIM.
Raised by Montgomery Bros., Amherst, Mass.

Rose Mrs. Charles Russell.

One of the best of the summer forcing roses is the Russell, always of good size and color. When the intense heat dwarfs the flowers and pales the color of the other varieties, Russell comes up smiling, with a continuous service of buds and blossoms, all through the fall and on up almost to Christmas. Then, those who have studied this variety, find it needs a rest. After the first week in December, the beds are dried off, the wood gradually ripened, and the house held cold until middle of February, then cut back and started up with increasing temperature up to 60 degrees. Under these conditions, the growth after the long rest is wonderfully strong and vigorous, with every shoot setting a bud. Such were conditions in a house of Russell seen at the establishment of Alfred Burton, Chestnut Hill, Pa. There are several other houses of Russell, some kept going almost continuously, but with a rest of a month or two at some period of the year. Those started in February, come into full bloom just after Easter with a wonderful crop of superb buds that averaged four high grade flowers to the plant. In addition to the first crop, there were quantities of strong shoots coming up from the bottom. These, when from 24 to 30 inches in height, were snapped off about six inches from the top. The wood then ripened up and produced two good breaks, each of which carried a high grade flower on a 24 to 30-inch stem.

A house in which roses had been propagated since the first of the year, was then being planted with year-old Russell plants from three-inch pots. These will be ready to cut from in early August and give a fine crop up until Christmas when they will be potted up and held for spring sales. The house will then be ready for propagating.

Robert Scott & Son, Sharon Hill, Pa., grew a range filled with Russell which was handled in much the same way. They managed, however, to make Easter and marketed a crop of 10,000 very fine flowers in the one week. A light pink sport of Russell is a novelty here. There are a number of plants which look very promising. This extensive place is now in full running order, a large range having recently been planted with Opbelia. The cuttings for these plants were about six inches in length. They rooted easily, and on being planted out in the house on ground beds, have made a vigorous start.

A table of seedling roses, 150 feet in length, all the result of careful crosses, is an interesting study. A number of these produce very good looking flowers, but those good enough to associate with the leaders of today are very scarce. A house is planted to a new blush that looks to be in the running, the flowers of which will be offered to the trade, and if accepted, will be sent out next year.

K.

How to Cut Roses.

There is a right and a wrong way to cut roses. The choice of the latter may seriously injure the blossom-producing properties of the plants, it is pointed out by specialists of the United States department of agriculture. This applies particularly, of course, to rose plants chosen and grown especially for cut-flower production. Such roses will be largely of the perpetual blooming sorts.

When a rose is cut from such plants —tea roses or other perpetual bloomers—only two or three eyes of the current season's growth of that branch should be left on the plant. This should give the roses very long stems. Succeeding blossoms should be cut close to the ground. It will seem like destroying the bush to take so much off it, but if the object is the production of roses, the cutting away of the surplus wood will attain the desired end.

If the spring pruning has not been sufficiently severe the plant is likely to have long, naked stalks and short stems to the flowers. With this character of growth only one or two strong leaf buds should be left on the branch when the flower is cut, so as to stimulate as much growth as possible from the base of the plant.

The greatest temptation to leave wood is where there are two or more buds on one branch, some being small when the terminal one is open. This temptation to follow a bad practice can be avoided by pinching off all side shoots after a bud has formed on the end of a branch. This prevents the formation of two or more buds on one stalk. This summer pruning will encourage additional blooms on varieties which bloom more than once a year.

Rose Midge Control.

The rose midge, which annually destroys thousands of dollars worth of roses, can be eliminated from greenhouses by simply applying tobacco dust to the soil in which they are grown, say entomologists of the United States department of agriculture. Experiments have been made in commercial greenhouses to find a way to reduce the enormous losses caused by this serious insect pest. It is found helpful to supplement the tobacco-dust treatment with a nightly fumigation of the greenhouse with tobacco in some form. Tobacco stems, nicotine papers, or one of the volatile nicotine preparations may be used. Where there are earth walks, it is advisable to spray them with a five per cent or 10 per cent kerosene emulsion. The tobacco dust serves two purposes. When applied at the proper season, it prevents the larvae of the rose midge from entering the soil to hibernate, and it also fertilizes the soil. The record of the experiments and results in controlling this greenhouse pest has been published in Bulletin 778 of the United States department of agriculture.

Rose Pilgrim.

The accompanying illustrations give a good idea of the new pink rose seedling of the Montgomery Brothers Co., Amherst, Mass. It has been christened Pilgrim. In color and form, it somewhat resembles Lady Alice Stanley, being of a beautiful soft shade of pink, but has a wonderful brightness or sheen that gives it a life not seen in many roses. Those who have seen it growing, say it shows great vigor and wealth of bloom which is carried out as shown in the photograph. It was one of the features of the exhibition of

the recent rose meeting of the Florists' Club of Philadelphia, where it was much admired.

A Blush Rose Seedling.

The accompanying illustration is of a seedling rose raised by Robert Scott & Son, Sharon Hill, Pa., and exhibited at the April meeting of the Florists' Club of Philadelphia. In color, it is much the same as the popular outdoor variety, Malmaison, white with blush center. It is as large as Russell and a trifle more double, with buds borne on stout, straight stems of good length, and clothed with large leathery, dark green foliage well up to the bud. It looks like a candidate for first division honors.

PLANT NOTES.

Dracaena Indivisa.

The seedlings of Dracæna indivisa should now be taken from the flats and potted in small pots and placed in a good moist location that they may make a good growth before the fall. A palm or fern house or one with a similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat, where the eyes will open and young plants quickly form.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch or 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long drawn plant grown in the shade, with the leaves far apart, is not the typical plant for the holidays and does not meet with approval.

Nephrolepis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house should stand at about 80 degrees with a little ventilation, which should be closed down before the sun leaves the houses. The plants can be set 6 inches apart and the soil should be two parts loam, one part leaf mould, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be placed in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench if the place they occupy is not wanted at once. The runners will immediately break into small plants which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well as the old Boston, and better plants can be obtained by potting along into larger pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these by washing or spraying with aphine or a weak nicotine solution.

Freesias.

A crop of freesias, or a few plants in pots in bloom, at Christmas is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large, strong bulbs and by careful inspection many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants, and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to 10 large bulbs in a 6-inch pot will give the best results. The pots should be well watered and placed in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs and keeping the earliest separate, an early strain can be assured.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old-time favorite, and well-grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hardwooded plant. Any florist carrying a line of assorted stock should include a few of these in the variety which he cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little

NEW ROSE PILGRIM.
Raised by Montgomery Bros., Amherst, Mass.

shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well. These flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

CHRYSANTHEMUMS

Benching Plants for Cut Flowers.

Early attention should now be given to the work of planting the chrysanthemum plants intended for commercial cut flower purposes into their permanent quarters in the benches. It is already getting late for the early flowering as well as the earliest of the mid-season varieties. These two sections are the ones that ought, therefore, to receive first attention. To be sure of having the early varieties mature their flowers in their proper season, it is necessary to plant as well as propagate early, and any plants benched after the middle of June, are working under a big handicap so far as producing fine full flowers in their season is concerned. This same rule applies to the earliest of the mid-season varieties, which should all be in their permanent quarters by June 20, followed up closely, first with the medium late, and then with the very late varieties, so that by July 15, there will be very few, if any, of the varieties left to be planted. This rule applies to the long stem, solid, high grade commercial flowers. Quite a number of growers, who have their market near at hand, or can dispose of the blooms in a retail way, grow large numbers of average size flowers, one flower to a plant, on short stems from very late propagated stock, but only a few of the very double, quick growing varieties adapt themselves to this method of culture. They are taken from the sand as rooted cuttings during June, potted into 2½-inch pots and planted in the benches the latter part of July. Select for this purpose the incurved commercial varieties that are sure to come double from any bud. The varieties Tiger, White Chieftain, Early Frost, Alice Day, Whittier, and December Queen are especially suited for growing in this way.

CARE OF PLANTS BEFORE PLANTING.

There should be no let up in the care of the young plants standing in pots because their planting season is near at hand. They should receive just as close attention as at any other time. Some of them, as the wood becomes a little hard, will commence to throw out side shoots. Keep these picked off before they develop large enough to sap the strength from the main stem. Another important detail is to keep a close check on any weeds growing up in the pots to smother the lower foliage of the plants. Careful watering is also very necessary; the plants should be watered as they are in need of it, but avoid allowing them to become either the extreme of wet or dry. When held too wet, the plants stretch out with a thin growth, and when very dry they quickly become covered with red spider. Clean off any spotted or yellow leaves at the base of the plants before planting, and do not fail to spray regularly to keep the plants free from aphis. The leaf tyer is proving to be very troublesome to some chrysanthemum growers, chewing up the foliage growths badly. Unless the plants are badly infested, hand picking, with the assistance of the regular nicotine sprayings, will keep them in check, but if they get too bad, spraying with a solution of arsenate of lead will have to be resorted to.

SCOTT'S BLUSH SEEDLING ROSE.

USE BEST SOIL IN BENCHES.

In these days, when insects and disease seem to be attacking the chrysanthemum plants as never before, it is a poor policy to plant them in old worn-out soil that has served its purpose for some other kind of plants. We read occasionally of a grower here and there having good success in growing his chrysanthemums in beds where the soil has not been changed for three or four years, but on the other hand there are equally as many or more failures, and one of the surest means of keeping any insects under control is to clean out all soil and rubbish from the houses each year and start with everything fresh and clean. Then the grower has not taken any chances, and any trouble that comes afterward cannot be traced to careless preparation. There is no better compost for chrysanthemums than that advised so many times through these columns, which is one-fourth well-rotted manure to three fourths well-rotted loamy, sod soil. To this can be worked in a light dressing of bonemeal and limestone screenings after the soil is in the benches, just before planting. The depth of soil to use in the benches is governed to a great extent according to the time of planting, the early planted stock needing a greater depth than the later planted and I find for June and July planting, the best results are obtained when the five-inch benches are filled evenly full and pressed down to about four inches for planting. Then, if later on the plants need more, it can be applied as a mulch. Be sure to plant firmly, keeping the rows as straight as possible to enable the plants to be properly staked. Another very important matter is to be sure there is plenty of head room for each plant's growth in the space where it is planted. After planting, be particularly careful in the watering and syringing so that the plants will take hold of the new soil quickly.

C. W. JOHNSON.

THE S. A. F.

Trade Exhibition at Detroit.

Floor plans of the trade exhibition in connection with the coming convention were mailed, June 6, with the result that the secretary's office on the Monday following was deluged with telegrams and letters making reservation of spaces. Already 20 per cent of the available floor space has been engaged. Among the exhibitors will be: American Bulb Co., Chicago; American Greenhouse Mfg. Co., Pana, Ill.; H. Bayersdorfer & Co., Philadelphia, Pa.; Burlington Willow Ware Shops, Burlington, Ia.; Duro Paper Products Co., Chicago.; John A. Evans Co., Richmond, Ind.; Foley Greenhouse Manufacturing Co., Chicago; Ove Gnatt Co., LaPorte, Ind.; Hammond's Paint & Slug Shot Works, Beacon, N. Y.; A. Henderson & Co., Chicago; Jackson & Perkins Co., Newark, N. Y.; Kanawha Mfg. Co., Chicago; Kroeschell Bros. Co., Cnicago; The McCallum Co., Pittsburgh, Pa.; Jos. G. Neidinger Co., Philadelphia, Pa.; S. S. Pennock Co., Philadelphia, Pa.; Pittsburgh Cut Flower Co., Pittsburgh, Pa.; Poehlmann Bros. Co., Chicago; Raedlein Basket Co., Chicago; A. L. Randall Co., Chicago; M. Rice Co., Philadelphia, Pa.; Schloss Bros. Co., New York; Vaughan's Seed Store, Chicago and New York.

If anyone interested has not received a copy of the floor plan, same may be procured upon application to

National Publicity for Flowers.

That the work of our publicity committee is appreciated by the trade generally is well known, but it is cheering indeed to receive an endorsement such as the following, from Samuel Murray of Kansas City, Mo.: "President Ammann is right; we are all prosperous, and it is largely due to publicity. Any man engaged in the florist business ought to contribute his share to the fund. Through proper publicity, we certainly have a great future. Please accept my cheque for $100 additional, assuring you of my appreciation of your efficient efforts for horticulture."

The success of our campaign is believed to be phenomenal. It is not only within the observation of florists, it is talked of in many other lines of industry. Our slogan, "Say it with Flowers," is said to have a "punch" that is to be envied—just the right thing, not mandatory, but so strongly suggestive. Are we taking full advantage of it? There's the rub. We know that we are not, for the reason that too many florists are not sufficiently wide awake to lend a helping hand in spreading it. Our committees, officers and many of our enthusiastic members have "worked like beavers," for a year and a half, incessantly, in an effort to make all florists see the wisdom and far-reaching effect of our publicity campaign, but there are some "logs" on which the teeth as yet have failed to leave a mark. While it is felt that this labor has not been lost, it is fervently hoped that response will materialize very quickly now. How much nicer it would be were those whom we are obliged to designate "nonsubscribers" would voluntarily send in the subscriptions we know they are prompted to make, rather than wait until a personal representative should call upon them.

To be obliged to cease effort simply for the reason that the requisite funds were not forthcoming would mean nothing less than disaster. Our regular and persistent reminder to a forgetful public has worked wonders for the florists' trade. We must keep the work going and you, Mr. Nonsubscriber, surely will not refuse to share in the expense. Think of Mr. Murray's generosity and farsightedness. Think of the many liberal-minded and level-headed business men whose names and generous contributions appear in our subscription list, which has been, and will again in a few days be sent broadcast among the trade, and decide whether you cannot follow their lead. If you want to be stingy, let your stinginess show in some other direction. Do not refuse to put your mite into the palm of the hand which is helping your business so much—your business just as much as that of anyone else. Cheer up! Have a thought to the morrow! But today send in your contribution, and keep the publicity ball a-rolling.

The following subscriptions have been received, and are in addition to those previously announced, annually for four years, unless otherwise stated:

McCrum Co., Lexington, Va. (1 yr.)..	$ 10.00
Chas. E. Smith, York, Pa.....	5.00
Webster Grhs. ,Centralia, Ill. (1 yr.)	10.00
H. L. Thompson, New Brighton (1 yr.)	15.00
Phil Ryan, Brookfield, Mo.	1.00
Doswell Floral Co., Ft. Wayne, Ind...	5.00
N. H. Gano, Martinsville, Ind. (1 yr.)	5.00
Wm. C. Mansfield, New York (1 yr.)	10.00
Wm. Voorneveld, Nantucket, Mass.....	1.00
O'Quinn Co., Raleigh, N. C. (3 yr.)..	50.00
Wm. H. Stone, Blue Point, N. Y.....	5.00
Geo. M. Conklin, Allegan, Mich.....	5.00
C. K. Hoffmeyer, Pittsburgh (addl.).	5.00
Schmaus Bros., Paducah, Ky. (1 yr)..	10.00
B. C. Blake, Springfield, O.....	3.00
Morse & Beale, Lowell, Mass.....	10.00
Idlewood Grhs., Memphis, Tenn. (1 yr.)	20.00
C. J. Ohmer, West Palm Beach, Fla..	5.00
Samuel Murray, Kansas City (addl.)..	100.00
H. S. Ely & Co., Neosho, Mo.....	10.00
David Clarke's Sons, New York.....	25.00
Danti & Gozzi, Mt. Vernon, N. Y.....	5.00
F. C. Hitchcock, Mt. Vernon, N. Y.....	5.00
THROUGH L. J. REUTER.	
S. Robinson, Boston, Mass. (1 yr.)....	25.00
Thos. F. Galvin, Boston, Mass. (1 yr.)	50.00
THROUGH ROBERT NEWCOMB.	
Young & Lester, Walla Walla (addl.)	5.00
J. Feiden, Jr., Gt. Falls, Mont. (addl.)	5.00
Electric City Cons., Gt. Falls, (addl.)	5.00
State Floral Co., Yakima, Wash.....	10.00
M. Langohr, Bozeman, Mont.....	10.00
Chas. M. Kranz, Great Falls, Mont...	10.00
Hoyt Bros. Co., Spokane, Wash. (addl.)	25.00
Spokane Florist, Spokane, Wash. (addl.)	15.00
Peters & Son, Hillyard, Wash. (addl.)	5.00
Spokane Greenhouse, Wash. (addl.)....	10.00
Glenrose Grhs., Spokane, Wash. (addl.)	5.00
Leavey & Sons, Spokane, Wash. (addl.)	5.00
Eugene Flower Shop, Spokane (addl.)	5.00
Einer Sinclair, Spokane, Wash. (1 yr.)	5.00
Ins. & Klathnbach, Spokane (1 yr.).	5.00
H. L. Olsson, Spokane, Wash. (addl.).	15.00
Columbia Fl. Co., Butte (addl. 3 yrs.)	25.00
	$ 560.00
Previously reported	36,795.50
Total	$37,355.50

JOHN YOUNG, Sec'y.

While Summers Pass.

Summer comes and summer goes,
Buds the primrose, fades the rose;
But his footfall on the grass,
Coming swiftly to my door,
I shall hear again no more,
Tho a thousand summers pass.

Once he loved the clovers well,
Loved the larkspur and bluebell,
And the scent the plum-blooms yield;
But strange flowers his soul beguiled,
Pallid lilies, laurels wild,
Blooming in a crimson field.

So he plucked the laurels there,
And he found them sweet and fair
In that field of blood-red hue;
And, when on a summer night
Moonlight drenched my clovers white,
Lo! He plucked Death's lilies, too.

It may be that e'en to-night,
In the Gardens of Delight,
Where his shining soul must dwell,
He has found some flowers more sweet
Than the clovers at my feet,
Some celestial asphodel.

But while summer comes and goes,
With the primrose and the rose
Comes his footfall on the grass—
Gladly, lightly to my door—
I shall hear it echo o'er,
Tho a thousand summers pass.

—Aline Michaelis in Beaumont Enterprise.

Pittsburgh.

HEAVY SUPPLY CROWDS QUIET MARKET.

Business continues quiet, with too much stock arriving in the local market. Roses and carnations are showing the effects of the warm weather. American Beauties are small and off color, and at times are hard to move. Ophelia and Russell seem to stand the heat better than the other varieties and bring a better price. Pink and White Killarney, Shawyer, Hilda, Sunburst and Columbia are small, and at times it is hard to sort out sufficient that are good enough to fill shipping orders with. Carnations are small and hard to move at any price. Gladioli are more plentiful and meet with ready sale, as they are one flower that is not affected by the weather. Delphiniums are arriving in limited quantity, but the demand is light. Peonies are about done, and while there are a few still coming in, not enough to flood the market. There are still a few Easter lilies and callas, but they are not the best. Spanish iris is of good quality and cleans up daily at a fair price. Snapdragons, daisies and mignonette are poor and a drug on the market.

NOTES.

Thompson, The Florist, of Rochester, Pa., has opened his new store. It is up-to-date in every particular, and as Mr. Thompson believes in advertising, he is sure to make it a go.

The wholesale houses have started early summer closing hours, 5:00 p. m., and remaining closed all day Sunday.

E. J. McCallum and Homer Wood, of the McCallum Co., are in New York on business.

Randolph & McClements have several large weddings booked for this week.

John Harris, of Harris Bros., has just returned from New York and Atlantic City.

Visitors: J. W. Glenn, Kittanning, Pa., and W. Carey, New Brighton, Pa.

M.

Boston.

BUSINESS SHOWS MARKED IMPROVEMENT.

Business during the past week has shown wonderful improvement, with numerous weddings and graduation orders. Stock has also advanced in price. Peonies, however, have flooded the market and are moved at any price offered. Roses are quite plentiful and cheap. Lily of the valley is scarce and has advanced to $16 per 100. Swainsona is now in great demand with not enough offered to meet requirements.

NOTES.

The Massachusetts Horticultural Society held a good exhibition of peonies at Horticultural hall, June 14-15, among the principal entries being those of T. C. Thurlow's Sons, H. F. Chase, J. K. Alexander, G. N. Smith, Mrs. D. W. McKissock, E. J. Shaylor, R. & J. Farquhar & Co., Hillcrest Farm and G. Gardner, Jr.

The Boston Rose Co. is now in crop with Russell, Hadley, Ophelia, and the new variety, Boston. Thomas Roland is also sending in some fine stock of the leaders.

A party of growers and salesmen from the flower market are planning an auto trip to Cape Cod and the south shore.

Fred Roberts, manager of the J. J. Cassidy store on Beacon street, is enjoying a rest at the White mountains.

William Penn will leave June 26 for a five weeks' vacation in Maine where he will enjoy salmon fishing.

Bernard McGinty, accompanied by his family, is taking a vacation at Adam's shore, Quincy.

Wm. Nicholson is cutting heavily in several items all showing excellent quality.

Wm. Elliott is having a good call for Christy Miller, Victoria and Mignon.

Wm. Carr is slowly improving from his recent illness.

B. A. Snyder & Co. report business better than ever.

S. K. G.

Texas State Florists' Association.

Plans are complete for one of the greatest conventions of the Texas State Florists' Association in the history of the organization at Austin, July 9-10 and reports coming in from every section of the state indicate an attendance of several hundred. The present year has been one of the most prosperous for the trade and the florists feel like getting away from their establishments not only for educational purposes but for recreation. The state is rapidly coming into its own in growing cut flowers and the progress along these lines during the past few years has been marvelous.

Great activity in building and other lines of expansion is anticipated and the craft naturally want to get together and talk over such matters.

The visitors will be the guests of the Austin Florists' Club, one of the liveliest organizations in the south, and the meeting place is the capital of the state. Plans have been made for great entertainment and a pleasant and instructive session is assured.

Indications are that the trade exhibition will eclipse all former displays in this line. Reservations for space are coming from all parts of the country and the florists will take advantage of this in purchasing fall supplies.

R. C. KERR.

Buffalo.

EXTREME HEAT HAS ITS EFFECT.

This city, like many others, has suffered from extreme heat and lack of rain, and flowers are of course suffering from the unfavorable conditions. There is much difficulty in securing choice stock, but the best that can be done under the circumstances seems to prove satisfactory. In roses, Maryland, Scott Key and Ophelia seem to hold up best. Carnations are very small. Peonies are unusually good, and gladioli of fine quality are being received. Sweet peas are holding their own and filling a necessary place in wedding work. The matrimonial month, so far, has been quite active, but more so in bouquets than decorations. This city has been favored with a number of conventions, and the call for table arrangements has been gratifying. With lawn vases, verandah boxes and general work, the greenhousemen have work enough ahead to last until July 1.

NOTES.

There are rumors of a florist picnic at the automobile club in July. We hope it is true.

HATFIELD, PA.—Herman Aafjes, formerly with Gude Bros. Co., Washington, D. C., has bought the George Samtman range here and will grow carnations and chrysanthemums.

SPRINGFIELD, ILL.—Hembreiker & Cole are completing three new houses, 36x154 feet each, American Greenhouse Mfg. Co.'s construction. This firm's aster crop promises well and will be ready about July 1.

OBITUARY.

Joseph G. Leikens.

Joseph G. Leikens, a well known retail florist of New York, died suddenly at his home, 29 Claremont avenue, that city, June 11, from an attack of heart disease. The news of his death came as a great surprise and shock to all branches of the trade, as he had visited the wholesale district, June 9, apparently in good health. He was only 45 years old, and of fine figure, tall and well proportioned.

The Late Jos. G. Leikens.

Joseph G. Leikens was born in California of Belgian-French parents. He went to New York over 22 years ago, and soon secured employment with the then existing firm of Siebrecht-Wadley, Henry Siebrecht being the senior partner. After several years' experience, he started in business for himself on 33rd street near Fifth avenue, removing later to Madison avenue and 57th street, and finally to Madison avenue and 55th street, where the business is now located. For several years during the summer season he had also conducted a retail store at Newport, R. I.

Mr. Leikens early took an interest in military affairs, and for some years previous to the Vera Cruz expedition, had been a member of the Seventh Regiment, National Guard of New York. During the Mexican troubles, his regiment was sent to the Texas border, and he accompanied it, remaining there for several months. He was also a member of the Old Guard of Veterans, a military and social organization; a member of the B. P. Order of Elks, of the Society of American Florists and the New York Florists' Club. He is survived by his wife, who had given him constant and active assistance in his business career, and by two sisters, who reside in California.

The funeral was held at St. Patrick's cathedral, June 14, at 11 a. m., with solemn high mass. The Old Guard Veterans' Battalion, of which he had been captain, escorted the remains to the cathedral, the band playing the "Dead March." Veterans of the Seventh Regiment, N. G. of N. Y., were also in attendance, and a number of florists. On the casket was the national colors and a cross of cattleyas and there were many other floral tributes from the various organizations and from friends.

A. F. F

Roland W. Cotterill.

Roland W. Cotterill, secretary-treasurer of the American Association of Park Superintendents, which position he had held for five years, widely known as a landscapist and prominently identified with a number of related interests, passed away at his home in Seattle, Wash., recently, following a throat affection which began in 1918 and soon became malignant, resulting in his death. He was 41 years of age.

Mr. Cotterill was born at Montclair, N. J., removing with his parents when nine years old to a farm near Seattle, and at the age of 18 secured a position with the park system of that city, patroling bicycle paths. He was soon promoted to the post of executive secretary of the park board, remaining in that capacity for more than 10 years, until elected city councilman in 1918. During his term as secretary of the park board, he developed the system from a comparatively small undertaking to one of the most extensive among American cities, about $7,000,000 being expended in the creation and maintenance of parks, playgrounds, community houses and public places of recreation. In addition to his work as secretary-treasurer of the American Association of Park Superintendents, he was always deeply interested in the development of all kindred projects, and was also editor of the association's official organ, "Parks and Recreation." He was a member of many fraternal societies and his funeral was largely attended by both civic and lodge organizations. He is survived by his widow, mother, a four-year-old son, one sister and two brothers.

Joseph E. Simpson.

Joseph E. Simpson, Lansdowne, Pa., died June 14 of uremia. The deceased, but 40 years of age, was foreman for C. & G. L. Pennock. He was a skilled rose grower, having learned the business after a six years' apprenticeship under his uncle, Robert Simpson, Clifton, N. J. He was later two years with George Reinberg, Chicago, four years with Fred Breitmeyer, Mount Clemens, Mich., and had occupied the position as foreman and rose grower with the Pennock Co. for two years with very satisfactory results. He was ill but one week. He leaves a wife and three children.

K.

Joseph C. Forbes.

Joseph C. Forbes, prominent in floricultural circles in New England, and well known as the introducer of Dahlia Ruth Forbes, a prize winner at many eastern shows, passed away at his home in New Bedford, Mass., June 7, following a serious illness of several months. He was 53 years of age.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 52 PAGES WITH COVER

CONTENTS.

American Peony Society 1085
—Good show despite adverse conditions....1085
—The awards 1086
—James Boyd (portrait) 1086
Brown patches on lawns 1086
The retail trade (illus.) 1087
—Making the most of summer....1087
—Next week in the flower shop....1087
The rose 1088
—Care of the young stock....1088
—Robert Pyle (portrait) 1088
—Rose Mrs. Charles Russell....1089
—How to cut roses 1089
—Rose midge control 1089
—Rose Pilgrim (illus.) 1089
—A blush rose seedling (illus.)....1090
Plant notes 1090
—Dracæna indivisa 1090
—Oleanders 1090
—Freesias 1090
—Poinsettias 1090
—Gloxinias 1090
—Nephrolepis 1090
Chrysanthemums 1091
—Benching plants for cut flowers....1091
The Society of American Florists....1092
—National publicity for flowers....1092
—Trade exhibition at Detroit....1092
Chicago's window boxes 1094
New York to Detroit 1094
Roebling orchids sale 1094
Publicity through flower mission....1094
Gardening cure for shell shock....1094
The Harrisii boat 1094
Wind damage at New Castle, Ind....1094
Pittsburgh 1092
Boston 1092
Texas State Florists' Association....1093
Buffalo 1093
Obituary 1093
—Joseph G. Leikens 1093
—Roland W. Cotterill 1093
—Joseph E. Simpson 1093
—Joseph C. Forbes 1093
St. Paul 1096
Columbus 1096
Chicago 1098
Fort Wayne 1101
San Francisco 1102
Baltimore 1103
Rochester 1104
Philadelphia 1106
Paterson 1107
New York 1108
St. Louis 1110
The seed trade 1116
—Charles L. Kunz (portrait)....1116
—Madsen Seed Co. reorganizes....1116
—Colorado crop conditions 1116
—Stokes closes Philadelphia store....1117
—Tariff legislation hearings in July....1117
—Season in Cincinnati and vicinity....1117
—Baltimore seed trade 1118
—Ohio seed law 1118
—Potash duty and license....1121
Market gardeners 1122
—Mulching vegetables 1122
—Cold-pack canning 1122
—Sweet potatoes 1122
—Vegetable markets 1122
The nursery trade 1124
—Tariff legislation hearings in July....1124
—Raspberries profitable in Scotland....1124
—Roses of interest 1124

REDUCED postage day is coming, July 1.

THE Garden Club of America will meet at Lake Forest, Ill., June 25-26.

DAYLIGHT-SAVING REPEALED.—A rider repealing the daylight-saving law, effective when the clocks are turned back in October, was added to the agricultural appropriation bill, June 12.

FIVE students in floriculture will graduate at the University of Illinois this season, among them W. G. Poehlmann, of Morton Grove, Ill., and R. H. Mueller, of Wichita, Kans. There are also five graduates in landscape gardening.

Chicago's Window Boxes.

Making the loop attractive is a problem, but certain banks are solving it in a measure by decorating the buildings with vines, shrubbery and flowers. Last year there was a mile frontage of floral displays which gave color and freshness to otherwise unattractive buildings.

The civic industrial committee of the Association of Commerce is much encouraged this year by the co-operation of owners of banks and other public buildings in primping up the downtown district. Getting away from the drab monotony of business fronts is easily accomplished and it bespeaks the civic pride of the citizen who helps. It is recognized, too, that ornamentation is a business asset and the impression created on citizens and visitors is well worth the cost entailed.

The floral embellishment of many business houses has called forth many words of praise, and other cities have inquired how Chicago has accomplished so much. As a matter of fact, the civic industrial committee believes the movement is in its infancy. It does not intend to stop until the loop will bloom like a rose garden.

Back in 1916, and for several years before, business houses, banks and public buildings each spring brought nature into the loop through the medium of the window flower box. During the war we were justified in temporarily suspending this activity, but now there is every reason why we should all co-operate in its revival.—Chicago Herald-Examiner.

New York to Detroit.

The New York Florists' Club, for its route to the convention of the Society of American Florists at Detroit, Mich., August 19-21, has decided upon the Delaware, Lackawanna & Western railroad to Buffalo, then by boat to the convention city. The party will leave New York, August 17 at 8:30 p. m., Hoboken, 8:55 p. m., due in Buffalo 7:30 the following morning, spending the day in that city, and leaving on the 6:00 p. m. boat, arriving in Detroit Tuesday morning.

The railroad fare, New York to Buffalo, is $12.85; berths, $2.16, including war tax. Boat fare, Buffalo to Detroit is $4.32; state room accommodating two persons, $3.78.

Applications have already been received by the committee, which consists of A. L. Miller, Jamaica, N. Y., chairman; John G. Esler and P. W. Popp, to fill two cars, and it is most important that those who are going to travel with the club party notify the committee at once in order that the necessary reservations may be made. This is going to be the banner convention, so reservations should be arranged for at the earliest opportunity. Communicate with the chairman of the committee should any further information be desired.

Roebling Orchids Sale.

The orchid collection of the late Charles G. Roebling, of Trenton, N. J., considered to be one of, if not the finest, in the United States, the sale of which was reported in our issue of June 14, page 1046, is now the property of Mrs. Frederick E. Dixon, Elkins Park, Pa., the consideration said to have been $28,000, a small sum compared to what the former owner must have expended in getting it together and maintaining it during the years previous to his death. Mrs. Alexander Hamilton Rice, mother of Mrs. Dixon, and her husband, Dr. Rice, are about to start on an exploring expedition on the Amazon river in South America, and it is believed they may secure additions to the collection. Mrs. Rice, previous to her recent marriage, was the widow of George D. Widener, lost on the Titanic.

Publicity Through Flower Mission.

Following the action of the United States railroad administration in prohibiting free transportation of goods for charities, which ruling resulted in the closing of the New York flower mission which since its establishment nearly 50 years ago has made generous free distributions to hospitals and the sick and shut-ins of the tenement districts of that city, mention of which was made in our issue of June 14, would not this be an oportunity where the publicity fund of the Society of American Florists could be used to splendid advantage in paying the express charges necessary to enable this worthy institution to continue its good work after a half century of usefulness?

Gardening Cure for Shell Shock.

Landscape and gardening work is one of the most effective methods of treating psychopathic cases, according to Maj. Reagle of the Fort Sheridan base hospital, speaking recently before the Art Alliance. Men afflicted with shell shock and other mental disorders resulting from war service have planted 4,000 shrubs around the hospital grounds, Maj. Reagle said, and the work has had a quieting effect on their disorders.

The Harrisii Boat.

The British steamship, Bermudian, formerly in the New York-Bermuda passenger service, arrived at New York, June 10, having been salvaged after it was accidentally sunk in the harbor of Alexandria in February, 1918. The vessel was in government service when it went to the bottom. On its way here from Europe, the Bermudian carried 1,700 home-going Jamaican troops.

Wind Damage at New Castle, Ind.

During a recent windstorm, three houses at the range of the South Park Floral Co., New Castle, Ind., were practically destroyed with their contents, entailing a loss of approximately $3,000. The Dawson Greenhouses also suffered a loss of $500, the smokestack being blown down, glass broken and the heating system badly damaged.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Wilmington, Del., June 23, 8 p. m.—Wilmington Florists' Club at member's place of business. Roy G. Brinton, secretary, 800 West 9th street, Wilmington.

Buffalo, N. Y., June 24, 8:30 p. m.—Buffalo Florists' Club at General Electric building. Wm. Legg, secretary, 889 West Delavan avenue, Buffalo.

Newport, R. I., June 24, 8 p. m.—Newport Horticultural Society at Music hall, Thames street. Fred P. Webber, secretary, Nelville, R. I.

Hartford, Conn., June 27, 8 p. m.—Connecticut Horticultural Society at County building. Alfred Dixon, secretary, Wethersfield, Conn.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Help Wanted—Experienced pot plant grower; apply in person, if possible. **John Welland.** 1614 Sherman Ave., Evanston, Ill.

Help Wanted—Experienced nurseryman, accustomed to growing of soft wood cuttings of shrubs and evergreens and taking care of them after they are made; rapid worker; Hollander preferred. Address **Elizabeth Nursery Company, Elizabeth, N. J.**

Nursery Propagator Wanted.—One experienced in growing hardy shrubs, evergreens, roses, etc.; for New England. State experience and wages wanted. Address
Key 389, Care American Florist.

Wanted—To buy long established retail business in New York City. Address **A. F. F., care American Florist, 57 W. 27th St., New York City.**

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—Three greenhouses and residence, with one-half acre of land. Reason for selling: sickness. Address
Anton Forst,
Leverich St., Woodside, L. I., N. Y.

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—10,000 heavy No. 7 wire stakes, galvanized, four feet long; used only a few years and in first-class condition; $12.00 per thousand. **Albert F. Amling Company, Maywood, Illinois.**

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

For Sale—Greenhouse property in southern Oregon; only florist in town of 10,000 and surrounding territory; centrally located; climate unsurpassed; will bear close investigation. For full particulars, address
Box 757, Medford, Ore.

For Sale—Florist business, 10,000 ft. of glass with small dwelling attached, also some land; doing excellent business; established 40 years; situated on the main street in a Michigan city of 15,000; only greenhouse in town. For full particulars address
Key 388, care American Florist

Situation Wanted.

Young lady experienced in all branches of the retail business is open for a position in Chicago. Capable of taking charge. State full particulars in first letter or arrange for personal interview.
Key 393, care American Florist.

Situation Wanted.

Young man just honorably discharged from the army is open for a position in a Chicago retail store. Experienced in the loop method of doing business.
Key 394, care American Florist.

Help Wanted

Section men for a large rose range near Chicago.

Key 392, care American Florist

Help Wanted

Men who worked in rose houses and in greenhouses, also rose section men. Write all particulars to

ADOLPH H. POEHLMANN,
Poehlmann Bros. Co., Plant B,
Morton Grove, Ill.

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Foreman Wanted

Working foreman. Must be first-class rose grower. Also capable of growing carnations, chrysanthemums and general stock. Steady position and good salary to the right man who can furnish the proper references. Address
Key 391, care American Florist.

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed. All sizes. First-class condition. Complete stock in **New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.**

LEVINE & CO.
3738-46 South Halsted Street, CHICAGO
Phone: Boulevard 9354.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

New Business

There are many new men in the trade and they want to know now where to

LOOK FOR STOCKS

The best way to tell them is by regular advertising in these columns.

The new conditions of business demand special effort on the part of those who have goods to sell.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Restock For Summer Months

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

St. Paul, Minn.

UNUSUALLY GOOD SEASON GENERAL REPORT

The past week found the growers cleaning up the balance of their bedding stock. The season on the whole has been exceptionally good, some firms reporting increases as high as 50 per cent over last year's business. The general run of plant stock was excellent. Cut flowers continue to have a heavy demand and choice quality is maintained. Local peonies are just coming into this market and were perhaps as fine this week as ever seen here, but the almost continuous rains and excessively hot weather will doubtless shorten their season. Roses are plentiful and the quality is good. Carnations are scarce and only fair. Specialty stock such as gladioli, calendulas, stocks, etc., are good and the demand is adequate to move the supply. Orchids and bridal flowers are scarce and there is a good call for them. Funerals and the usual number of June weddings move a good supply of cut stock. Business in general is good and the public does not seem to object to paying about 20 per cent more than last year.

NOTES.

Holm & Olson are just winding up the heaviest season by far that this firm has experienced. They contemplate extensive changes in their store this summer, adding about 1,500 square feet of ground floor space by acquiring a store on St. Peter street. This will give them an "L" shaped shop with entrances on both Fifth and St. Peter streets.

The Hazel Park Greenhouses are bringing fine sweet peas into this market and the demand readily exhausts the supply.

The Warrendale Floral Co. is bringing in a fine assortment of specialties and their quality makes them ready sellers.

The St. Paul Floral Co. is well cleaned out of bedding stock, and is pleased with the season's business.

The Snelling Floral Co. have their bedding stock well cleaned up and experienced a heavy season.

O. R. Eckhard reports an exceptionally heavy country business and a decidedly good season. C. R. F.

Columbus, O.

LOCAL SUPPLY IN STRONG COMPETITION.

Trade is more quiet than it has been for some time, owing to the competition of home-grown roses and other flowers. The weather has been favorable for quick maturing, inside and outside of glass, with the result that there is more or less stagnation. There is an abundance of everything that is seasonable, and prices are inclined to slump. June weddings, and functions of various kinds incident to graduation time, are helping out what would otherwise be a dull retail market. Indoor gladioli are an attractive feature of florists' display, but are limited in quantity. A lively demand exists for geraniums and similar plants for window-box purposes, but the supply is lame and prices are very much higher than ever prevailed before.

NOTES.

Neighborhood rivalry between two residence streets over the matter of which one kept its lawns in the best condition led to a public grass-cutting contest, June 3. The event took place on the athletic field of Ohio State University, with the mayor of the city present as one of the judges. Over 2,000 spectators were gathered in the grand stand. The prize was a silver cup, which had been donated by a daily newspaper. Each street was represented by a team of 15 men, equipped with lawn-mowers. A section was assigned to each team, and the contest started at the crack of a revolver fired into the air. One team finished its section in 42 minutes, but the decision was given its rival which came in eight minutes later because of the greater neatness with which it had performed its work. The teams were composed mostly of business and professional men. One member was in his eighty-second year. In awarding the prize, the mayor predicted that the event would have a far-reaching effect in inspiring greater regard for beautiful lawns in other parts of the city. The contest is claimed to be the only one of its kind on record.

Much interest was displayed in the second annual rose show of the Columbus Horticultural Society at the Cadillac Company's show rooms, June 7-8. There were about 300 entries. The first prize of the kind to be received by a Columbus rose-grower, was a silver medal, awarded Miss May Fraser by the American Rose Society for the best collection of roses at the show. Prof. Alfred C. Hottes, of Ohio State University, is president of the local society. There are 100 members.

The Livingston Seed Company held its annual peony show at its retail store, June 5-7. It included the many varieties grown by the company, and was made to serve the purpose of a trade-getter, through visitors being solicited to leave orders for next fall delivery of roots.

Stephens & Son, whose establishment is at the gate of Greenlawn cemetery, have announced through the newspapers, that they will give away flowers for the time being to worthy societies and organizations.

Carl Huber is planning to add one house to his establishment on Lockburne avenue. C. C. J.

Dependable Flowers

"FLOWERS of Superior Quality"
during the hot summer months.

Price List sent on request.

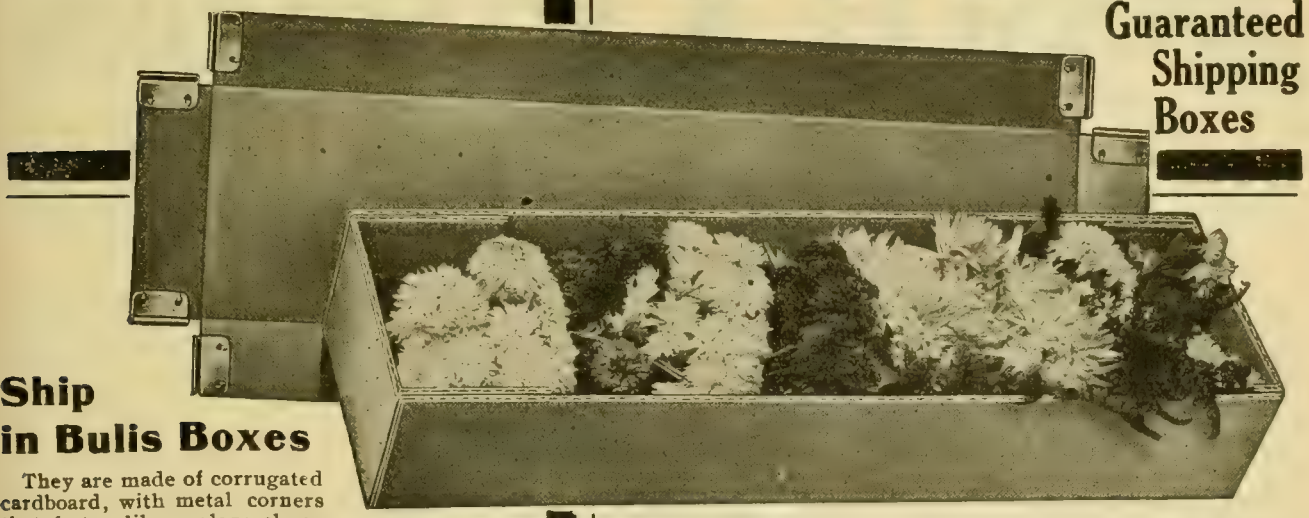
Poehlmann Brothers Company
66-72 East Randolph Street,
Chicago, U. S. A.

The Largest Growers of Flowers in the World.

Patented Metal Corner Lid.

BULIS

Guaranteed Shipping Boxes



Ship in Bulis Boxes

They are made of corrugated cardboard, with metal corners that fasten like a glove clasp, and **hold tight.** The boxes come to you knocked down, which saves carrying charges and space. They are easily put together. No glue or tools required. Guaranteed to give satisfaction. Just the thing for shipping high-class flowers by mail or express. Prices lower than ordinary old style boxes. Send your order today.

J. C. BULIS MFG. CO.
1126 South 12th Street
St. Louis, - Mo.

All sizes are carried in stock. Your order shipped same day received.

Box No.	L. W. D.	Weight per 100	Price per 100	Box No.	L. W. D.	Weight per 100	Price per 100
1	14x14x 8	150 lbs.	$20.00	15	36x 8x 6	220 lbs.	$23.00
2	16x16x 6	170 "	19.00	16	36x12x10	315 "	34.50
3	16x16x10	250 "	25.00	17	36x30x 8	550 "	47.50
5	20x20x 8	280 "	27.50	18	40x10x10	310 "	33.00
6	20x20x12	370 "	33.50	19	48x14x 8	420 "	38.00
7	24x24x10	400 "	37.00	20	50x20x10	590 "	52.50
8	30x30x 8	480 "	42.50	21	60x16x12	665 "	59.00
11	23x12x 5	170 "	19.00	22	20x16x10	255 "	30.00
12	24x 6x 4	110 "	14.00	23	26x20x10	440 "	35.00
13	30x 5x 4	125 "	15.00	24	30x24x10	525 "	41.00
14	32x10x 5	205 "	22.00				

Special Sizes made on short notice.

F. O. B. St. Louis. No orders filled for less than 25 of a size.
We allow 5 per cent discount when cash accompanies order. Terms to those satisfactorily rated in Dun's or Bradstreet's, 2-10-30 net.

SHIPPED DAY ORDER IS RECEIVED

Large Quantities of Roses Cheap

Columbia is in Heavy Crop with us.

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

New Ferns From Massachusetts. **Best in the Market,** $2.00 per 1000.

RUSSELL and COLUMBIA

50c to $2.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$8.00 per 100
Medium	$5.00 to 6.00 per 100
Good short	3.00 to 4.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$8.00 per 100
Medium	$5.00 to 6.00 per 100
Short	3.00 to 4.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$3.00 to $4.00 per 100

Other Flowers at market prices.

Asparagus, according to length of stem.....per 100, $2.50 to $3.00.

Bronze Galax, according to quality.....per 1000, 2.00.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS VERY PLENTIFUL.

Stock of all kinds is very plentiful and obtainable in large quantities at low prices. Peonies are in exceptionally heavy supply and selling at ridiculously low figures. The street men and department stores have been selling them as low as 10 cents and 19 cents per dozen the past week. One department store advertised a special sale on peonies for June 14 at 19 cents per dozen and disposed of over 35,000 flowers in short order. The warm weather certainly brought this flower in fast, and many dealers disposed of them at low prices in order to make room for the new shipments that kept rolling in. Some of the wholesalers placed quite a number in storage, and while it is rather difficult to state in exact figures how many there are held in reserve for later use, one thing is certain—that there will be plenty to go around for several weeks to come. Fancy peonies brought good prices and the market should not be judged from the ridiculously low prices quoted by the department stores in their advertising in the daily papers last week. Roses have been in large supply, and like peonies were sold by the department stores at low figures and on several occasions at one cent each. One department store advertised a special sale of 30,000 roses at one cent each for June 14, which cleaned up almost as soon as they were offered for sale. Fancy roses brought good summer prices, and the dealers will find it somewhat difficult to explain to their customers why fresh stock should command such high prices when the department stores are quoting them so cheaply. In justice to the dealers, the stock offered by the department stores, in most cases, was of inferior quality compared to that supplied to the trade and consisted of varieties that a florist would hesitate to carry during hot weather. Mrs. Chas. Russell and Columbia have been in good demand, considering the market conditions, but did not bring anywhere near the figures that they should. Carnations have seen their best days, but there is a good supply of stock suitable for shipping purposes obtainable at some of the houses. Sweet peas are moving well and clean up at times after considerable pushing, although good stock is in demand at all times, but the season is practically over. A few lilies are seen, and the same holds true for callas. Orchids are moving well as is the supply of lily of the valley. Gladioli are quite a factor in the market and some real fancy indoor stock is seen. Daisies, stocks, snapdragons, pond lilies, lupines, pansies and a long list of other indoor and outdoor stock is available. Greens continue to be good property with some items in short supply. Business has been fairly good considering market conditions and while there is a glut prevailing at present a change for the better may be expected next week.

NOTES.

Harry Garland, formerly with the American Greenhouse Manufacturing Co., and family left this week for Denver, Colo., where they expect to reside permanently. Mr. Garland will have charge of the western territory for a structural steel concern and has the best wishes of his many friends in the trade for every success in his new venture.

George Gobel, of A. T. Pyfer & Co., and wife, will leave this week for Eagle River, Wis., to spend their vacation.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations

You will find that our stock gives best satisfaction for wedding work. Order here.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Select	$15.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
RICHMOND	
Select	$10.00
Medium	6.00
Shorts	$ 3.00 to 4.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	Per 100
Select	$10.00
Medium	6.00
Short	$ 3.00 to 4.00

	Per 100
MILADY	
Select	$10.00
Medium	6.00
Shorts	4.00
ROSES, OUR SELECTION	4.00
Carnations, fancy	2.00 to 4.00
Valley	8.00
Sweet Peas	1.50 to 2.50
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $2.00
Leucothoe Sprays	1.25

Discriminating Cut Flower Buyers appreciate the service we are rendering. Now is the time to apply the acid test.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

F. A. Zenke, representing the Excell Laboratories, is back from an eastern business trip, which was most successful in every respect. His firm reports business as exceptionally good, with new orders arriving steadily from all sections of the country.

H. B. Kennicott says that Kennicott Bros. Co., has not sold any cut flowers to the department stores for some time, notwithstanding reports, if any, to the contrary.

Ralph A. Anderson, undertaker of Traverse City, Mich., well known to wholesale florists here, was in the city last week and mysteriously disappeared from the steamer Alabama returning home.

The bay trees recently imported from Europe by Vaughan's Seed Store, look just as trim and luxuriant as those offered before the war.

A. Lange's new store, 77-79 East Madison street, is adorned with three of the handsomest bay trees coming from Belgium this year.

Growers and farmers in the suburbs made extensive sales of peony blooms to auto parties Sunday, June 15, at 50 cents a dozen.

John Mangel's window on Monroe street, with adiantum and bubbling water pools, is very soothing these hot days.

A. L. Vaughan and family will spend their vacation somewhere in the northern country, where bass are plentiful.

The handsome old Pullman conservatory at Calumet avenue and Eighteenth street is going to ruin.

Vaughan's Seed Store has made a fine display of peonies at the retail store the past week.

Conventions alone bring more than 400,000 visitors to this city annually.

ROSES and CARNATIONS

For June Weddings and Commencements

Place your orders with us and you will get the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 **CHICAGO**

The Retail Florists' Association met with the growers shipping to this market at the Randolph hotel, June 17, at 8 p. m., when about 50 were present. L. R. Bohannon presided, and the chief subject discussed was the selling of flowers to the department stores. O. J. Friedman, George Asmus, August Poehlmann, George Wienhoeber, Joseph Kohout, Allie Zech, Paul Weiss, Arthur Blome, Walter Amling, H. N. Bruns, John Poehlmann and J. W. Rodgers, Dayton, O., were called upon to express their views. A meeting of the executive board of the Wholesale Cut Flower Association, Commercial Flower Growers' Association and the Retail Florists' Association will be held soon, probably next Tuesday evening, June 24, when the subject will be given further consideration. W. J. Hembreiker, of Springfield, also attended.

Bedding stock according to most of the local dealers is at present pretty well cleaned up, although there is a surplus of geraniums, salvias, and cannas which may still clean up at somewhat reduced prices. Petunias cleaned up early this season and so did vincas. The demand taken as a whole was brisk especially the early part of the season but was later affected considerably by the extremely warm weather. Prices in general were higher than last season and in some instances as much as 50 to 100 per cent.

Luke Schoer, who was in France with the famous 33d division, has taken a position with Percy Jones, Inc. He was in every engagement since July 4, and was No. 1 man in his machine gun company. At one time five of the eight men at his machine gun were killed by one shell. He went over the top seven times and was gassed once. After being in the hospital four days, he disappeared and was located later with his company at the front, ready for another battle.

August Poehlmann suggests that the proprietors of all greenhouse establishments erect a billboard carrying the national slogan, "Say It With Flowers" on their premises, especially near the main thoroughfares. His idea is a very good one and means that the entire country can be covered thoroughly at very little expense if everyone will join in the plan and put up at least one good sized board.

Orlando Ofield, manager of M. Ofield & Sons, Grimsby, Ont., was here for about a week on a combined business and pleasure trip. He reports trade good, with the outlook very encouraging for the future. His brother, George, has just returned from France, and is looking after the greenhouses while he is away.

O & L A. A. Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street.

Zech & Mann are doing a good June business, notwithstanding the general market conditions. Their shipping trade continues excellent and the city demand is very satisfactory.

The uncovered wagons of decayed flowers, moving from the wholesale cut flower district to the public garbage station, are not calculated to impress the public favorably.

There are more peonies in storage at present than there have been at any other time during the past five years. They will be good property in about another week.

The E. F. Winterson Co. had some fancy larkspur at its store the past week from the proprietor's farm at Highland Park, which met with ready sale.

Weitor Bros. continue to have a heavy demand for chrysanthemums and pompons, and new orders for young stock are arriving in every mail.

Treasurer Hess of the Society of American Florists and son Ralph were in the city a few hours June 13 returning to Omaha from Wisconsin.

Henry Arnold, with O. A. & L. A. Tonner, has the sympathy of the trade in the loss of his father, whose death occurred this week.

The Wholesale Cut Flower Association held a meeting at the Randolph hotel, last Thursday evening, June 12, at 6:30 p. m.

Percy Jones

INC.

Wholesale Florists

30 E. Randolph St., CHICAGO ILL.

Mention the American Florist when writing

C. L. Washburn says that business was quite good this week with a fair demand for Mrs. Chas. Russell and Columbia roses.

Joe Pfeffer, bookkeeper at Weiland & Risch's store, is spending his vacation at the Thousand Islands.

Preparations are going forward for the entertainment of the seedsmen and nurserymen here next week.

Frank Oechslin has placed an order with the Foley Greenhouse Manufacturing Co. for four new houses.

Peter Bauman, of the Peter Reinberg store force, has been on the sick list for a couple of days.

Emil A. Danz, 1611 West Lake street, is back from a pleasant visit at Milwaukee, Wis.

Miss Schultz, with the J. A. Budlong Co., is spending her vacation at Denver, Colo.

Charles Siebrecht, of Winona, Minn., spent several days here this week.

Visitor: Theodore Kienahs, La Crosse, Wis.

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave, Chicago

SUMMER FLOWERS

Peonies -- Roses -- Orchids -- Valley
Carnations -- Daisies -- Gladioli -- Etc.

We know from many years of experience the kind of stock you need to cope with the hot weather and make every effort in selecting it and packing it so that it will always reach you in the best possible condition.

We also have a Complete Line of Greens

Fort Wayne, Ind.

HOT WEATHER BRINGS DULL SALES.

Business slackened considerably last week, when the hot weather caused the bottom to drop out of the market. With the exception of some funeral work the early part of the week, and a few wedding orders throughout, there was great dullness, and much stock found its way either to the hospitals or churches, or to the dump heap. Carnations suffered severely, both in size and color. Sweet peas are also about at the end of their season, and a few more days of such torrid temperature will finish them up. Roses have not suffered as much as other flowers. Gladioli are quite a factor on the market. They are of excellent quality, and bring good returns. Peonies are almost flooding the market. Many are in unsalable condition on account of the recent rains coupled with the intense heat, and are used for decorative purposes only. However, some beautiful blooms are shown, and those of good quality command excellent prices.

NOTES.

A. J. Lanternier & Co. report a number of weddings last week, with a plentiful supply, especially of garden flowers. They are busy planting the carnations in the benches at the greenhouses, and expect to have some fine flowers early in the fall.

An extensive publicity campaign is being carried on by the Flick Floral Co., both in the daily papers, and also in special forms of advertising. Wedding decorations and bouquets, and funeral work have kept all hands busy the past fortnight.

A. Shilling, for many years in the florist business, and well and favorably known here, has disposed of his range on Bluffton road to an incor-

THE
PEONY HOUSE
OF
AMERICA

YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION

Kennicott Bros. Co.
"Exclusive Wholesalers to The Trade Since 1881"
CHICAGO

Cut Flowers Since 1881.

We Sell No Department Stores.

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS.

Callas

Valley Cattleyas

Calendulas

White and Yellow Daisies

Stocks Pansies

SNAPDRAGONS

Candytuft.

PEONIES

GLADIOLI

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

porated company. The consideration, it is understood, was $28,000.

Edgar Wenninghoff is having a good sale of gladioli and peonies, and reports an active week, with many orders for commencements and weddings booked for the next two weeks.

A fine lot of outdoor flowers is being received by the Doswell Floral Co., and wedding work has been quite active with this firm during the first two weeks of June.

W. J. & M. S. Vesey will devote several houses to the new rose Premier this season. This firm is renovating, repairing and rebuilding several of its greenhouses. H. K.

San Francisco.

TRADE QUITE SATISFACTORY.

Trade since Memorial day has kept up in a fairly satisfactory way. The supply of flowers, as is to be expected, is quite large and it is a difficult matter to move stock that is not of first-class quality. June weddings and other social activities use most of the high grade flowers. The supply of roses is large enough to meet all requirements. Short stock moves very slowly, if at all. American Beauty roses are quite plentiful, but since the Ulrich Brunner roses have arrived, the public seems to have overlooked them in favor of the later variety. Good stock is bringing the growers fine prices. There is an abundance of short stock, all of which goes to the street peddlers. The warm weather has brought gladioli in with a great rush. The smaller flowered varieties are about over for the season. There has never been handled a better grade than is now being offered this season. All the newest and best of the large flowerng varieties are coming in freely and are bringing good prices. Carnations are a great drug on the market at present. Any price offered is eagerly accepted for the ordinary run of stock. It is only the finest blooms that are bringing the grower any returns. Dahlias are to be seen more freely of late, but are lacking in length of stem and vigor as yet. The cut of sweet peas is quite heavy. Like other stock, prices of these have dropped considerably. Spencers are the only varieties salable. The supply of cattleyas is steady, and these remain at the same firm prices. Some very good Phalænopsis amablis were seen during the week. Gardenias are in ample supply with prices normal. There is the usual large cut of perennial stock that one expects at this season of the year. Delphiniums are probably the most popular of this class of stock and are largely used for basket work and other decorations. There are plenty of genistas being used in basket work also. In pot plants, Boston ferns in variety and palms are about the only arrivals. The former is always a good seller and the growers report a steady call for them. Smilax is out of the market for the season. The supply of asparagus and ferns is ample for all requirements. Quite a lot of Mahonia aquifolia is being used instead of galax leaves.

NOTES.

Even at this early date, the trial grounds of the California Dahlia Society at San Rafael are beginning to attract many visitors to have a first look at the latest novelties. The weather has been very favorable to their growth this year, and quite a few of them are in flower. The preparations being made for the annual show in September are nearing completion, and no doubt the society's show this year will excel all its former efforts.

The Art Floral Co., on Powell street, showed quite a novelty in the way of cut flowers this week when a splendid lot of hunnemannias were offered. The beautiful bright yellow color of this flower was a source of much attraction. They showed up in fine shape when arranged in vases. This firm completed a large plant decoration in the California theatre during the week.

Eric James, the prominent plant grower, has several houses filled with a splendid lot of young cyclamen plants for next season's trade. This is one of his specialties, and as a grower of this popular flower, he has few equals. All his palm and nephrolepis houses are doing splendidly and will be in fine shape for the fall trade.

Reports from sections where asters are being grown for this market are encouraging. Quite a large acreage is planted again this season, almost exclusively by the Chinese growers. The weather has been very favorable to the growth of this flower, and there is every indication that the crop will be of excellent quality.

B. M. Joseph is showing some finely arranged baskets at his store this week. One can always expect to see something quite out of the ordinary at this shop, and needless to say, we are never disappointed in that respect. Mr. Joseph has had several large wedding decorations, which kept his force quite busy all week.

H. Kempf, proprietor of the Pacific Nursery, at Colma, has a fine lot of young ericas coming along for his fall trade. This is one of the specialties of this firm and many thousand are raised here annually. Mr. Kempf says his spring trade was very satisfactory.

Frank Pelicano, of Pelicano, Rossi & Co., spends a lot of his spare time looking after his new seedling dahlias at his trial grounds and nursery on Guttenberg street. We expect Frank will uphold his honors again this season on the exhibition boards.

Enomoto & Co. have completed the planting of pompon chrysanthemums. All are large flowered varieties, are making vigorous growth and promise well for the coming season. They are also cutting a heavy crop of gladioli and carnations at present.

WE OFFER

THE BEST QUALITY **ROSES** LEADING VARIETIES

AT GREATLY REDUCED PRICES.

Use our **Double White Killarney**—they are always white, not affected by the hot weather. **Once used, always used.**

VALLEY—We have plenty for your June weddings. **PEONIES**—50c, 60c, 75c and $1.00 per dozen.

CARNATIONS—Are in good supply, with prices 'way down.

FERNS We have plenty of good hardy Ferns to offer. $5.00 per 1000; also New Ferns at market prices.

Leucothoe.....75c per 100; $6.00 per 1000

Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Feverfew, Peonies, Stocks, Daisies, Calendulas, Valley, Gladioli, Calla Lilies, Harrisii, Gypsophila, Snapdragons, Pansies and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations

Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Nels Peterson continues to send in the finest carnations received here. All his houses at San Mateo will shortly be replanted to young stock, as he is a great advocate of early planting. He is also a large grower of Asparagus plumosus.

C. Kooyman & Co. report a very good demand for freesia bulbs. They also are large handlers of calla bulbs. They tell us that their shipping trade is keeping up steadily, and that they are well pleased with this season's business.

Mrs. R. E. Darbee is making large shipments of gladioli at present. Most of the stock is sent to distant points. She is having her violet fields put in shape for next season's crop, which she says will be the largest she ever handled.

The Parodi Floral Co., on McAllister street, have a very attractive store and report a steady business. They are handling large quantities of fine gladioli and say the demand for this class of stock is steady.

The Union Florists, on Sixteenth street, are greatly pleased over the amount of business done this season. Their pretty store is always attractively arranged with the best stock the market affords.

E. Serveau, on Fillmore street, is bringing in a fine cut of perennials from his country home at Redwood City. Business has kept up splendidly with him. He says funeral work has been brisk of late.

P. Conchi is sending in the finest Ulrich Brunner roses that come to this market. The greater part of his stock averages over a five foot stem, with perfect foliage and blooms.

John J. O'Connor, on Mission street, has been very busy with funeral work this week. This is one of his specialties, and his force can always be found busy getting out orders.

JAMES T. LYNCH.

Baltimore, Md.

BUSINESS GENERALLY SATISFACTORY.

Almost all the stores in this city, both wholesale and retail, report a satisfactory business. W. E. McKissick, manager of the Leo. Niessen Co., thought that notwithstanding the unsettled conditions of the past year, results in all branches of the trade have been very good. The demand had held, after the unusual influenza conditions, for the most part, a little ahead of the supply until the past few weeks, when the outside flowers had overstocked the market. Mr. McKissick believes there is as much judgment needed in preparing stock for market as in growing it. When it is cut, bunched, and reaches the market at its best, it is half sold and almost walks away itself. J. L. Fowner, manager of the Baltimore Wholesale Florists' Supply Co., an organization of growers, was well satisfied with the season's business. Extensive improvements were being planned for in the alteration of their store building, which would greatly increase its facilities. New cases and other improvements were in progress in the S. S. Pennock Co.'s large store room. Manager Perry reported business very satisfactory for the season, but now slowing up. With his family, he enjoyed an auto trip over the week end, to Frederick, Md., visiting relatives.

NOTES.

His many friends will be grieved to hear of the serious illness of Robert Halliday, who is confined to his home with a nervous breakdown. Kind, genial Bob Holliday, who did so much to uphold the prestige and hospitality of his city to visitors of the trade. That he may soon be restored to health, is the prayer of all who know him.

Seik & Glik, wholesale florists, must move, are all ready to move, but have no place to go. Litigation keeps them out of a building on which they had secured a five years' lease. They hope to have matters straightened out soon. They have done well, and have a good outlook for the coming season.

LARGE SUPPLY
PEONIES
Extra Fancy Stock
That Will
Please Your
Trade.
A. T. Pyfer & Company
Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L D. Phone, Randolph 6578. CHICAGO, ILL.
Mention the American Florist when writing

E. F. Winterson Co.
166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO
We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

Ritter & Son had enjoyed a good trade the entire season. It had meant hard work, early and late, but they had pulled through, and were well satisfied with results. Pink rambler roses and larkspur were effectively arranged in the window.

S. Feast's Sons' central window piece was an electric fountain. Pink and blue hydrangeas, yellow daisies and pink ramblers were also artistically arranged. Chas. Feast reported a very good season.

Wm. J. Halliday's decorative feature is ferns, cibotiums, Bostons and Scottii. He finds the cibotium a valuable decorative plant. The past had been one of his best seasons.

The Parkway Flower Shop had kept busy the past winter. Since joining they had found the F. T. D. quite a factor in their business.

At John Cook's handsome store, business had been excellent. An effective window decoration consisted of pink rambler roses, larkspur and sprays of the mist tree.

Jesse P. King, Mount Airy, is adding a new range of houses, to be planted with roses for the local market.

The Edwin Seidenitz store had a window full of flowers. Business was reported very satisfactory. K.

Rochester, N. Y.

PEONIES LEADING FEATURE OF MARKET.

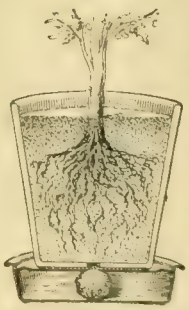
The peony is the queen of the market this week, great quantities of all varieties being received, with Festive Maxima the favorite. Roses, with few ceptions, are of poor quality. Sweet peas are excellent and meet with a good movement. There are a number of June weddings, but no great call for stock for decorations. Hardy ferns have been scarce and greens of all sorts have been pressed into service as substitutes. Smilax is again plentiful and asparagus, galax, etc., are of good quality.

NOTES.

At a meeting June 14 the Rochester Rose Society was organized and plans are under way for a rose exhibition to rival those of Portland, Ore., and Los Angeles, Calif. The officers of the organization are: John Dunbar, president; F. G. Barry, A. Schoenfelder, Calvin E. Laney, Erickson Perkins, Miss Hattie Gleason, Mrs. T. A. Whittle and Wm. T. Morse, vice-presidents, C. L. Shepard, secretary-treasurer.

Hart & Vick are adding one house, 32x275 feet, to their range at Fairport. Hubert Stringer is showing great improvement in health since working in the open at this establishment.

Sell More Potted Plants



You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

Corporal Lester Brown has returned from France, where he served 14 months, and was entertained at a dinner by Hiram Wilson.

The engagement of Miss Adele S. Sabernick to Herman H. Zahn has been announced.

Charles Gow, recently returned from France, is now with the Rochester Floral Co. CHESTER.

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen	
Roses,	Beauty	$ 1.50@	$ 5.00
		100	
"	Mrs. Chas. Russell	5.00@	20.00
"	Columbia	5.00@	15.00
"	Hoosier Beauty	4.00@	10.00
"	Killarney Brilliant	3.00@	10.00
"	Killarney	3.00@	10.00
"	White Killarney	3.00@	10.00
"	Richmond	3.00@	10.00
"	Prince de Bulgarie	3.00@	10.00
"	My Maryland	3.00@	10.00
"	Mrs. Geo. Shawyer	3.00@	10.00
"	Milady	3.00@	10.00
"	Sunburst	3.00@	10.00
"	Mrs. Aaron Ward	3.00@	10.00
"	Hadley	3.00@	10.00
"	Ophelia	3.00@	10.00
"	Double W. Killarney	3.00@	10.00
"	Mrs. Moorfield Storey	3.00@	10.00
"	Champ Weiland	3.00@	10.00
"	Stanley	3.00@	10.00
"	Francis Scott Key	3.00@	10.00
"	Bayard Thayer	3.00@	10.00
"	Cecile Brunner		3.00
"	George Elgar		3.00
"	Baby Doll		3.00
"	Nesbit		3.00
"	Our selection		4.00
Carnations		3.00@	4.00
Cattleyas, per doz		10.00@	12.00
Daisies		1.50@	2.00
Peonies		4.00@	6.00
Valley			8.00
Calendulas		2.00@	4.00
Callas			15.00
Ferns	per 1,000	5.00@	6.00
New Ferns	per 1,000	3.00@	4.00
Galax	per 1,000	1.50@	2.00
Leucothoe		1.00@	1.25
Mexican Ivy	per 1,000	5.00@	6.00
Plumosus Strings	each	.60@	.75
Smilax	per doz.	2.50@	3.00
Sprengeri, Plumosus Sprays			3.00
Boxwood, 35c per lb., per case			9.00

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith

FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials.....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts..... 10.00 per 100

If you want the Best in pink Roses order a shipment of our Russell. We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS RECUPERATES SOMEWHAT.

The past week showed quite an improvement over that of the week before, which was the "low water mark" for the season. The great burst of hot weather played havoc with both outside and greenhouse flowers, particularly roses, carnations, and sweet peas. Stock that has been well cared for, owing to more favorable weather, has recovered the past week and is now in good salable condition. There has been an increased demand, which has put the market on a much better footing. American Beauty roses have been very dissappointing the past month, being low in quantity, and sadly lacking in quality. Growers do not seem to know how to account for these conditions. Special Russells are now leaders, with Columbia a close second. Ophelia, Sunburst and Ward are all in good shape, also Hadley. Carnations are fading fast, although there are still some considered worth $4. Cold storage peonies are seen in all the stocks and look very well; their recuperative powers are astonishing. Gladioli Mrs. King and America are seen in splendid form, all greenhouse stock, the southern supply being cut out. Outside flowers, larkspur, feverfew and gaillardia, are very plentiful. Outdoor sweet peas are not up to the mark in quality or quantity, owing to the hot weather. Dorothy Perkins roses are in good demand for weddings and also for store decoration. They are in good form, showing little mildew. There are still a few callas which meet with good demand. Easter lilies are practically done.

HONESTY, THE BEST POLICY.

At times of oversupply, the stock that is put in neat packages, properly graded, and packed to reach the market on time and in best condition, is sure to show up well on the return sheet. Roses that are properly graded and wrapped in bundles of 25, with the paper projecting an inch or two to protect the points of the buds, are sure to return the grower very much more than the cost of this preparation. But, and this said a large dealer, is most important, one must be honest in his grading and in his count. It greatly facilitates business to be able to handle the roses in bundles of 25 without having to sort and count them over. The less they are handled, the less danger from bruising. They are also protected from drying out when lying on the tables, etc. When, however, the purchaser comes back with a bunch one or two short in the count, or containing several distinctly inferior or short stemmed buds, it is a clear case of dishonesty in which the offending grower loses much more than he sought to gain. Honesty is the best policy, and all growers should be as careful, both in quality and count in their packages, as if they were selling by the quart or pound. They expect every dollar bill they receive to be 100 per cent value, and should give as good as they get.

THE JOS. HEACOCK CO. BUILDS.

The break has come. Some four years ago, ground was leveled at Roelefs, adjoining the last 600 foot house, for one of a similar size, but later it was decided to wait another year. Then came the war, shortage of coal and labor. Now these hindering conditions are to a great extent removed, and the new house 72x600 semi-iron construction, is to be built immediately by the Hitchings Co., to be finished by October 1. This addition, it is thought, will reduce overhead charges on the entire place, as it can be heated from the same steam plant, and the only additional expense will be coal and labor. It will not be planted with roses this season, but will perhaps have a catch crop of sweet peas or other quick growing flowers and be ready for an early planting of roses of proven worth early next year. The beds in this house will contain about 23,000 roses, and will add about one-third to the capacity of the range.

NOTES.

Elmer Gaehring, Jos. G. Neidinger and Fred Deitrich accompanied Charles H. Grakelow to the Shriners' convention at Indianapolis, Ind., last week. One of the local merchants put up a unique decoration, bringing a lot of phoenix from Florida, which were set up on his sidewalk in banks of sand. In these trees, he had cocoanuts tied in bunches as if growing. To give a real tropical effect, he had monkeys chained up in the branches.

J. Zimmer, Collingswood, N. J., believes the seashore resorts are expecting a great season, as they are large buyers of bedding plants. This is good

EDWARD REID

Roses, Carnations, Peonies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, June 18. Per 100

Roses, Beauty, Special	30.00@	40.00
" Fancy	20.00@	30.00
" Extra	10.00@	20.00
" 1st	8.00@	10.00
" Killarney	3.00@	10.00
" My Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Ward	3.00@	10.00
" Ophelia	3.00@	10.00
" Russell	8.00@	15.00
" Shawyer	3.00@	10.00
" Bon Silene	3.00@	4.00
Lillies	15.00@	20.00
Cattleyas	75.00@	85.00
Carnations	1.00@	1.50
Sweet Peas	.50@	1.50
Asparagus Sprengeri, .35@z.50		
Minognette	3.00@	5.00
Ferns per	1.000	2.00
Calendulas	2.00@	3.00
Callas	10.00@	20.00
Smilax		25.00
Iris	5.00@	6.00
Peonies	3.00@	5.00
Gladioli (indoor)	8.00@	10.00

BOSTON, June 18. Per 100

Roses, Beauty	12.00@	25.00
" Killarney Queen	2.00@	6.00
" White and Pink Killarney	2.00@	6.00
" Double White Killarney.	6.00@	12.00
" Killarney Brilliant	2.00@	8.00
" Hadley	6.00@	12.00
" Mock	2.00@	4.00
" Mrs. Chas. Russell	6.00@	12.00
" Taft	2.00@	8.00
" Milady	2.00@	8.00
" Ward and Hillingdon	2.00@	8.00
" My Maryland	2.00@	8.00
Carnations	12.00@	15.00
Easter Lilies	10.00@	20.00
Valley	6.00@	10.00
Gladioli	4.00@	8.00

CINCINNATI, June 18. Per 100

Roses, Killarney	4.00@	15.00
" Mrs. Chas. Russell	6.00@	20.00
" Ophelia	6.00@	20.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	15.00
" Shawyer	6.00@	20.00
" Columbia	12.00@	40.00
Lilium Giganteum	15.00@	25.00
Cattleyas	.75@	1.00
Carnations	4.00@	12.00
Callas	10.00@	12.00
Calendulas	1.50@	3.00
Easter Lilies	10.00@	12.00
Sweet Peas	.50@	2.00
Tulips	4.00@	8.00
Daffodils	5.00@	6.00
Iris Tingitana	12.00@	15.00
Jonquils	4.00@	6.00
Snapdragons	6.00@	10.00
Gladioli	3.00@	5.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

PEONIES

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street, PITTSBURGH, - PA.

Growers of Quality Flowers.

Prepared Cycas Leaves

Best quality Prepared Cycas, pliable, perfect color and full length. Neatly packed, 10 of a size to a package. 100 assorted Cycas, up to 40-inch lengths, for $6.50. Also complete list of other supplies free.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists, 1320 Pine St, ST. LOUIS, MO.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of
Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

business, coming as it does after the local demand is about over. A house of callas here has been kept going instead of, as usual, drying off at this time. By keeping them wet, they make new growths and throw flowers which are in good demand, now that Easter lilies are done.

Henry Pennock, who has six acres in Asparagus plumosus at Jupiter, Florida, spent the past 10 days visiting his old home and friends in this city. He had found a good demand in the northern markets the past winter, but increased labor and shipping expenses had kept down the profits. Jupiter is 17 miles from Palm Beach.

Russell, Ward and Sunburst roses are choice stock with the Philadelphia Wholesale Florist Exchange. Peonies are also handled in quantity. Manager Deutscher is much pleased with business.

Edward Reid is back on the job again after a rest at Atlantic City recovering from a bad cold. Ophelia roses in quantity and choice cattleyas were features the past week.

Berger Bros. reported having passed through the bad week, and that now it is plain sailing. Gladioli, carnations, and cold storage peonies are headliners.

Special Russell and Ophelia roses were quantity stocks with the Leo Niessen Co. Cold storage peonies were also a feature.

Robert Craig is recuperating at the Craig cottage at Ocean Grove, N. J., where the sea air is doing him a world of good. K.

Paterson, N. J.

The Paterson Floricultural Society held an excellent show, largely roses from private growers, in the rooms of the Paterson Savings Institution, June 7. The leading prize winners were William S. Cole, Edward Vandercliffe, William Blair, Albert Francke, Charles F. Walker, F. Glatzel and James Connor. In the commercial section, a gold medal was awarded to Cross Brothers for the best collection of roses which consisted of 40 varieties. Bobbink & Atkins, Rutherford, N. J., were also awarded a gold medal for the best collection of hardy flowering plants. After the show, quantities of the flowers were sent to the hospitals and churches. Arthur Vescelius, a retail florist of Paterson, was one of the judges.

A. F. F.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 18. Per 100

Roses, Beauty, special	20.00@ 40.00
" " fancy	10.00@ 15.00
" Mrs. Chas. Russell	10.00@ 20.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 20.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	4.00@ 15.00
" Columbia	6.00@ 20.00
Carnations	4.00@ 6.00
Easter Lilies	12.00@ 15.00
Callas	10.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	1.00@ 3.00

ST. LOUIS, June 18. Per 100

Roses, Hadley	3.00@ 8.00
" Killarney	2.00@ 6.00
" White Killarney	2.00@ 8.00
" Hoosier Beauty	2.00@12.50
" Russell	2.00@20.00
" Ward	2.00@ 5.00
" Mrs. Shawyer	2.00@ 6.00
" Sunburst	2.00@12.50
Carnations	1.00@10.00
Ferns	2.50@ 4.00

MILWAUKEE, June 18. Per 100

Roses, Killarney, W. Killarney	3.00@ 8.00
" Ward	3.00@ 6.00
" Mrs. Chas. Russell	6.00@15.00
" Ophelia	3.00@ 8.00
" Columbia	6.00@15.00
" Hoosier Beauty	4.00@ 8.00
Carnations, assorted	2.00@ 3.00
Cattleyas, per doz.	9.00@12.00
Sweet Peas	.50@ 1.00
Callas, per doz.	2.00
Snapdragons	4.00@ 6.00
Calendulas	2.00@ 4.00
Peonies	3.00@ 6.00
Gladioli, per doz.	1.00@ 1.50
Baby Gladioli	2.00@ 3.00

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
SPECIAL VALLEY
ROSES, CARNATIONS, PEONIES
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, June 18. Per 100

Roses, Beauty, special	30.00@41.00
" " fancy	25.00@30.00
" " extra	15.00@20.00
" " No. 1	4.00@10.00
" Hadley	4.00@20.00
" Killarney	3.00@12.00
" Sunburst	3.00@12.00
" Mrs. Aaron Ward	3.00@12.00
" Russell	6.00@20.00
" Columbia	6.00@20.00
" Ophelia	4.00@15.00
" Hilda	3.00@12.00
Cattleyas	50.00
Easter Lilies	25.00
Lilium Giganteum	20.00
Carnations	3.00@ 4.00
Valley	6.00
Ferns, per 1,000	2.50@ 3.00
Sweet Peas	1.00@ 2.00
Iris	10.00
Daisies	1.00@ 2.00
Peonies	3.00@ 4.00

New York.

STOCK BRINGS FAIR RETURNS.

The weather of the past week continued cooler. The supply of peonies was lighter and good stock brought fair figures, but much of it was of indifferent quality. There was an abundant supply of roses, and the buds have grown smaller, but they came in better shape for handling than during the previous week. Good roses always bring fair prices, and this summer is no exception, but many are going at low figures. There has been a heavy supply of carnations and they have been very cheap, large lots as low as $1 per 100, but allowance must be made for that from the fact that it was all they were worth. Many carnations will scarcely keep one day at this season and many arrive in poor condition. Some of the best stock has sold up to $3, possibly $4 for a few of the very best. Orchids continue plentiful with little change in prices. Lily of the valley continues on the light side, and the best stock has sold for $25 per 100. There is the usual June supply of Gen. Jacqueminot roses, feverfew, coreopsis and other outdoor stock. Good sweet peas move fairly well.

June 16.—There is the usual Monday morning activity in the market, with an abundance of stock, but all good flowers, particularly roses, are bringing fair prices for the season. A few lilies are seen but not enough to class them as factors. Lily of the valley continues high.

NOTES.

It is reported from Massapequa, Nassau county, L. I., that the seventeen-year locusts have arrived in great number . They are not only hearty eaters, but also disturb sleep by their "humming and buzzing." We can think of but one remedy to offer our Nassau county friends. Eat 'em. A lady, who had traveled in the Orient, recently wrote to one of our city papers, saying that locusts were fine eating, and she gave several recipes for preparing them for the table. Who knows but that this might be a good way to give the "Beef Trust" a jolt? We hope our Nassau county friends will notice if any of the locusts have a "W" on their backs. If they have it means war, and the peace conference or the United States senate, or both should be immediately advised. There must be inspiration in locusts as food. Read this of John the Baptist: "And the same John had his rainment of camel's hair, and a leathern girdle about his loins, and his meat was locusts and wild honey."—Matthew 3d chap., 4th verse. As Ex-President Taft is the John the Baptist of the league of nations, send him some locusts.

On August 1, James Mallon's Sons will remove from their location, corner of Fulton and Willoughby streets, opposite the Hall of Records, Brooklyn, to their other store, 20 Smith street, where for a time all their business will be transacted. Many improvements are being made in the Smith street store. The cause of their vacating the old quarters is that the property has been sold and a new building is to be erected. John P. Mallon, the only surviving member of the firm, says that he feels as though he was leaving the old homestead. He was born in the block over 59 years ago, played and fought there with the other boys, went to school from there—in brief, his whole life has been associated with that block, and his father and grandfather were there 64 years ago.

Under the auspices of the Horticultural Society of New York, a peony show was held at the American Museum of Natural History, June 11-13. There was no prize list, it being simply an exhibition of good stock by the Cottage Gardens Co., Queens, N. Y.; the Cedar Hill Nursery (T. A. Havemeyer), Glen Head, N. Y.; John Lewis Childs, represented by I. S. Hendrickson, Flowerfield, N. Y., and the Rosedale Nurseries, Tarrytown, N. Y. Many good varieties were in the exhibition.

Seaman Miller, referee in bankruptcy, has called a meeting in the matter of Isadore A. Fight, individually, and John R. Walsh, copartners, trading as Anglin & Walsh, to be held at his office, No. 2 Rector street, June 26 at 1:30 p. m., at which time the trustees' account will be examined, and if found correct will be allowed, and the amount, if any, remaining for dividends will be declared, outstanding accounts will be sold and any other proper business transacted.

Frank Millang, Jr., son of Frank Millang, the wholesale florist of the Cut Flower Exchange, who is associated with his father in the business, was married June 11 at Narberth, Pa., to Miss Esther Elizabeth Miller of that place. It was a church wedding, after which there was a reception at the home of the bride's parents. The happy couple are now on their honeymoon.

Joel G. Hayden, a retired florist of Floral Park, N. Y., and well known in the wholesale district of this city, is one of the jury that is hearing evidence in the trial of Dr. Walter K. Wilkins, charged with the murder of his wife at their Long Beach home several months ago. The trial is being held at Mineola, county seat of Nassau County, L. I.

Governor Smith, on the request of the district attorney of Onondaga county, recently appointed Charles F. Norris, a special commissioner to investigate charges of mismanagement and corruption that had been made against the state fair commissioners and various contractors. His report clears the parties concerned of the charges.

Many expressions of sorrow have been heard relating to the sudden passing away of Joseph G. Leikens—see particulars in obituary column. "Joe," as he was called by his intimates, had long been a familiar figure in the wholesale district. He was always cheerful and companionable, and had many friends.

Meyer, Madison avenue and 58th street, recently arranged an elaborate decoration at the Plaza hotel for a dinner given by the United Booking Office, a vaudeville concern. The centerpieces were umbrella decorations, and at the close of the entertainment they were bestowed on the guests as favors.

Charles Spengler, the retailer of 342 Second avenue, who recently underwent a serious operation, is now, we are pleased to state, so far recovered as to be able to attend to business.

Mrs. J. G. Laikens will continue the New York business of her late husband, but we understand that the summer store at Newport, R. I., will be discontinued.

The Cottage Gardens Co. of Queens, N. Y., which shut down its carnation range in 1918, has started up again and is now planting.

Joseph Levy, of the Brooklyn Cut Flower Co., has gone to a hospital for an operation.

A. F. F.

MINNEAPOLIS, MINN.—In the matter of bankruptcy of Miss Hattie B. Whitted, a final meeting of creditors will be held in the office of Alexander McCune, referee in bankruptcy, 314 Federal building, this city, at 10 o'clock, a. m., June 30. A second dividend will be declared to creditors.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. L. Young & Co.
54 West 28th St. New York
Consignments Solicited

Mention the American Florist when writing

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

Mention the American Florist when writing

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., NewYork
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 18. Per 100.

Roses, Beauty, special	20.00@	35.00
" " extra and fancy	10.00@	15.00
" Hadley	4.00@	20.00
" Francis Scott Key	4.00@	35.00
" Columbia	3.00@	15.00
" Prima Donna	3.00@	15.00
" Alice Stanley	2.00@	12.00
" Mrs. Geo. Shawyer	.50@	3.00
" Double White Killarney	3.00@	12.00
" Killarney	.50@	4.00
" " Queen	.50@	4.00
" " Brilliant	.50@	4.00
" Aaron Ward	3.00@	10.00
" Sunburst	3.00@	12.00
" J. L. Mock	2.00@	10.00
" Ophelia	2.00@	10.00
" Mrs. Chas. Russell	4.00@	15.00
" Ulrich Brunner	4.00@	20.00
Cattleya orchids, special	50.00@	60.00
Lily of the Valley	6.00@	25.00
Adiantum Croweanum and Hybridium	1.00@	1.50
Carnations	.50@	3.00
Sweet Peas	.50@	1.50
Gladiolus, per doz.	.75@	1.50
Daisies, yellow	.75@	2.00
Asparagus Plumosus, doz. bchs.		3.00
Smilax doz. strings	3.50@	4.00
Stocks, per doz.	.30@	.50
Delphiniums, per doz.	.40@	.50
Peonies, per doz.	.50@	1.00
Cornflowers	.50@	1.00
Gallardia	1.50@	2.00
Bouvardia, white per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York
Mention the American Florist when writing

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

LIBERTY WINDOW BOX SPECIAL

10,000 Extra Strong Wooden Window Boxes

THESE boxes are 24 inches long, 8 inches wide and 6 inches deep. They were made to hold shrapnel. We have camouflaged them with cedar bark slabs into the most strongly built window or porch box we have ever made. Placed end to end they will fill almost any desired space. We are making a special drive on these boxes and offer them net F. O. B. Philadelphia at

$12.00 per dozen.

In advertisement of June 7, we erroneously quoted the price on these boxes as $6.00 per dozen.

Read the Article on Peace and War Boxes in THE AMERICAN FLORIST of June 7, Pages 990-991.

WE HAVE NEVER SENT OUT A BETTER WINDOW BOX.

JOS. G. NEIDINGER CO., 1309-1311 North Second St., Philadelphia, Pa.

St. Louis.

BUSINESS SHOWS IMPROVEMENT.

Business the past week seemed somewhat improved over the previous month. At least, it seemed so from the amount of stock used. The counters cleaned up fairly well every day. Weddings have been quite numerous, and in the absence of lily of the valley, roses have been having a great call. Carnations still hang on but the quality is very poor. Outdoor stock has been somewhat improved with a little dry weather. This was broken June 16, by a heavy rainfall. Gladioli are coming in fine but the supply is none too great and the cut is commanding a very good price. New fancy ferns have appeared on the market and certainly are welcome to the retailer after using the southern stock for a while. Other greens are in good supply.

NOTES.

Mr. and Mrs. M. Marty have sent out announcements of the marriage of their daughter, Elsie, to Herman Knoll, the well-known Carondelet florist, at St. Boniface church, June 19. Both are well known in the trade. Miss Marty was with Winuler's Flowers for quite a while. She is a girl of high character, always of a sunny disposition, seeing only the bright side of life, and Mr. Knoll is certainly to be congratulated on his good luck.

The florists' club held its June meeting at the greenhouses of W. J. Pilcher, a very interesting session, with quite a bit of discussion about exhibiting at the state fair and publicity matters. Mr. Thomas representing the A. L. Randall Co., Chicago, was an applicant for membership. After the meeting, Mr. Pilcher served refreshments, lunch and cigars. The attendance was very encouraging, and everyone seemed to have a fine time.

W. A. Rowe's dance given at his Denny road place in Kirkwood certainly was a great affair. About 150 of the local florists and their friends attended, and Lon certainly is one genial and well providing host. We voted the cats to be the best bet yet.

The June wedding appears to have come into its own again this year. It seems to be nothing unusual for a retailer to have anywhere from three to six weddings in one day.

A number of the local retailers are getting new delivery trucks. Among those noticed, are Grimm & Gorly, Bentzen Floral Co., Mulanphy Florists and Windler's Flowers.

J. J. W.

Baskets

Write For Catalog Now.

Raedlein Basket Co., 713 Milwaukee Ave CHICAGO, ILL.

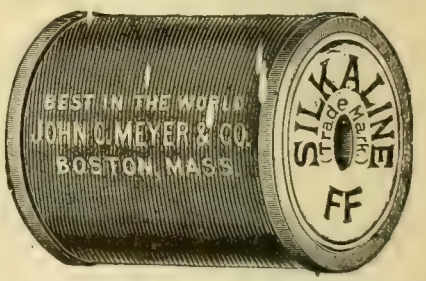
REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

The Meyer Green Florist Thread



Comes 16 ounces actual thread to the pound. This is the longest and strongest thread made. In case lots of 100 pounds and up, the price is $1.50 per pound; terms, net 30 days. Manufactured by the

John C. Meyer Florist Works,
1500 Middlesex Street, LOWELL, MASS.

YOUNGSTOWN, O.—Herman H. Cade has sold his establishment to C. J. Culver of Buffalo, N. Y., and J. Ryan of this city. The transfer is said to include the retail store, greenhouses and real estate. The consideration is declared to have been $50,000.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FLORISTS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway. Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

25 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building,
4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8, and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The FLORIST
2221-2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY
Mention the American Florist when writing

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points
Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES
ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass. First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries **DULUTH, MINN.** to Superior, Wis.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO HARRY PAPWORTH

The Metairie Ridge Nursery Co.

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS LORAL CO

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square and North Broadway

Mention the American Florist when writing

Friedman

.:.:.FLOWERS.:.:.

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing

CINCINNATI

HENRY W. SHEPPARD

532-534 RACE STREET

Successor to the HILL FLORAL CO.

Good Stock and Good Service.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st. St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

Mention the American Florist when writing

For St. Louis.

WIRE

Grimm & Gorly

Mention the American Florist when writing

CHICAGO DETROIT

Central Floral Co.

132 N. State St., CHICAGO, ILL. 35 Broadway, DETROIT, MICH.

Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery

Mention the American Florist when writing

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Orders in or around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grand Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing

WASHINGTON, D. C.

GEO. H. COOKE

Florist

Connecticut Avenue and L Street

Mention the American Florist when writing

Washington, D. C.

BLACKISTONE, Inc.

14th and H Streets, N. W.

Exceptional Service

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-Minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

CHICAGO

Mangel

The Palmer House Florist

17 E. MONROE ST.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, 216 Prospect Avenue, S. E., Cleveland, O., Secretary-Treasurer.

The thirty-seventh annual meeting will be held at Chicago, June 24-26, 1919.

THE price of bags at Chicago, June 18, was $54.

SEEDSMEN'S CONVENTION at Chicago, next week, June 24-26.

CORN weather is grand in the middle west now, with hot nights.

VISITED CHICAGO: W. C. Marlowe, of the Marlowe Seed Co., Wichita, Kans.

PHILADELPHIA, PA.—The Henry F. Michell Co. reports the volume of business for the 1919 season about equal to that of last year.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade, June 17, were as follows: Timothy, $9.50 to $11.50 per 100 pounds.

ST. LOUIS, MO.—D. I. Bushnell, of D. I. Bushnell & Co., will attend the Chicago convention. R. W. Pommer will leave shortly for a trip to California.

A. T. FERRELL, the Clipper Cleaner man of Saginaw, Mich., is in California and regrets inability to meet his many friends at the seed trade convention next week.

JOHN LEWIS CHILDS, Floral Park, N. Y., who has just returned from California, says the seed crops generally look promising with the outlook for a good harvest.

VAUGHAN'S SEED STORE, Chicago, says the business closing with the end of June, 1919, shows a percentage of decline as compared with 1918. The mail record, however, shows an increase.

TORONTO, ONT.—Anton J. G. Simmers, president of the J. A. Simmers Co., one of the best known seedsmen in the Dominion and a life-long resident of this city, died suddenly June 4.

ONION SETS.—Latest reports, June 17, indicate crop prospects in the north part of the Chicago district are poor while on the south side the outlook is better. On the whole, the acreage should be sufficient to take care of the trade.

NORWALK, O.—The W. C. Pressing Seed Co. says that although the weather has been quite dry for some time, the seed corn crop looks good and with favorable weather will make up time lost in lateness of planting. Eight acres of gladioli are in fine condition.

TOLEDO, O.—The clover market closed steady, June 17, at $27.00, no change during the preceding seven days. October was quoted at $22.70 and December $22.60. Timothy was firm, cash being offered at $5.50, September, $6.10, October, $5.90, December, $5.90 and March, $6.00.

W. W. BARNARD, of the W. W. Barnard Co., Chicago, is taking a pleasure trip east, via Buffalo, and A. H. Goodwin and wife will spend August in the Adirondack mountains. Ralph B. Howe, of this firm, succeeds to the position vacated by M. S. Smith, who has rejoined his former employers, the M. G. Madsen Seed Co., Manitowoc, Wis.

DAVID BURPEE, of the W. Atlee Burpee Co., Philadelphia, Pa., is in California inspecting seed crops.

PROMINENT financial interests are said to be looking for a relaxation in the money market at an early date.

BLOOMINGTON, ILL.—The Arkansas party, investigating industrial conditions, headed by Gov. Brough, recently visited the Funk seed farms here.

Chas. L. Kunz.
President Madsen Seed Co.

NEW ORLEANS, LA.—According to the J. Steckler Seed Co., Ltd., the trade throughout the entire south was not 25 per cent of the volume of that of 1918. While the orders were as numerous, the amount in dollars and cents was less, as practically no potatoes, peas or beans were planted during the first three months of the year, due to very unfavorable weather and a shortage of labor. An improvement in fall trade, however, is looked forward to.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Madsen Seed Co. Reorganizes.

The M. G. Madsen Seed Co., Manitowoc, Wis., has been reorganized, its capital stock increased to $150,000 and all departments of the business will be continued on a more extensive scale under the old firm name. New buildings will be erected and branches established in Minnesota. Charles L. Kunz, who has been connected with the M. G. Madsen Seed Co. for 23 years, is president and general manager of the new organization, associated with him being Frank A. Miller, general manager of the Wm. Rahr Sons Co. and the Cereal Products Co. of Manitowoc, vice-president, and W. L. Hamilton, for the past five years in charge of the case department of the Hamilton Mfg. Co., Two Rivers, Wis., secretary-treasurer. These officers constitute the board of directors.

M. S. Smith, of the W. W. Barnard Co., Chicago, formerly with the Wisconsin firm, will take an important position with the reorganized concern in the near future.

A. J. Schumacher, formerly of Cincinnati, O., is now with the firm in the capacity of field and greenhouse superintendent.

T. M. Fagan, for some time with A. Henderson & Co., Chicago, has joined the Madsen Seed Co.'s traveling force.

Colorado Crop Conditions.

Supplementing its report on crop conditions in Nebraska dated June 13, the J. C. Robinson Seed Co., Waterloo, Neb., in speaking of the situation in Colorado, says the frost damage early in June was fully as severe as at first reported. Probably 80 per cent of the cucumber acreage has been replanted but a much smaller acreage of muskmelon, farmers feeling that it was too late to put in this kind of a crop with a reasonable prospect of its maturing.

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers
Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY. NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.
SAN JOSE, CALIFORNIA
Company

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y.

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:
Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices

Stokes Closes Philadelphia Store.

The Stokes Seed Farms Co., Moorestown, N. J., has decided to develop the mail order end of its business to the exclusion of all other departments, except in certain districts of New Jersey, and in accordance with its new policy, will close the Philadelphia store it has conducted for nearly 40 years.

Tariff Legislation Hearings in July.

The seedsmen's tariff committee will do well to fortify itself for summer work in Washington as the following item indicates that general tariff hearings will begin within a month. The heat in Washington in mid-summer is proverbial.

"First hearings on proposed protective tariff legislation were held June 10 by the house ways and means committee. Chairman Fordney said hearings on a general revision of the tariff would be begun in about a month."

Season in Cincinnati and Vicinity.

In commenting on business during the past year, the J. M. McCullough's Sons Co., in a communication of June 16, says:

"On the whole, the seed trade for Cincinnati and surrounding territory has been satisfactory. The season started early and has been favorable up to date. There was an exceptionally strong demand for clover seed, and we were unable to meet the call for alsike. Owing to the high price of the former, there was an unusually heavy trade in sweet clover and alfalfa, many farmers sowing one of these in the place of red clover, which seemed to them almost prohibitive in price. The demand for timothy and blue grass has been very active. Owing to the high price of clover, many people have used commercial inoculation in order to insure a stand. The clover seeded in the wheat looks very fine.

seeded in the wheat looks very fine.

"The early seed corn trade was moderate, probably due to the fact that more farmers have saved their own seed than ever before, due to last year's experiences. Owing to the rains which lasted for a period of three weeks, during corn planting, many farmers were unable to plant the acreage they had intended, and are now seeding this land to soy beans, cow peas, millet, and sorghum. This has made a very active demand for all of these seeds.

"The wholesale garden seed trade is holding up well and there has been a late demand for late varieties of seed potatoes, and a very heavy sale of vegetable plants.

"Now that the war is over, many people who have been spending their time in war activities, are interested in hot house plants and shrubbery. We have been unable to supply the demand for roses.

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

31-33 W. Randolph St., Chicago

PEACOCK BRAND SEEDS — STANDARD OF QUALITY

Supposing You Got $50.00 This Way

An ounce of Cabbage Seed produces about 5,000 plants. The list below shows it costs from 25c to 60c per ounce. 5,000 plants is about 400 dozen. Sell 400 dozen at 15c per dozen. 400 times 15c equals $60.00.

Sow in the Open Field NOW. Mail Your Order Today.

CABBAGE

	Per oz.	Per lb.
Jersey Wakefield	30c	$4.50
Glory of Enkhuizen	60c	8.00
Fottler's Brunswick	30c	4.00
Premium Flat Dutch	25c	3.00
All Seasons	25c	3.00
All Head Early	25c	3.00
Charleston Wakefield	30c	4.50
Copenhagen Market	60c	$8.00
Lupton	25c	3.25
Vandergaw	30c	4.00
Autumn King	25c	3.00
Early Winningstadt	25c	3.00
Early Dwarf Flat Dutch	25c	3.00
Drumhead	25c	3.00
Surehead	25c	3.25

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) **CHICAGO**

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place

NEW YORK CITY

"Owing to the cold rainy weather during April, we have had an exceptionally severe scourge of plant lice, as well as other insects on fruits and vegetables. This has created a strong demand for insecticides and spraying equipment."

Baltimore Seed Trade.

The trade in this city enjoyed a very prosperous season and there is still considerable activity. J. Bolgiano & Son, who handle roses and bedding plants in the spring, in connection with their immense seed business, have great faith in newspaper publicity, using columns of space daily and entire pages for week end sales. A national campaign has been undertaken, this being the first year, and results have been very satisfactory, although the full benefit is not expected to be felt for three years. The field and garden seed situation for next year is a problem, owing to changing conditions following the end of the war, with the trade now facing a falling market. Because of the government's guarantee as to the price of wheat, many farmers plowed down hay and clover crops, with the result that red clover seed advanced to a record price of $30 per bushel. Next year, with no guaranteed price, the situation will be different, and normal, or before the war conditions will, to a great extent, prevail. The year's business, however, is reported very satisfactory.

The W. A. Simpson Co. found the farmers willing to pay high prices for field seeds. Although the wheat price guarantee had reduced other crops, the resultant high prices for hay, make heavy planting of this crop for next year a certainty. Selected lawn grass mixtures have been discontinued for the present by this establishment owing to the shortage of the finer varieties from Holland.

Field seeds, particularly red and alsike clover, have been factors in the business at Blamberg Bros., Inc. While stock was scarce, owing to increased wheat production, nothing could be exported, and this, together with the fact that there was no carry-over from last year, saved the market.

Meyer & Stisser report an increasing demand for their entire line at better prices than ever before. Grass and flower seeds and bedding and vegetable plants had a wonderful sale.

K.

Ohio Seed Law.

C. E. Kendel, 216 Prospect avenue, S. E. Cleveland, O., secretary-treasurer of the American Seed Trade Association, calls attention to the following

CINERARIA HALF DWARF

Finest mixed, reselected and improved strain.
New crop now ready, orders will receive prompt attention.

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 60 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

JAP LILY BULBS

French Bulbs
Dutch Bulbs
Freesia, Calla Bulbs, Etc.
Ferns in Flats

Write for F. O. B. New York prices.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

Morse's Selected Onion-Yellow Strasburg

Before placing an order for 1919 crop Onion Seed, send for prices for Morse's **Selected Stocks.**

We have the correct types at the right prices.

We can also quote **Selected Stocks** of **Beet, Carrot, Celery, Endive, Leek, Lettuce, Parsley, Parsnip, Radish** and **Salsify.**

C. C. MORSE & CO.

Quality Seed Growers

San Francisco, California

RAFFIA

Majunga Extra

The best quality
—at—
The lowest price

18c per lb, c. i. f. New York
One bale (2 cwts) minimum order.
Over 25 bales, 16c per lb.

BERNARD FILS

29 Blvd Garibaldi
Marseille - France
Established 1872
Cable address: Bulbseeds-Marseilles

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY
ONION-CARROT-BEET-RADISH-PARSNIP
CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO — CABLE ADDRESS, "McGILL-SEED" SAN FRANCISCO — CALIFORNIA

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply
The W. W. BARNARD CO.
231-235 W. Madison St., Chicago

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of
HIGH GRADE SEEDS
Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

BURPEE'S SEEDS

Philadelphia
Wholesale Price List for Florists and Market Gardeners

Michell's Flower Seeds

Cineraria	½ Tr. Pkt.	Tr Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English	Tr. pkt	Oz.
Monstrosa Pink ...¼ oz., $1.50	$0.50	
Monstrosa White ..¼ oz., 1.50	.50	
Monstrosa Mixed..¼ oz., 1.25	.50	
Longfellow Pink..	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis		
Alpestris Victoria	.25	1.00
Eliza Fanrobert	.25	1.00

Pansy Seed

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. **Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt., 30c; $1.25 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chinensis		
Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea	
Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

Henry F. Michell Co.
518 Market St., Philadelphia, Pa.

Mention the American Florist when writing

principal points in the new Ohio seed law affecting the trade in that state:

"Everyone handling agricultural seeds as defined in the law, which includes 'cabbage,' must pay a license fee of $5 per year; any kind or grade of agricultural seeds may be sold, but must bear a label with the percentage of pure seed, the percentage of weed seed and percentage of foreign seeds or matter, and if there are more than one of any or all noxious weed seeds in five grams of the small seeds, one seed in 25 grams of the next coarser or one seed in 100 grams of such seeds as wheat or rye, then the names of such noxious weeds must be mentioned on the label. Mixtures must give the varieties, but not the percentage and the amount of pure seed, weed seeds and foreign matter, and all agricultural seeds must give the percentage of germination, together with the month and year when made. It affects mixtures of eight ounces or more, and agricultural seeds of 10 pounds or more."

BRITISH SEEDS
KELWAY'S
LEADING HOUSE FOR
IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS
Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free.
KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**
Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.
Mention the American Florist when writing

The Everett B. Clark Seed Co.
GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.
Branches: Wisconsin, Colorado, Montana, Idaho, Washington. **Milford, Conn.**
Mention the American Florist when writing

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS
Mention the American Florist when writing

Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED
Bloomsdale Farm. **Bristol, Pa.**
Mention the American Florist when writing

J. Bolgiano & Son
CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.
Write for our 1909 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.
Mention the American Florist when writing

Waldo Rohnert
GILROY, CAL.
WHOLESALE SEED GROWER
Specialties:
Beet, Carrot, Endive, Lettuce, Onion and Radish.
Correspondence Solicited.

For SEEDS
Flower, Vegetable and Farm
Send your inquiries to
HURST & SON
152 Houndsditch
LONDON, - - ENGLAND
The Premier British Wholesale and Exporting Seed House
75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF
SWEDESBORO, N. J.
Grower of High-Grade Seed.
TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.
CORRESPONDENCE SOLICITED

GARDEN SEED
Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

THE
J. C. ROBINSON SEED CO.
WATERLOO, NEBRASKA
Rocky Ford, Colorado
Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON
PEDRICKTOWN, N. J.
Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.
Correspondence Solicited.
WHOLESALE SEED GROWERS

R. & M. GODINEAU
SEED GROWERS
Angers, - - France
Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Flower Seeds For Summer Sowing

CINERARIA—Vaughan's Columbian Mixture.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of color, size, shape and substance of flowers and perfect habit of plant. **Trade pkt., (500 seeds) 50c; 3 trade pkts., $1.40.**

Large-Flowering White ....500 seeds, $0.35

Crimson...... **Blue**.......... **Blood-Red**.... } **Each per trade pkt.** (500 seeds) **35c**

Soft Pink........ { **Each per trade pkt.** (500 seeds) **35c**

Matador. Brilliant scarlet. Trade pkt........500 seeds, **$0.50**
Old Rose. Pink to rich coppery red..........500 seeds, **.50**
Hybrida. Fine large-flowering mixed........500 seeds, **.25**
Grandiflora, Semi-Dwarf. Mixed..........500 seeds, **.35**

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the figured, marbled, spotted and variegated varieties. **Trade pkt., (1000 seeds) 50c; 3 trade pkts. for $1.40.**

GYPSOPHILA elegans granda alba. Fine for cutting; ¼ lb. **40c;** Lb., **$1.25;** Oz., **15c.**

	Trade Pkt.	Oz.
Dracaena Indivisa. Narrow green leaves......lb., **$3.50**	**$0.10**	**$0.30**
Indivisa Latifolia	**.10**	**.40**
Australis. Green and red colored leaves............	**.15**	**.60**

Primula. Vaughan's Chinese International Mixture. Packet of 250 seeds, **50c;** 3 for **$1.40;** per 1/32 oz., **$4.00.** Trade Pkt.

Primula Malacoides. An improved Forbesii......................**$0.50**

Primula Obconica Grandiflora, 1000 seeds, **50c;** 1/32 oz., **$1.00.**

Gigantea, Mixed, 1/32 oz., **$1.50;** 800 seeds, **50c.**

PANSY

Vaughan's International Mixture. Trade Pkt., **50c;** ⅛ oz., **$1.50;** ½ oz., **$5.00;** Oz., **$10.00.**

Vaughan's Giant Mixture. Trade Pkt., **50c;** ⅛ oz., **75c;** Oz., **$5.00;** ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture. Trade Pkt., **25c;** ⅛ oz., **60c;** Oz., **$4.00.**

Vaughan's P. P. (Popular Price) **Mixture** Trade Pkt., **25c;** ⅛ oz., **50c;** Oz., **$3.00.**

Chicago Parks Bedding Mixture. Trade Pkt., **25c;** ¼ oz., **60c;** Oz., **$2.00.** ....

New Early-Flowering Giant Pansies. This new strain produces its giant flowers about four weeks earlier than any other known types. In early March when the old type pansies hardly show any buds the plants of the new strain often bear from three to five of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and **Mixed.** The four colors, trade pkt. (500 seeds), **35c;** ⅛ oz., **70c;** Oz., **$5.00.**

Write for List of Named Sorts With Prices.

Our list of "Flower Seeds for Summer Sowing" now on the press; will be mailed shortly

CHICAGO, ILL. **VAUGHAN'S SEED STORE,** NEW YORK, N. Y.

Mention the American Florist when writing

GERANIUMS

S. A. Nutt in almost any quantity for July a few for August and none for September or early October, so it is wise to make yourself safe by buying right now.

Price $15.00 per 1000 with postage added if by parcel post. Please state which, post or express.

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Potash Duty and Licenses.

Hearings have been begun by the ways and means committee on a bill to increase the duty on potash and license its importation so as to protect the new potash industry in the United States. Witnesses stated that it cost $5 a unit to produce potash in this country while the imported product could be sold for $1.50 a unit. Lewis Emery of Pennsylvania said that he with other Americans had invested more than $50,000,000 in developing the industry so that the government might have potash during the war, and that the country owed it to them to protect them against German competition. He suggested not only a licensing system, but also a tariff.

ROSE PLANTS

2-INCH POTS

Place your order here immediately to avoid disappointment.

3000 **Sunburst**..per 1000, $60.00

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph Street, **CHICAGO**

Mention the American Florist when writing

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch.
Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, **Pekin, Ill.**

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

DAYTON, O.—Lack of rain in this section is reported to have caused considerable loss in vegetable crops.

Prices of Indoor Fruits and Vegetables.

Chicago, June 17.—Cucumbers, 2-dozen boxes, $1.50 to $2.25; celery, Florida, crate, $3.50 to $4.50; leaf lettuce, per box, 10 to 15 cents; radishes, per doz. bunches, 12 to 18 cents; tomatoes, 6 baskets, $6.00 to $6.50.

New York, June 16.—Celery (Florida), per crate, 75 cents to $2.50; cucumbers, $1.00 to $1.25 per dozen; mushrooms, $1.00 to $6.00 per three-pound basket; tomatoes, per pound, 10 to 25 cents; lettuce, per package, 35 cents to $1.50; radishes, per 100 bunches, $1.00 to $2.00.

Mulching Vegetables.

To keep vegetables growing vigorously through the hot dry spells of summer without an irrigation system is made possible by means of a mulch around the plant. Grain, straw, cornstalks, leaves, lawn clippings, etc., may be used for the mulch, says J. T. Rosa of the University of Missouri College of Agriculture. It should be placed to the depth of several inches between the rows and around the plants.

A good mulch applied to tomatoes in June will reduce the amount of the destructive blossom-end-rot, and it will improve the quality and size of the fruit, keeping it from coming in contact with the soil and becoming infected with decay or stained with mud. Eggplant, strawberries, peppers, and potatoes are other crops especially benefitted by mulching between the rows. Rhubarb and asparagus may be mulched with stable manure. Experience has shown that the increased returns secured by mulching pay handsomely for the slight expense of applying the mulch.

Cold Pack Canning.

To those who have tried the various methods of canning fruits and vegetables, there is none so easy and satisfactory as the "single-period cold-pack" process, according to the June 4 issue of Leaflets published by the Brooklyn botanic garden. The term "single period" refers to the method of cooking the food for one continuous period of time instead of for a shorter length of time on two or three successive days. The jars having been filled to overflowing with the food to be canned are partly sealed and placed on a rack in warm water in the boiler having the water at least one inch above the tops of the jars. Bring to the boiling point and then time the boiling period to meet the requirements of the vegetable or fruit under process. When done, remove the jars from the boiler, seal completely and turn upside down on a table well padded with paper or cloths and away from drafts. Cover with a towel while cooling. Watch for leakage or for rising of air bubbles, while jars are inverted, which would indicate a break in the rubber ring or an imperfect seal.

Spraying.

We are all familiar with the phrase —"This is the worst season I ever saw"—but in our opinion this is almost true in regard to central Ohio as it applies to insects. Almost all plant growth is covered with aphis, green, pink and black ones. It seems there is a special breed for each kind of plant. We believe it was three years ago when we first saw the pink aphis on tomatoes. This pest is now a regular visitor, and the result is that as long as it controls the fields, tomatoes will be high in price. Where formerly tomatoes averaged probably 75 cents per bushel, $2.00 has been the rule. Of course, there are other factors, but this pest does seriously shorten the production. It is at once hard to get at and hard to kill. We know from experience that this pest does not yield to nicotine as readily as the green kind. Outdoors, owing to the rapid evaporation and large air circulation, nicotine is less effective than inside. Therefore, it is best to spray late in the evening, using stronger solutions, and repeating the operation at short intervals. Thus we like to go over a field in one direction and reverse shortly after. The first application generally disturbs the pests which compels them to travel looking for relief; in this condition if hit a second time, they are generally disposed of, where with only one treatment, they often recover.

As regards materials, we generally prefer Black Leaf 40 for outdoor work as it does not evaporate as quickly as the free nicotine preparations used under glass. For the striped melon bug, we employ two remedies, dust and spray. Our dusting material is tobacco dust and air-slaked lime in proportions somewhat like ¼ tobacco and ¾ lime. This cheapens it and we can use it freely. We prefer to throw a small handful into each hill with great force, hitting the bugs as hard as possible. This will imbed the powder under their wings and they will speedily leave for parts unknown. This method, if faithfully practiced, will carry any of the vines through However, owing to frequent showers, this method is faulty at times. Therefore we aim to spray with some material that is poisonous and that sticks well. For this purpose we know of nothing better than pyrox. The only fault to pyrox is that it poisons only to a mild degree. This we rectify by adding a small quantity of Paris green to each mixture. An imitation of pyrox, home-made, would be the standard 4-4-50 Bordeaux with arsenate of lead and some Paris green. The lead arsenate gives the sticking quality, but we do like to add some Paris green for efficiency. This spray will soon teach the melon bugs to pack and depart. They have a tendency to colonize and thus destroy hills in a few minutes—but with this poisonous spray on our vines such tactics are impossible.

MARKETMAN.

Sweet Potatoes.

The stimulus of high prices both for the early fall crop of sweet potatoes and the storage house stock during the past few years has caused a considerable increase in the acreage in the state, according to the University of Missouri College of Agriculture. Many truck growers located on sandy loam and gravelly loam soils are finding that this is one of the easiest and surest crops to grow, besides being highly profitable. The Nancy Hall has become the leading market variety. The St. Louis market frequently pays as much as 25 cents per bushel premium for this variety. The high quality of this potato, both from the consumers' and growers' standpoint, are being recognized. To the grower, the Nancy Hall appeals strongly because of its good yielding power. The fact that it does not make such luxuriant vine growth as other varieties, makes it easier to cultivate and to harvest. Other varieties are being grown to a lesser extent. The Red Bermuda is quite popular for the extra early market as this variety is extremely hardy, and makes a fair crop of tubers of marketable size earlier than almost any other variety. The Southern Queen, Early Triumph, and Yellow Golden (Strassburg) are also popular. The Porto Rico Yam was grown in several places last year, and proved quite a success, especially on the light sandy soils. The Jersey varieties have not proved popular in most places. Besides growing $1,000,000 worth of sweet potatoes each year, Missouri grows tens of millions of sweet potato plants. These are distributed to some extent within the state, but probably the bulk of them are shipped to adjoining states on the south, where the prevalence of disease makes it difficult to obtain good plants.

Vegetable Markets.

Reports received by the bureau of markets of the United States department of agriculture for the period June 10-17, indicate that prices weakened under heavy shipments. Supplies of old potatoes were liberal for this time of the year and prices suffered further declines. The Chicago carlot market closed 35 cents lower than the previous week at $1.40-$1.65 for sacked and Minneapolis closed at $1.75. New York round whites ranged $1.50-$2 in bulk at New York and Philadelphia, but held to $2.35-$2.50 at Baltimore. Green Mountains were steady at $1.50-$2.25 sacked. Most markets reported heavy supplies of new potatoes and considerably lower prices. Eastern shore of Virginia stock declined to $5-$5.50 f. o. b. for top stave barrels. Leading consuming markets quoted $5.25-$7.25 at the close. Best North and South Carolina Cobblers reached a low point of $4.50-$6.50 in terminal markets. Shipping points quoted $5. Texas Bliss Triumphs averaged $1 lower in middle-west consuming markets. Onion values were firm. Texas Yellow Bermudas have declined about 25 cents, each of the past three weeks, reaching a level

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

ROSES OWN ROOT

	Per 100	1000
Premier, 2½-in.	$30.00	$250.00
Columbia, 2½-in.	19.00	170.00
Columbia, 2½-in., grafted	35.00	
Rosalind, 2½-in. (Improv. Ophelia)	17.00	150.00
Silvia, 3½-in	30.00	200.00
Double White Killarney, 2½-in.	12.00	110.00
Double White Killarney, 3½-in.	25.00	
Maryland, 3-in.	17.00	150.00
Richmond, 3-in.	15.00	
Richmond, 3½-in	25.00	
Killarney Brilliant, 2½-in	10.00	90.00
Killarney Brilliant, 3½-in	25.00	
Hoosier Beauty, 2½-in	12.00	110.00
Hoosier Beauty, 3½-in	25.00	
Sunburst, 2½-in	12.00	110.00
Sunburst, 3½-in	25.00	
Ophelia, 2½-in.	12.00	110.00

C. U. LIGGIT, Office: 303 Bulletin Bldg., PHILADELPHIA, PA.

Mention the American Florist when writing

CHRYSANTHEMUM SPECIALISTS

Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

CARNATIONS R. C. LADDIE

$75.00 per 1000.
Orders booked now for January 1920 delivery.

F. DORNER & SONS CO.
LAFAYETTE, - - - INDIANA

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

of $3.75-$4.50 per crate in consuming markets. California Bermudas continued steady at a general jobbing range of $4-$5. Cabbage markets continued weak, reaching $2.25-$3 per barrel crate in middlewestern markets. Virginia Wakefields reached a range of $1-$2.50 in New York. Mississippi tomatoes weakened gradually, fancy 4's closing 20 cents lower at shipping points at $1-$1.10 with similar declines in jobbing markets. Texas 4's followed a wide range of $1.40-$2.50 in consuming markets.

PATERSON, N. J.—The seventh annual rose and peony show of the Paterson Floricultural Society which opened June 7, occupied both floors of the Paterson Savings institution. Among the commercial exhibitors were Bobbink & Atkins, Rutherford, N. J., and Cross Bros. of East Paterson.

CALIFORNIA FREESIAS

Due at Chicago About June 20.

PURITY (Improved)	1000	PURITY (Improved) Vaughan's Special Strain.	1000
⅜-½ inch...	$ 5.00	⅜-½ inch...	$ 6.00
½-⅝ inch...	8.50	½-⅝ inch...	10.00
⅝-¾ inch...	12.50	⅝-¾ inch...	15.00

CHINESE "JOSS" LILIES
Write for Prices.

Vaughan's Seed Store
CHICAGO NEW YORK

Atascadero Seed Company

ATASCADERO, CALIF.,
Wholesale Growers of
HIGH GRADE SEEDS

We specialize in **Beans, Carrots, Lettuce, Onions, Parsnip, Radish, Salsify, Spinach,** and **Named** and **Mixed Nasturtiums,** and **Grandiflora** and **Spencer Sweet Peas.**

Write for Our Growing Contract Price List.

IVIES (English)

30 inches long, 3 to 4 branches, 4-in. pots, $20.00 per 100; $180.00 per 1000.

J. EBB WEIR & CO.
Ft. Hamilton Ave., BROOKLYN, N. Y.

Mention the American Florist when writing

GENEVA, ILL.—G. A. Cornish and his son are to embark in the greenhouse business here.

Holland Bulbs

Prices on application.

R. A. VANDERSCHOOT,
299 Broadway, NEW YORK CITY
Phone: Worth 4677.

Mention the American Florist when writing

General Bulb Company

(Westerbeek & Klyn, re-organ.)

110 Water St., New York, N. Y.

BUY QUALITY. IT PAYS.

Ask for our quotations on

Holland and French Bulbs

Mention the American Florist when writing

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

NURSERYMEN'S CONVENTION at Chicago, next week, June 25-27.

LONDON, ENG.—Lack of rain is spoiling the British apple crop and a continuance of the drought will completely ruin the yield.

BARABOO, WIS.—All of the buildings and contents of the Great Northern Nursery, M. F. Foley, proprietor, were destroyed by fire, June 9. The loss is $30,000; insurance, $5,000.

ROLAND W. COTTERILL, Seattle, Wash., secretary-treasurer of the American Association of Park Superintendents, died May 6. Mr. Cotterill had been in ill health for a considerable time.

Tariff Legislation Hearings in July.

The nurserymen's tariff committee will do well to fortify itself for summer work in Washington as the following item indicates that general tariff hearings will begin within a month. The heat in Washington in mid-summer is proverbial.

"First hearings on proposed protective tariff legislation were held June 10 by the house ways and means committee. Chairman Fordney said hearings on a general revision of the tariff would be begun in about a month."

Raspberries Profitable in Scotland.

Scottish raspberry growers are said to be realizing immense profits on their crops these days according to Commerce Reports. The raspberry production of Scotland totals about 3,300 tons. Of this fully 2,000 tons are raised in the Blairgowrie and Alyth districts, and Auchterarder district contributes from 600 to 700 tons, leaving a balance of about 600 tons raised throughout other parts of the country.

Syndicates, including preserving concerns south of the border, have purchased practically the entire crop of the Blairgowrie and Alyth districts. About 1,000 tons have been sold for this season only, but of the remainder more than half has been sold for five years and the remainder for three years ahead. The prices paid are sensational. Prior to the war the rate per ton ranged from £15 to £22 (from $73 to $107). Where the five years' crop has been disposed of the prevailing figure is £50 ($243) per ton; those who have dealt on a three years' basis are getting slightly more than this, and where this year's crop alone has been sold the average is not below £60 ($292). In transactions involving smaller quantities and this season's crop only, as high as £68 ($330) per ton has been paid.

To the ordinary householder all this is of great concern. It is obvious that any supplies of berries available this season for retail in the ordinary way will, in the absence of control, exceed the high rates prevailing last year. If no steps are taken to secure a portion of the fruit supplies for domestic preserving it may well be that, despite better facilities for obtaining sugar, there will be little jam making by housewives this year.

Roses of Interest.

The Boursault rose (Rosa Lheritieranea) has not before carried more flowers than it has borne this year. This rose, which was raised in France early in the last century, is believed to be a hybrid of R. chinensis and the European R. pendulina, and owes its popular name to Monsieur Boursault who a hundred years ago had a garden in the Rue Blanche, now Chausee d'Antin, famous for its collection of roses. There have been several forms of the Boursault rose; the one in the Arboretum collection, which has pale rose red, partly double flowers, is not an uncommon plant in old New England gardens. It is a tall, vigorous and perfectly hardy shrub with gracefully spreading stems. Rosa Marretii has not before flowered so freely in the Arboreteum; it is a tall, broad shrub with arching stems, pale green leaves, and large pink flowers. It is a native of northern Hokkiado and of Saghalien where it was discovered by the late Abbe Faurie who sent seeds to the Arboretum in 1908. This plant, which is probably still rare in cultivation, promises to be a good addition to the single-flowered roses which can be successfully grown in this climate. The single-flowered Chinese form of R. Roxburgii (var. normalis) is flowering this week for the first time in the Arboretum and proves to have larger flowers than any other rose in the collection, with the exception of R. rugosa and its varieties. The petals are pale shell pink and conspicuously notched at apex. The fruit of this rose will probably be almost as ornamental as the flowers, as it is bright red, and thickly beset with long sharp prickles. One of the hardiest and best growing of the new roses, Rosa bella, raised at the Arboretum from seeds collected by Purdom in northern China, is a plant which when better known will be popular. It is a large shrub with bright red flowers an inch and a half in diameter, and showy red fruit. The only plant in the collection is with the other Chinese roses on Bussey hill. Unfortunately the flowers were ruined as they opened by the excessive heat of last week. Rosa multiflora cathayensis is again covered with its great clusters of pink flowers and expanding flower-buds. The Chinese representative of the white-flowered R. multiflora of Japan, it is one of the most beautiful roses of its class, and interesting as the wild type from which the Chinese derived the now well known Crimson Rambler rose and another old-fashioned garden plant, the Seven Sisters rose (Rosa multiflora platyphylla). Rosa Helenae, which some persons consider the handsomest of the roses discovered by Wilson in western China, will be in flower again in a few days. It is a large shrub with slender arching stems furnished sparingly with small red spines and many-flowered clusters of pure white delicately fragrant flowers an inch and a quarter in diameter. It well deserves a place in any collection of single-flowered roses, however small. —Arnold Arboretum Bulletin, June 12, 1919.

MOUND CITY, ILL.—Henry Hilerich contemplates moving to more commodious quarters in the near future.

NARBERTH, PA.—An excellent flower show under the auspices of the civic association was held here, June 7. There were 34 groups of exhibits in which prizes were awarded.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber.
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

— THE —
Storrs & Harrison Co.
PAINESVILLE NURSERIES
Catalogues and Price Lists Free on Application.
PAINESVILLE, - OHIO

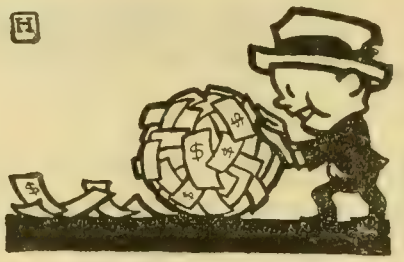
VERBENAS
Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.
Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens
BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.
The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

For the Best New and Standard
DAHLIAS
Address
PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. Y.

Plant Propagation, Greenhouse and Nursery Practice.
By M. G. Kains.
342 pages, illustrated. Price $1.75.
American Florist Co.
440 S. Dearborn St., Chicago

IBOLIUM The new Hybrid HARDY PRIVET. (L. Ibota x Ovalifolium)
To be sent out in the Fall of 1919. More about it later.
THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc., Introducers of BOX-BARBERRY NEW HAVEN, CONN.



We Have Been Persuading Six Million People To Buy Your Stock

BEEN doing it day and night, every week for months. Been doing it in a way that has made them open up their pocket books, and plant more than ever before.

That's where some of your new business came from this Spring—there is no denying that.

How did we do it for you?

By talking into the ears of over six million buyers. Talking when they had time to listen, when sitting around the table, evenings.

Talking to them through their own home papers—750 of them and the list is still growing.

Papers that are read from front to back, just as you read **your** home paper.

This is just one small part of what can be done to increase business for all you Nurserymen, when you organize to do the job as you know it should be done.

Do you want to know what some of the other really big things are? Then come to the

Chicago Meeting

At 2.30, Tuesday, June 24th, in the Hotel Sherman, the subscribers to the Market Development Fund will meet. Non-Subscribers are cordially invited to meet with us.

At this meeting we will outline a detailed program for the coming year, including one of the biggest business-building campaigns ever put across by any industry, anywhere. This sounds like a big brag. It's not. Come and see for yourself.

Be at Chicago!

Follow the little blue tags, and "get in right."

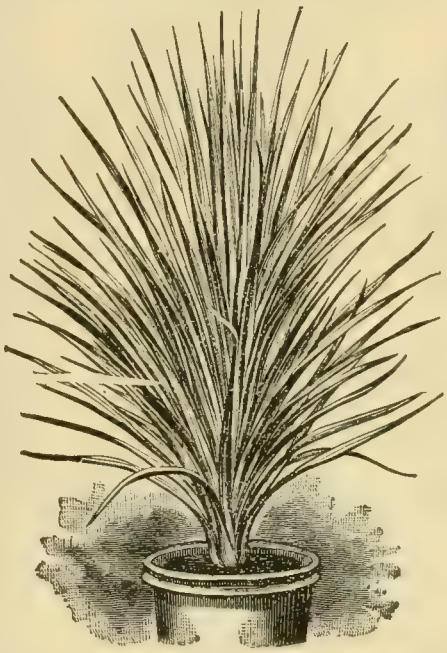
Hoping to meet you there.

H. H. Rockwell

Manager.

NURSERYMEN'S NATIONAL SERVICE BUREAU

220 West 42nd St., New York City



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30.00 per 100
6-inch.....$6.00 per dozen
7-inch ..... 7.20 per dozen

GEORGE WITTBOLD CO.

745 Buckingham Place, CHICAGO

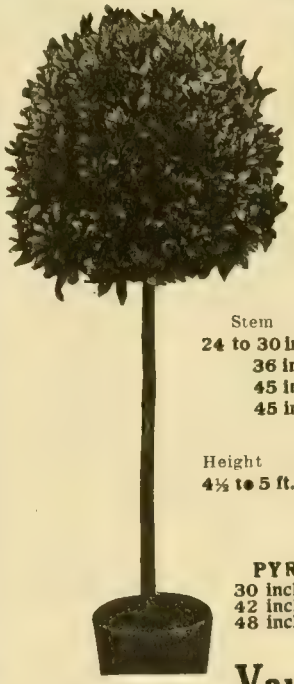
L. D. Phone: Graceland 1112.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, $1.25

AMERICAN FLORIST CO.
440 S. Dearborn St.
CHICAGO.



BAY TREES

New Stock, Scarce

Now Ready. F. O. B. Chicago

Standards.

Stem	Crown	Per Pair	Stem	Crown	Per Pair
24 to 30 in.	30 to 32 in.	$24.00	48 in.	32 to 34 in.	$32.50
36 in.	24 to 28 in.	22.00	48 in.	36 to 38 in.	45.00
45 in.	20 in.	23.00	48 in.	40 to 42 in.	50.00
45 in.	30 in.	25.00	48 in.	46 to 48 in.	60.00

Pyramids.

Height	Base	Per Pair	Height	Base	Per Pair
4½ to 5 ft.	22 to 24 in.	$23.00	5½ to 6 ft.	24 in.	$25.00

Crating (if ordered) extra at cost.

BOXWOODS

PYRAMIDS	Each	GLOBE SHAPED	Each
30 inches high	$2.25	15 x 15 inches high	$3.50
42 inches high	4.50	18 x 18 inches high	6.00
48 inches high	5.00		

Packing at cost. Tubs 50 to 75 cents extra.

Standard Bay Tree.

Vaughan's Seed Store, Chicago

Mention the American Florist when writing

FORT WORTH, TEX.—J. E. McAdam has vacated his retail quarters at Main and Eighth streets and will for the present conduct most of his business from his range, increasing the scope of his wholesale trade.

EVANSVILLE, IND.—The Wm. Blackman Floral Co. and other florists donated quantities of roses and carnations for the flower missfon distribution of the W. C. T. U. to hospitals and charitable institutions, June 9.

Alonzo J. Bryan

WHOLESALE FLORIST

Abundance of Plants Always on Hand.

See our display adv. in June 7th issue.
Correspondence solicited.

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Chrysanthemum Stock

The three best standard varieties,
Unaka, Bonnaffon, Polly Rose,
2¼-inch, $4.00 per 100; $35.00 per 1000.

EDWARD J. TAYLOR, Green Farms, Conn.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALTERNANTHERAS.

ALTERNANTHERIAS. Aurea Nana and Parchoides Major, fine 2¼-in., $3.50 per 100; $30.00 per 1,000. Brilliantisma, $4.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

ALYSSUM.

3,000 Sweet Alyssum, single, choice, 2½-in. pots, $3.00 per 100. BUTZ BROS., New Castle, Pa.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPIDISTRAS.

Aspidistra, green, 10-in. tubs, 20 to 24-in. high, $5 to $8; 12-in. tubs, 22 to 28-in. high, $8 to $10 each. Vaughan's Seed Store, Chicago and New York.

ASTERS.

Asters, Queen of the Market, Vick's Royal and Henderson's Invincible, in white, shell pink, rose pink, lavender and purple; strong plants, $6.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters, Queen of Market and Giant Branching, in separate colors, strong, transplanted, $5.00 per 1,000. Giant Branching, separate colors, 2½-in., 2c each. ODOR GREENHOUSES, Iola, Kan.

BAY TREES.

Bay Trees. New stock, now ready. F. O. B. Chicago. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BEDDING PLANTS

Dracaena Indivisa, 4-in., good plants, 25c each.
Dracaena Indivisa, 5-in., good plants, 35c each.
Dracaena Indivisa, 6-in., good plants, 50c each.
Variegated Vincas, 4-in., good plants, $15.00 per 100.
Variegated Vincas, 3-in., good plants, $12.00 per 100.
Sprengeri, 3-in., $ 8.00 per 100.
Sprengeri, 4-in., $15.00 per 100.
Sprengeri from flats, $ 2.50 per 100. $20.00 per 1000.

CANNAS.

Yellow King Humbert, 4-in., $12.00 per 100.
Florence Vaughan, 4-in., $10.00 per 100.
Express, 4-in., $10.00 per 100.
English Ivy, 2½-in., $4.00 per 100.
Salvia Splendens, 4-in., $10.00 per 100.

ELI CROSS
Grand Rapids, Mich.

BEGONIAS.

Begonia Chatelaine, 2-in., $4.00 per 100; $35.00 per 1,000. A. HENDERSON & CO., 166 N. Wabash Ave., Chicago.

BOXWOOD.

Boxwood. Pyramids and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Bulbs, Jap Lily, French, Dutch, Freesia, and Calla. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Holland and French. Ask for our quotations. General Bulb Co., 110 Water St., New York.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

CANNAS.
Fine three-inch, ready now.

200 Mad. Crozy.	200 Partinope.
200 Pres. McKinley.	150 Mores.
100 Burbank.	100 Buttercup.
100 Francis Bates.	200 Dwarf Red.
100 Crimson Bedder.	50 Duke Marlton.
100 Queen Charlotte.	100 D. Harris
250 Mad. Berat.	250 J. D. Cabos.
300 Black Beauty.	100 Hungaria.
150 J. D. Eisle.	300 Mrs. A. F. Conrad.

200 Pres. Cleveland.
$6.00 per 100.
500 King Humbert. $7.00 per 100.

JOS. BANCROFT & SON,
Cedar Falls, Ia.

Cannas. Humbert, yellow and red; Hungaria, pink, 3-in., $10.00 per 100. Wm. F. Kasting Co., Buffalo, N. Y.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

5,000 Dwarf Cannas, asst. 4-in. pots, $10 per 100. BUTZ BROS., New Castle, Pa.,

CARNATIONS.

BELLE WASHBURN CARNATION PLANTS.
2½-inch pots.
Now ready for shipment .....$8.00 per 100
Matchless ..... 7.00 per 100

BASSETT & WASHBURN,
178 N. Wabash Ave. Chicago.

Carnations, rooted cuttings, Laddie, $75 per 1,000. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS—Rooted Cuttings
Positively the Finest Stock Obtainable at these Prices.

	Per 100	1,000
Roman Gold	$2.50	$25.00
Marigold	2.50	25.00
Halliday	2.50	25.00
Chas. Razer	2.50	25.00
Smith's Ideal	3.00	25.00
Pink Chieftain	2.50	25.00

POMPONS.

	100	1,000		100	1,000
Golden Climax	$2.50	$25.00	Lulu	2.50	25.00
			Mensa	2.50	25.00
Golden Wedding	2.50	25.00	Mrs. Beu.	2.50	25.00
			E. D. Godfrey	2.50	25.00
Baby	2.50	25.00			
Quinola	2.50	25.00	Billy Primrose	2.50	25.00
Aster	2.50	25.00			
Baby Margaret	2.50	25.00	Lilia Red.	2.50	25.00
			Sabey	2.50	25.00

WIETOR BROS.,
30 East Randolph Street, Chicago, Ill.
L. D. Phone, Randolph 2081

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

White	Golden Queen
Chas. Razer	Pink
Smith's Ideal	McNiece
Yellow Chrysolora	Dr. Enguehardt
Marigold	R. E. Loeben
Mrs. Morgan	

2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Mike Gabel	Helen Newberry
Pink	Bronze
Queen Marie	Md. LaPorte
Lillian Dotty	Mrs. Beu
Kemmitt	Red
	La Gravere

2½-in. pots ..... 5.00 per 100; 48.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.
AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.
This Pompon is the only early white on this market, and has the field to itself. Choice rooted cuttings per 100, $5.00. Also

CHOICE 2½-INCH STOCK. 100
300 Mensa 4.00
500 Carrie 4.00

CHRYSANTHEMUMS—2½-Inch Plants.
100
1,500 Morgan $4.00
600 Bonnafon 4.00
300 Golden Queen 4.00
500 Crystal Gem 4.00

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

Chrysanthemum stock. Unaka, Bonnaffon, Polly Rose, 2¼-in., $4.00 per 100; $35.00 per 1,000. Edward J. Taylor, Green Farm, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

COLEUS. Best assorted strong 2-in., $2.00; 3-in., $4.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

5,000 Coleus. All best varieties, 2½-in. pots, $3.50 per 100. BUTZ BROS., New Castle, Pa.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Indivisa, 4-in., $1.50 per doz.; $12.00 per 100; 5-in., $3.75 per doz.; $30.00 per 100; 6-in., $6.00 per doz.; 7-in., $7.20 per doz. George Wittbold Co., 745 Buckingham Place, Chicago.

ECHEVERIAS.

ECHEVARIAS. 2½-in., $4.00; 3-in., $5.00 per 100. Cash, please. JOS. BANCROFT & SON, Cedar Falls, Ia.

FERNS.

Ferns. A splendid lot for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Fancy Ferns, special picked. C. A. Kuehn, 1312 Pine St., St. Louis, Mo.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

ERICAS.

Ericas—President Felix Faure, President Carnot, Persoluta rosea, Cupressoides. Strong 2-in. stock, $12 per 100. Persoluta alba, mediterranea, Condonodes Veitchi, $10 per 100. Kindly send cash with order. COOLIDGE RARE PLANT GARDENS, Pasadena, Calif.

FREESIAS.

Freesias, California. Purity (Improved), ⅜-½-in., $5.00; ½-⅝-in., $8.50; ⅝-¾-in., $12.50 per 1000. Purity (Improved), Vaughan's Special Strain, ⅜-½-in., $6.00; ½-⅝-in., $10.00; ⅝-¾-in., $15.00 per 1000. Vaughan's Seed Store, Chicago and New York.

Freesia Purity. ⅜ to ½-in., $6; ½ to ⅝-in., $9.50; ⅝ to ¾-in., $15; ¾-in., $18 per 1,000. American Bulb Co., 172 N. Wabash Ave., Chicago.

Freesias. For varieties and prices see display advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums. Fine 2-in. stock, ready for immediate shipment. Beauty Poitevine, Alph. Ricard, Abbie Schaffer, Miss F. Perkins, etc., $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. 75,000 at reduced price. Nutt, Castellane and others; extra strong plants, 4-in., 12½c; 3½-in., 9c; 3-in., 7½c; 2½-in., 4½c; 2¼-in., 3½c. L. J. ROWE, Titusville, Pa.

Geraniums, Nutt, pink and mixed, 4-in., good A-1 stock in bud and bloom, $14.00 per 100. Out of pots. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums. S. A. Nutt. $15.00 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

GLADIOLUS BULBS AT LOW PRICES.
Size No. 1. 1½-in. and up.

	Per 1,000
10,000 America	$17.50
30,000 Halley	18.00
10,000 Loveliness	30.00
5,000 Niagara	25.00
8,000 Panama	22.00
6,000 Princeps	20.00
7,000 Schwaben	25.00

Prices are quoted F. O. B. Milton, Mass.
These bulbs are imported and in excellent condition.

JELLE ROOS.
MILTON, Box C, MASS.

Gladioli bulbs. Ready for immediate shipment. Westerbeek & Klyn, 25 Beaver St., New York.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York City.

IVIES.

English Ivy. 30-in. long, 3 to 4 branches, $20.00 per 100; $180 per 1,000. J. Ebb Weir & Co., Fort Hamilton Ave., Brooklyn, N. Y.

Hardy English Ivy. Good strong 2-in. stock, $2.50 per 100; $22.50 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana. Average in 3 and 4 leaves, good strong plants out of 2¼-in. pots at $15.00 per 100. Prices on larger quantities on application. J. H. FIESSER, 711-741 Hamilton Ave., North Bergen, N. J.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laellio-Catteiyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Phoenix Roebelenii. 10-in. and 12-in. tubs, 30 to 36-in. high, 30 to 36-in. spread, $15.00 to $20.00 each. Vaughan's Seed Store, Chicago and New York.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PENNISETUM.

2,000 Pennisetum, fine plants, 2½-in. pots, $6.00 per 100. BUTZ BROS., New Castle, Pa.

ROSES.

ROSES. Owing to a change of our plans we offer the following, very fine stock:

	100
125 Columbia, 3-in.	$15.00
250 White Killarney, Pierson stock, 3-in.	12.00
100 One-year-old White Killarney, 4-in.	12.00
200 Richmond, 3-in.	8.00
250 Ophelia, 3-in.	8.00
50 Ophelia, 4-in.	12.00
250 Grafted bench plants, White Killarney	8.00
350 Grafted bench plants, Ophelia	8.00

Cash, please.
JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants. You can quickly turn such surpluses into cash by advertising here.

ROSE STOCK.
Good 2½-in. plants.

	100	1000
Sunburst	$7.00	$60.00
Pink Killarney	6.00	50.00
White Killarney	6.00	50.00

GEORGE REINBERG,
162 N. Wabash Ave. Chicago.

BENCH ROSE PLANTS.

Ophelia, White Killarney. $6.00 per 100. 4,000 American Beauty. Very choice, at $10.00 per 100; $70.00 per 1,000. No orders for less than 100 of a variety accepted.

BASSETT & WASHBURN.
178 North Wabash Ave. Chicago.

For Sale. 2,000 Hoosier Beauty Rose Plants. Well rested 2-yr.-old grafted stock. $10.00 per 100; $80.00 per 1,000. Also 200 2½-in. own-root plants at $8.00 per 1,000.

J. F. AMMANN CO.,
Edwardsville, Ill.

ROSES FROM 2½-INCH POTS.
Immediate shipment.

	100
700 Ophelia	$11.00
Pink Killarney and Sunburst	9.00

A. HENDERSON & CO.,
166 N. Wabash Ave. Chicago.

Rose plants. Milady, Sunburst, Ophelia, Killarney Brilliant and Champ Weiland, 2-in. pots, $70.00 per 1000. Ophelia, 3-in., $90.00 per 1000. Peter Reinberg, 30 E. Randolph St., Chicago.

ROSES.

Roses. Own root. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 303 Bulletin Bldg., Philadelphia, Pa.

Roses, own root, 3-in. For varieties and prices see advertisement on front cover page of this issue. A. N. Pierson, Inc., Cromwell, Conn.

SALVIAS.

3,000 Salvias, asst., strong plants, 3½-in. $8.00 per 100. BUTZ BROS., New Castle, Pa.

SEEDS.

Seeds. High grade. We specialize in beans, carrot, lettuce, onion, parsnip, radish, saisify, spinach, named and mixed nasturtiums, and Grandiflora and Spencer Sweet Peas. Atascadero Seed Company, Atascadero, Calif.

Seeds. Flower for summer sowing. Cineraria, Calceolaria Hybrida, Gypsophila, Dracaena, Primula, Pansy. For prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Cineraria, Half Dwarf, finest mixed, re-selected and improved strain, trade packet $1.00; oz., $50.00. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Morse's selected onion-yellow Strasburg. Also beet, carrot, celery, endive, leek, lettuce, parsley, parsnip, radish and salsify. Write for prices. C. C. Morse & Co., San Francisco, Calif.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seed. Michell new crop flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Flower and Garden seeds. Sweet pea. and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

STOCK WANTED.

Wanted—Small Kentia Forsteriana from flats or bench. The City and Kentia Nurseries, Santa Barbara, Calif.

VEGETABLE PLANTS.

FOR SALE—VEGETABLE PLANTS.
Fine, stalky, well-hardened transplanted vegetable plants that will please you and yield large crops. Our plants are well packed for long shipments.

	Per 1,000
TOMATO—Earliana, Chalk's Jewel, John Baer, New Stone, Acme, Beauty and Globe	$4.00
CABBAGE—Copenhagen, Wakefield, Early Summer, Flat Dutch, Hollander, Ballhead, Savoy and Rock Red	3.50
CAULIFLOWER—Improved New Snowball, Danish, Giant Snowball and Dry Weather	5.00
EGGPLANT—New York Purple and Black Beauty	6.00

Cash with order, please.
FOX RIVER VALLEY GARDENS & GREENHOUSES,
4347 Greenwood Ave. Chicago, Ill.

Fine, good size, thinly sown field grown plants. 1,000

TOMATO—John Baer, New Stone, Acme, Chalk's Jewel, Earliana, Dwarf Stone and Champion	$2.50
CABBAGE—Ballhead, Hollander, Early Summer, Copenhagen, Wakefield, Flat Dutch, Rock Red and Savoy	2.00
CAULIFLOWER—Danish Giant Snowball, Improved New Snowball and Dry Weather	4.00

Cash with order, please.
R. S. HATCH,
4347 Greenwood Ave., Chicago.

Celery plants. Easy Blanching, now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $2.25 per 1,000; $6.00 per 3,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

CELERY PLANTS, $2.50 per 1000 here. Full grown trimmed celery ready soon. 25c and up per dozen. Orders solicited. EAGLE CELERY CO., Kalamazoo, Mich.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot. $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Bulis guaranteed shipping boxes. Made of corrugated cardboard, with metal corners that fasten like a glove clasp and hold tight. For sizes and prices see display advertisement elsewhere in this issue. J. C. Bulis Mfg. Co., 1126 S. 12th St., St. Louis, Mo.

Little Wonder plant irrigator. Keep your plants watered just right. For further particulars see display advertisement elsewhere in this issue. The Wonder Plant Irrigator Co., 2544 N. Clark St., Chicago.

Window boxes. Extra strong wooden window boxes, 24-in. long, 8-in. wide and 6-in. deep. $12.00 per dozen, f. o. b. Philadelphia. Jos. G. Neidenger Co., 1309-1311 N. 2nd St., Philadelphia, Pa.

Master Brand pulverized sheep manure; vine and plant manure. Quotations on any quantity upon application. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Best quality prepared Cycas, pliable perfect color and full length. 100 assorted up to 40 inches in length, $6.50. Geo. H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Nebelastic (black) glazing cement for glazing and repair work on greenhouses and garden sash. See display advertisement elsewhere in this issue. Nebel Mfg. Co., Cleveland, O.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

MISCELLANEOUS.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

Seed packets that sell the seed. Lithographed in colors, true to nature and variety. Stecher Lithographic Co., Rochester, N. Y.

1,000 letterheads and 1,000 envelopes, $6.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

GREENHOUSE CONSTRUCTION.

Callahan Cut-to-Fit greenhouses. Made of selected Louisiana Red Gulf Cypress, best to withstand heat and moisture. Write for booklet. Callahan Duo-Glazed Sash Co., 3921 Fourth St., Dayton, O.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

NEPONSET PAPER POTS. Light, unbreakable. At small cost make safety sure for shipping plants. Leading sizes 2¼-inch, 1,000 $4.30; 3-inch, 1,000 $6.25; 4-inch, 1,000 $17.50; 6-inch, 1,000 $22.00; f. o. b. Chicago. Vaughan's Seed Store, Chicago.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

INSECTICIDES.

Insecticides. Sheep-dip, disinfectants, weed and ant exterminator, fly-off, Bordeaux mixture, arsenate of lead and calcium, grafting soap, cutworm preventive, paris green, hellebore, soluble sulphur, etc. Write for prices. Perfection Chemical Co., Inc., 151 Washington St., A. F., Flushing, N. Y.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.
THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

FOLEY GREENHOUSES

are properly built, and our Heating Systems are efficient.
When ready to talk building, get in touch with us.

THE FOLEY GREENHOUSE MFG. CO.

Designers Builders Heating Engineers

Main Office and Factory
3100 S. Spaulding Ave.

Chicago, Ill.

Downtown Office
State-Lake Bldg.

Azalea Pots, Hanging Baskets, Lawn Vases, Urns, Etc.

Red Pots

Refined Clays—Skilled Labor

The Peters & Reed Pottery Co.,

SO. ZANESVILLE, OHIO

"Moss Aztec" Ware

HORACE C. GRAY CO.,
200 Fifth Avenue New York

George Keller Pottery Co.

SUCCESSOR TO

GEO. KELLER & SON,
Manufacturers of
Red Pots
Before buying write for prices
2614-2622 Herndon St.,
CHICAGO.

Mention the American Florist when writing

SUPERIOR
RED POTS

Quality and prices right. ASK US.

FLORIST SPECIALTY CO.

Idaville, Indiana

Split Carnations

Easily Mended with
Pillsbury's Carnation Staples
No tools required.
McIntyre Floral Co., says it's a success.
1000, 35c; 3000, $1, postpaid
I. L. Pillsbury, Galesburg, Ill.

1,000 Letterheads
1,000 Envelopes } **$6.00**

Good Stock—Send Cash with order. No samples sent unless postage is enclosed.

GORHAM PRINTERY, INC.
542 South Dearborn Street, CHICAGO. ILL.
We Print Everything.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

CAMBRIDGE NEW YORK

World's Oldest and Largest Manufacturers
FLOWER POTS
Why?

A. H. HEWS & CO., Inc.

Cambridge, Mass.

CUT FLOWER BOXES

EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

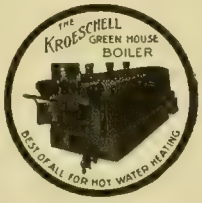
is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON



NOT CAST IRON

Practical Greenhouse Work

calls for the best equipment obtainable to gain the most profitable results. Ordinary make-shift greenhouses may answer the purpose, but harder work is required of the owner and smaller returns for his labor and investment.

Every piece of material that enters into the construction of Callahan Cut-to-Fit Greenhouses is the result of much experience on the part of our detail men. The members are cut to exact measure and shipped to you with the plans; all so simple that any man with an ordinary knowledge of greenhouse construction can set them up perfectly.

Callahan Cut-to-Fit Greenhouses

are made of selected Louisiana Red Gulf Cypress, to best withstand the heat and moisture required in greenhouse work.

The Callahan Cut-to-Fit Greenhouse is a practical answer to the market grower's needs, and will give you a lifetime of service at a small expenditure.

No frills no fancy work; just solid, useful, up to-date construction at low prices.

Write for booklet and state size of house you are interested in building.

CALLAHAN DUO GLAZED SASH CO.

3921 Fourth St., DAYTON, OHIO

PERMANITE

In stock for immediate shipment.

Mention the American Florist when writing

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE **DWELLE-KAISER** CO.

251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

FOR RESULTS USE MASTER BRAND Prepared Concentrated Manures

They are Nature's Master Soil Builders

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions.

MASTER BRAND	Guaranteed Analysis Ammonia	Phos. Acid	Potash
PULVERIZED SHEEP MANURE	2.50%	1.50%	2.00%
VINE and PLANT MANURE	5.00%	2.00%	1.00%

Quotations on any quantity and all information furnished upon application.

The Proto-Feed and Guano Company, "Manufacturers and Distributors of Master Brand Products"

4121 S. LaSalle Street, CHICAGO, ILL.

Mention the American Florist when writing

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

Mention the American Florist when writing

GREENHOUSE LUMBER

1866-1919

"ALL-HEART" CYPRESS WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
AlfredLozierRosery1114
Allen J K.....1109
Alpha Floral Co....1113
AmericanBulbCo... I
Amling E C Co.....1105
Anderson S A 1113
Angermueller G H Co.....1106
Aphine Mfg Co.....1130
Astoria Florist 1112
Atascadero SeedCo.1123
Avenue Floral Co..1114
Baer Julius.....1113
Barnard W W Co 1119
Bassett&Washburn1098
Baumer Aug ...1115
Baur Window Glass Co..... IV
Bayersdorfer H&Co1107
Begerow's.....1112
Berger Bros.....1106
Bernard Fils.....1119
Berning H G.....1106
Blackistone Inc.....1115
Bodger J & Sons Co1118
Boland J B.....1115
Bolgiano J & Son..1120
Bramley & Son...1115
Braslan Seed Growers Co.....1116
Breitmeyer's J Sons1112
Briggs Floral Co...1114
Broadway Florist .1113
Brown A J Seed Co.1116
Brown Bag Filling Machine Co 1118
Bryan Alonzo J.....1126
Buchbinder Bros...1132
Buckbee H W.....1114
Budlong Co J A....1103
Bulis J C Mfg o..1097
Burpee W A Co....1119
California Florists..1113
Callahan Duo Glazed Sash Co.....1131
Central Floral Co. .1115
Chicago Feed & Fertilizer Co.....1132
Chicago Flower Growers Assn 1105
Clark E B Seed Co.1120
Clarke's Sons D....1111
Clay & Son.....1131
Coan J J.....1109
Conard & Jones Co.1124
Cooke Geo H.....1115
Cowee W J.....1131
Coy H C Seed Co...1119
Craig Robt Co.....1121
Danker Fred A.....1114
Dards Chas 1111
Dietsch A & Co.... IV
Dominion Floral Co1112
Dorner F & Sons Co1123
Drakos Co.....1111
Dreer H A. .III 1132
Duluth Floral Co..1114
Dunlop John H 1112
Dwelle-Kaiser Co..1131
Eble Charles.....1111
EdwardsFold'g Box1130
Elm City Nurs Co..1124
Erne & Co 1104
Excell Laboratories II
Eyres H G.....1111
Fallon Florist.....1111
Florist Specialty Co1130
Foerster Co Joseph 1099
Foley Greenhouse Mfg Co.....1130
Ford M C 1109
Ford William P....1109
Fox J M & Son Inc 1113
Frauenfelder C.....1114
Freeman Mrs J B ..1113
Frey C H 1114
Frey & Frey 1114
Friedman 1115
Froment H E... . 1109
Futterman Bros....1108
Galvin Thos F 1113
Gasser J M Co.....1112
General Bulb Co...1123
Giblin & Co 1131
Gnatt Ove Co The. 1096
Godineau R & M...1120
Goldstein I.....1109
Gorham Printery Inc1130
Grakelow Chas H..1112
Grand Rapids Flo Co1114
Grimm & Gorly....1115
Gude Bros 1111
Habermehl'sSons J J1111
Hardesty & Co.....1113
Hart George B.....1109
Hart Henry 1112
Haven Seed Co The1119
Heacock Jos Co....1121
Heinl John G & Son1114
Henderson A & Co. I
Henderson Lewis...1112
Henry Co The John1105
Henshaw Floral Co1109
Hentz & Nash.....1108
Herr Albert M 1121
Hess & Swoboda...1112
Hession 1113
Hews & Co A H. .1130
Hill D Nursery Co.1124
Hollywood Gardens1112
Holm & Olson.....1112
Holton & HunkelCo1107
Hurff Edgar F.....1120
Hurst & Son 1120
Ickes-BraunMill Co IV
Idlewild Greenhs...1115
Jahn Hugo. 1112
Jones Percy 1100
Joy Floral Co 1111
Kahler Pottery Co' III
Kasting W F Co... I
Keller Pottery Co Geo 1130
Keller Sons J B 1113
Kelway & Son'. 1120
Kennicott Bros Co.1101
Kervan Co The.....1109
Kessler Wm.....1109
Kottmiller A.....1111
Kroeschell Bros Co1131
Kruchten John 1105
Kuehn CA.....1107
Kuhl Geo A.....1121
Lager & Hurrell ...1123
Landreth Seed Co..1120
Lang Flo & NursCo1114
Lange A.....1111
Levine & Co 1095
Liggit CU 1123
Littlefield Florist...1114
Lockland Lum Co.1131
Long Island Flo Co1112
Louise FlowerShop1113
McCallum Co 1107
McGill R C & Co...1119
McHutchison & Co.1118
Mackie William....1109
Malandre Bros.....1114
Mangel.....1115
Matthews the Flo'st1113
Matthewson J E....1111
May & Co L L.....1115
Meconi Paul.....1109
MetaireRidge Nurs 1114
Meyer John C Florist Works....1110
Michell Henry F Co1120
Michigan Cut Flower Exchange 1105
Millang Joseph A. 1108
Miller Floral Co ...1114
Miller & Musser ...1105
Moninger J C Co... IV
Morse C C & Co ...1119
Murray Samuel.....1115
Nat'l Florists' Board of Trade..... IV
Nebel Mfg o..... III
Neidinger Jos G Co1110
Newell A.....1114
N Y Cut Flower Ex1109
N Y Floral Co.....1115
Niemoth Theo 1132
Niessen Leo Co 1106
North Shore Flo Co1114
Nurserymen's Nat Service Bureau. 1125
Pajan Louis C.....1111
Palmer W J & Son.1113
Pappas D J 1113
Park Floral Co 1113
Peacock Dahlia F'm1124
Peacock E R Co ...1117
Pearson E W.....1113
Pedrick G R & Son,1120
Penn the Florist ...1115
PerfectionChem Co. III
Peters& Reed Potty1130
Philadelphia Wholesale Floral Ex....1107
Philips Bros. 1114
Pierce F O Co..... IV
Pierson F R Co.... I
Pierson A N (Inc)... I
Pieters-Wheeler Seed Co. 1116
Pikes Peak Flo Co.1114
Pillsbury I L 1130
PittsburghCutFloCo1106
Podesta & Baldocchi1115
Poehlmann Bros Co1097
Pollworth C C Co..1107
Polykranas Geo J ..1109
Potter Floral Co ...1111
Pressing Seed Co W C 1116
Proto-Feed & Guano Co.....1131
Pulverized Manure Co The.....1132
Pyfer A T & Co....1104
Raedlein Basket Co1110
Randall A L Co ...1105
Randall'sFlo Shop.1115
Randolph & McClements.....1114
Rawlings Elmer ...1124
Ready Reference...1127
Reed & Keller 1110
Regan Ptg House ..1132
Reid Edw.....1106
Reinberg Geo.....1105
Reinberg Peter1099 1121
Rice Bros.....1107
Rice Jerome B Seed1117 Co.....
Riedel & Meyer....1109
RobinsonJCSeedCo 1120
Rock WmL Flo Co.1114
Rodgers J W 1111
Rohnert Waldo ...1120
Ronsley Florist....1111
Rosery Floral Co ..1115
Routzahn Seed Co.1120
Rusch G & Co 1107
Saake O C.....1111
Sceery Edw ..1113
Schiller the Florist.1113
Schillo A Lum Co.. IV
Schlatter W & Son. 1113 1132
Schmidt Chas L....1115
Shaffer Geo Co.....1115
Sharp Partridge & Co.....1132
Sheppard H W....1115
Sheridan Walter F.1109
Siebrecht George C.1109
Simon & Son I N...1120
Situations & Wants1095
Skidelsky S& Co.. I
Smith A W & Co...1112
Smith & Co E D 1123
Smith & Fetters Co1114
Smith Henry.....1114
Storrs & Harrison..1124
Stumpp G E M.....1112
Taylor Edward J ..1126
Thorburn J M & Co.1118
Tonner O & L A.1100
Totty Chas H.....1123
Traendly& Schenck1109
Traveling Wholesale Florist.....1108
Trepel Joseph.....1113
United Cut Flo Co.1109
Vanderschoot R A ..1123
Vaughan A L Co ..1101
Vaughan's Seed Store ..I 1117 1121 1123 1126
Vick's Sons Jas.....1118
Vincent R Jr & Sons Co..... I
Walker F Co 1111
Weber F H. 1114
Weiland & Risch ..1105
Weir I Ebb & Co ..1123
Weir James 1111
Western Seed & Irrigation Co.....1117
Wietor Bros.....1100
Williams Mrs E A..1115
Winterson Co E F..1104
Wittbold G Co1111 1126
Wolfskill Bros & Morris Goldenson1111
Wonder Plant Irrigator Co.....1104
Woodruff SD& Sons1120
Yokohama Nurs Co1119
Young A L & Co ..1108
Young John & Co ..1109
Zech & Mann.1102 1105

GREENHOUSE
GLASS
BEST BRANDS
SHARP, PARTRIDGE & CO.
2263 LUMBER ST. CHICAGO, ILL.

The Regan Printing House
LARGE RUNS OF
CATALOGUES
OUR SPECIALTY
WRITE FOR PRICES
523 Plymouth Ct., Chicago
Mention the American Florist when writing

No loss if you mend your split carnations with
Superior Carnation STAPLES
35c per 1000; 3000 for $1.00. Postpaid.
Wm. Schlatter & Son

Before After
422 Main Street, Springfield, Mass.
Mention the American Florist when writing.

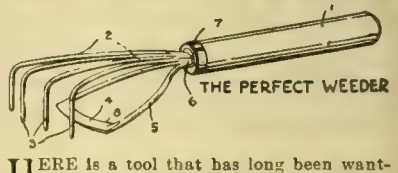
Dreer's Peerless Glazing Points
For Greenhouses
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c. postpaid. Samples free.
HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

REFRIGERATORS
WRITE FOR CATALOG
Buchbinder Bros.
11 S.La Salle St., Room 731, CHICAGO, ILL.

Magic Fertilizers
"FOR THE FLORIST."
Chicago Feed and Fertilizer Co.
809 Exchange Ave., U. S. Yards, CHICAGO.

Bailey's New Standard Cyclopedia of Horticulture
SIX SPLENDID VOLUMES
Price, $6.00 Per Volume
Carriage paid to any part of the United States.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO, ILL.

THE PERFECT WEEDER


HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.
By Mail, 60 cents.
Dealers, write for wholesale price. Send all orders to
THEO. NIEMOTH, Estherville, Iowa
Mention the American Florist when writing

USE WIZARD BRAND
CONCENTRATED PULVERIZED MANURE
Pulverized or Shredded CATTLE MANURE
Pulverized SHEEP MANURE
The Florists' standard of uniform high quality for over ten years. Specify WIZARD BRAND in your Supply House order or write us direct for prices and freight rates.
The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.
Mention the American Florist when writing

THE AMERICAN FLORIST

America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. LII. **CHICAGO AND NEW YORK, JUNE 28, 1919.** **No. 1621**

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1919 by American Florist Company.

Entered as Second Class Matter Nov. 11, 1891 at the Post Office at Chicago, Illinois, under act of March 3, 1879.

PUBLISHED EVERY SATURDAY BY

AMERICAN FLORIST COMPANY,
440 S. Dearborn St., Chicago.
Long Distance Phone: Harrison 7465.
Registered Cable Address: Ameflo, Chicago.

Subscription, United States and Mexico, $1.50 a year; Canada, $2.00; Europe and Countries in Postal Union, $2.50. Volumes Half Yearly From August 3, 1901. Single Copies, 10 cents.

Address all correspondence, subscriptions, etc., American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—J. F. AMMANN, Edwardsville, Ill., President; E. A. FETTERS, Detroit, Mich., Vice-President; JOHN YOUNG, 1170 Broadway, New York, Secretary; J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fifth annual convention will be held at Detroit, Mich., August 19-21, 1919. Thirty-sixth annual convention at Cleveland, O., 1920.

AMERICAN CARNATION SOCIETY.

Next annual meeting and exhibition, Chicago, January, 1920. THEODORE DORNER, Lafayette, Ind., President; C. W. JOHNSON, Morgan Park, Chicago, Vice-President; A. F. J. BAUR, Thirty-eighth St. and Rockwood Ave., Indianapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS — ROBERT PYLE, West Grove, Pa., President; F. L. ATKINS, Rutherford, N.J., Vice-President; E. A. WHITE, Cornell University, Ithaca, N.Y., Secretary; HARRY O. MAY, Summit, N. J., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, at New York, September 23 25, 1919. OFFICERS—RICHARD VINCENT, JR., White Marsh, Md., President; JOHN H. PEPPER, Hempstead, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition, New York, November 1919. WM. W. VERT, Greenwich, Conn., President; C. W. JOHNSON, 2242 W. 109th Street, Chicago, Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Reading, Pa., June, 1920. LEE R. BONNEWITZ, VanWert, O., President; A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, August, 1919. OFFICERS—A. E. KUNDERD, Goshen, Ind., President; A. C. BEAL, Ithaca, N. Y., Secretary

American Sweet Pea Society.

Eleventh Annual Meeting and Exhibition, New York, June 21-22.

Fine Exhibits in all Classes.

The eleventh annual exhibition and convention of the American Sweet Pea Society was held in the American Museum of Natural History, New York, June 21-22. In both commercial and private sections and classes, fine stock was shown. The American Sweet Pea Society's medal for the finest and most meritorious exhibit—by the seed trade—was won by the W. Atlee Burpee Co. of Philadelphia, Pa. It was an elegant display of many varieties arranged for effect with grasses, on a background of dark cloth. The arrangement was by George W. Kerr of Fordbrook Farm, who is also president of the society. In this collection, some of the varieties noticed were Illuminator, pink; Miss Barnaby, light pink; America, pink; Lavender Beauty and R. Sydenham, salmon; Royal Purple, Margaret Atlee, light pink; King Alfred, salmon; Pathfinder, salmon; the Lady Emeline, purple; Queen Victoria Spencer, white; President, red; Prince George, pink, and other good varieties.

In the private gardeners' section and classes, the Hutchins memorial cup, valued at $250, to be held one year, for the finest 12 distinct varieties 20 sprays to a vase, was won by C. F. Cartledge, Locust Valley, N. Y. (W. C. Noonan, Gr.). This exhibit also took the W. Atlee Burpee Co.'s prizes, silver cup, valued at $25, and $10 additional. W. C. Rickards, Jr., superintended the exhibition.

The absence of commercial florists as exhibitors is to be regretted. It would appear that the society would do well to consider means to interest them.

The amateurs should feel encouraged. W. G. Taylor, who took numerous prizes, is said to be a navy man. There is a story of a lady who did not think her husband qualified for secretary of the navy because he could not swim; but it is possible for a navy man to be useful ashore.

The lists of prize-winning varieties, elsewhere given is, in general, a good index to their merits, though in several collections there was some rather inferior stock. Of several varieties there can be no question as to their worth, and of these we may mention Constance Hinton, Hercules, Royal Purple, King Edward and Pathfinder, the latter a salmon pink.

At least one exhibitor who took first prizes seemed to have overlooked the necessity of water—and he was not an amateur. On the second day, his stock was about finished.

The John Scheepers Co., New York, exhibited a small collection of lilies, irises and erinus.

The Convention.

The annual meeting of the society was held in the assembly hall of the American Museum of Natural History on the afternoon of June 21, with a fair attendance. President Kerr called the meeting to order and read his address. Secretary Gray followed with his report. Treasurer Sim was unavoidably absent. There was some discussion on the proposal to reduce the dues to $1 per year, but no action was taken.

All the officers were re-elected as follows: George W. Kerr, president; Edwin Jenkins, vice-president; Wm. Gray, secretary; Wm. Sim, treasurer. E. C. Vick was added to the executive committee. It was suggested that if the Massachusetts Horticultural Society will finance the show, it be held in Boston next year. Professor A. C. Beal, chairman of the nomenclature and trials committee, was unable to attend the convention. The secretary was instructed to write and

thank him for his former co-operation, and request him to notify the society of the results of trials and experiments. On motion of J. Robinson, Oyster Bay, N. Y., it was voted to offer a sweepstakes prize for the best sweet peas grown by members of any horticultural society.

Letters of condolence were ordered to be sent to Mrs. Wm. J. Stewart and Mrs. J. Harrison Dick.

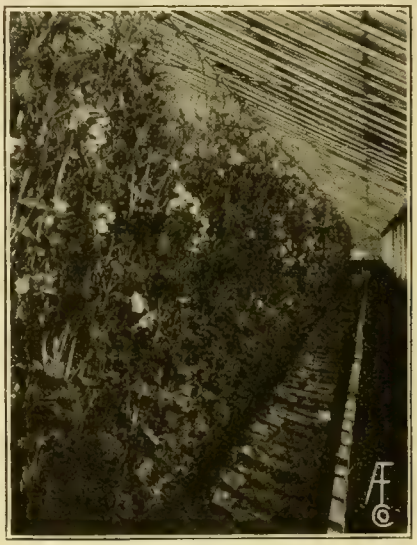
President Kerr's Address.

It is again my privilege and pleasure as president of the American Sweet Pea Society to welcome the members present to the eleventh annual meeting and exhibition of our society. For the fourth time in the comparatively short life of our organization, the exhibition is again staged in New York, and being as centrally situated as any city we could fix upon, at least for the eastern growers, I have become convinced that the annual convention should always be held here. By having a fixed residence, so to speak, and also, as near as possible, a fixed date, growers, both north and south, would then be in a position to make their arrangements accordingly. As we are all aware weather plays an important part, assisting and helping in some seasons, or in others entirely upsetting our best laid schemes. Such chances, of course, the grower has always to run. For instance, three weeks ago, my flowers were at their best. Receiving field culture only, and no water except what nature provided, which has been very little since they came into bloom, they are naturally on the down grade. On the other hand, where plants are grown on the cordon system, exhibition flowers may be reasonably expected over quite an extended season. However, the help question in the majority of gardens has been a rather perplexing one for some time past, and, to grow sweet peas on the cordon system, where any quantity is cultivated, takes up considerable time, so that it has in some gardens been entirely dropped during the past two seasons. Let us hope that as the world's affairs become stabilized, and we return to normal conditions, this form of culture may be more largely followed, for, we want to see our beautiful annual grown at its best, and this is certainly the way to do it.

That the sweet pea still holds its pride of place among annuals, there can be no doubt. Largely due to the use of the early-flowering varieties, their charming blooms may be purchased in our markets for practically 10 months out of the 12. The fact that sweet peas are so much in evidence in our florists' windows during the spring months, is a great incentive to all flower loving owners of gardens, large and small, to take up their cultivation, and it is our duty to assist the amateur growers and encourage wherever possible, by advice as to the best methods of culture. The professional gardener is supposed to know all about sweet peas, but, if our society is to improve its standing and position in the horticultural world, we must do our utmost to help our amateur brothers.

The specialist in all horticultural lines is ever busy, and, needless to say, the sweet pea is receiving due attention as testified by the many new and improved varieties which are annually introduced. Each year we are getting new colors, larger and finer flowers of existing colors, and in both the early and summer-flowering types. With such a continuous improvement always going on, this is surely a stimulant to sweet pea growers. Such being the case, it should also in a great measure further the interest in our society, and I would ask all members to assist the officers in increasing our membership, which with comparatively little effort might be doubled in a season.

I take this opportunity of thanking our worthy secretary for his untiring energies on our behalf, also the members of the executive committee who have at all times been ready and willing to further the welfare of the society. We are also indebted to C. C.



Sweet Peas at Adolph Farenwald's, Roslyn, Pa.

Morse & Co., Stumpp & Walter Co., and Weeber & Don for financing Sections B. and C. of the schedule.

With our finances now in a fairly flourishing condition, it remains with the members to still further increase our usefulness in the horticultural world, so that we may realize the hope that there is a great future ahead for the American Sweet Pea Society.

Secretary Gray's Report.

Five years have elapsed since the last convention and exhibition of our society was held in this city, and during the interval conventions and exhibitions have been held in Newport, Bar Harbor, Boston and Philadelphia. While many horticultural bodies curtailed their activities during the troublous times we have just passed through, the officers of your society thought it best to keep up our activities, and although the interest had lessened to some extent, the policy was undoubtedly a wise one. Considerable differences of opinion exist as to the wisest course to pursue in times of stress, still, after the first hysterical outburst against the growing of flowers in war times, the great need for their soothing influence in the home and hospital was recognized, and who will say that they are not just as essential to our well-being as the things we eat? I remember reading somewhere about the wounded British soldiers lying in the hospital whiling away the dreary hours by separating the different colored sweet peas in the bunches sent in, and naming the varieties of which the bunch was composed. No doubt they were former sweet pea enthusiasts before entering the army, and it is just this kind of enthusiasm we should strive to arouse to a greater extent in our own land.

I have heard our society referred to as of little consequence, owing to the mistaken idea that organizations like ours should have large reserve funds. I look upon horticultural bodies in general as being of a more or less philanthropic nature, and the funds should be expended to further the objects and aims for which they are organized, retaining from year to year a balance sufficient for them to continue to function. Too often it is the case that the most hearty applause is heard when a large sum at the end of the year is turned into the treasury and scant notice given the report of what has been accomplished in the way of promoting horticulture, no matter how wisely the money may have been spent. In our bulletin, you will find a clear and concise report each year of the financial condition of our society and under the expenditures an explanation of how the money has been spent.

For a society of national scope, a very modest sum is involved, and this suggests that an effort should be made to increase the interest and make our society assume the importance it should. The members should grasp every opportunity to induce sweet pea lovers to join our organization for it is only through interesting others that we will be able to build up a strong organization. In these days of increased expenses on every hand, it may seem dubious to suggest the lowering of the dues to $1 a year, but at this more popular figure, it might be possible to so greatly increase our membership as to warrant the change. The heavy call made upon us all for war activities during the past two years is no doubt the reason that a considerable number of our members are behind in their dues and with brighter days ahead, it is hoped that all will renew their interest in the society.

Your society has received generous support from the firms advertising and offering prizes in the bulletin, and this has enabled us to print and distribute 1,000 copies which have been mailed to members and prospective members all over the country.

I take pleasure in reporting the affiliation of two societies with ours, the Lake Geneva Gardeners' and Foremen's Association of Lake Geneva, of the secretaryship of your society, Wis., and the New Trier Horticultural Society, of Winnetka, Ill.

In closing, may I ask to be relieved for I believe the time is ripe for you to choose someone who can devote more time to the work than I. When I took the office, it was to fill in the gap between the resignation of your former secretary and the next convention, and on the expiration of the present term, January 1, 1920, I will have served you for three years. I am sure you can get better service from someone who does not have to drop the spade to take up the pen.

Geo. W. Kerr, Doylestown, Pa.
President American Sweet Pea Society

The Awards.

The judging was in the capable hands of Charles H. Totty, P. W. Popp and James Stewart, the awards being as follows:

PRIVATE GARDENERS AND AMATEURS.

The Hutchins memorial cup, value $250, to be held for one year only, for the finest 12 distinct varieties, 20 sprays to a vase, correctly named, in addition to which the W. Atlee Burpee Co.'s prizes were awarded—C. F. Cartledge, Locust Valley, N. Y., (M. C. Noonan, Gr.) first with Royal Purple, George Halbert, Wedgewood, King Edward, Constance Hinton, Lady Evelyn Eyre, Asta Ohn, Fiery Cross, Hercules, Florence Nightingale, Mrs. Balmer and Dobbie's Cream; W. S. Ellis, Bryn Mawr, Pa., (Axel Lundroth, Gr.) second.

Six vases, six distinct varieties, 20 sprays to a vase—C. F. Cartledge, first; W. S. Ellis, second.

Vase of 25 sprays of Hercules—W. G. Taylor, Newport, R. I., first; C. F. Cartledge, second.

Four vases, four distinct varieties, 20 sprays to a vase—W. S. Ellis, first, with Wedgewood, Margaret Atlee, Edith Taylor and King Edward Spencer.

Three vases, three distinct varieties, 20 sprays to a vase—W. S. Ellis, first, with Constance Hinton, Edith Taylor and Blue Picotee Spencer.

Vase of mixed Spencer, six or more varieties—W. G. Taylor, first; C. F. Cartledge, second.

Six vases, six distinct varieties, 20 sprays to a vase correctly named—W. S. Ellis, first, with Othello Spencer, Margaret Madison, The Cardinal, Blue Jacket Spencer, Fiery Cross.

Twenty sprays of any white—W. G. Taylor, first, with Constance Hinton; W. S. Ellis, second.

Twenty sprays any pink—W. G. Taylor, first, with Hercules; C. F. Cartledge, second.

Twenty sprays any lavender—W. G. Taylor, first, with Florence Nightingale; C. F. Cartledge, second.

Twenty sprays any crimson or scarlet—W. G. Taylor, first, with King Edward; W. S. Ellis, second.

Twenty sprays any orange—W. S. Ellis, first, with Robert Sydenham.

Twenty sprays any purple—W. G. Taylor, first, with Royal Purple.

Twenty sprays any maroon—W. G. Taylor, first, with King Manoel; W. S. Ellis, second.

Twenty sprays any cream—W. S. Ellis, first, with Dobbie's Cream.

Twenty sprays any bicolor—W. S. Ellis, first.

Twenty sprays any striped or flaked—W. S. Ellis, first, with Senator Spencer.

AMATEURS ONLY.

Twelve sprays any pink, white, lavender, crimson or scarlet, maroon or purple—All won by W. G. Taylor.

Three vases, three distinct varieties, 15 sprays to a vase—W. G. Taylor, first.

OPEN AND MISCELLANEOUS.

Finest and most meritorious display, quality and arrangement to count (open to seed trade only)—The W. Atlee Burpee Co., Philadelphia, Pa., silver cup; varieties previously mentioned. Weeber & Don, New York, second, with a good collection tastefully arranged, including Asta Ohn, Money Maker, Scarlet Emperor, Irish Belle, Blue Picotee, Thomas Stevens, Yarrawa, Hercules, Wedgewood, Christmas Pink, Elfrida Pearson, and Yarrawa Pink.

Wm. Sim, Cliftondale, Mass.
Treasurer American Sweet Pea Society.

Vase of 20 sprays, novelty of 1919—W. S. Ellis, National Sweet Pea Society of Great Britain silver medal for King White, Berye, Elfrida Pearson and Jean Ireland; W. Atlee Burpee Co., second.

Best collection of novelty varieties catalogued by the American seed trade—W. Atlee Burpee Co., American Sweet Pea Society's silver medal for William Bishop, Cicily, La France, Liberty, Mrs. S. W. Bishop, Cheerful, Sparkler, Duplex Scarlet, Louvain and Edith Cavell.

Sweet peas not yet in commerce—W. Atlee Burpee Co., first, with pink seedling and Giant White, certificate of merit.

Finest and most meritorious exhibit made by the seed trade—W. Atlee Burpee Co.

A. F. F.

American Peony Society.

PRESIDENT BOYD'S ADDRESS.

I regret exceedingly that important matters requiring my attention here will prevent me from attending the annual meeting this year. I think we all look forward to these meetings and exhibitions with a great deal of pleasure, and I assure you that my disappointment is great. Unfortunately, however, the time and place cannot be made to suit everybody.

We now have a merbership extending from Maine to California and from Tennessee to Manitoba. I believe that the secretary's report will show that the growth of the society during the past year has been greater than ever before, but our membership is still small in comparison with what it should be, and I hope that during the next year, every member will make strenuous efforts to secure at least two additional members. A larger membership will give us more money to promote the popularity of the peony, which we all so much desire. I suggest that we consider offering substantial prizes to the members who secure the greatest number of new members during next year. If this suggestion is adopted, there should be two classes of competition—commercial and amateur. Our commercial friends should insert a card in their catalogues explaining the aims and purposes of the society and requesting their friends and customers to forward applications to them. Many of the rose dealers are advertising the American Rose Society in their catalogues, and there is no reason why the peony dealers should not do likewise. As this might involve some slight expense for printing, the prize should be a substantial one, but should not be awarded unless a minimum number is secured. The amateur, who would doubtless secure a smaller number, should be content with a smaller prize—possibly a silver cup in addition to the thanks of the society. I also suggest a revision of our constitution and by-laws. This is of great importance for many reasons which our secretary will explain to you.

Our secretary has called the root disease "a perennial topic of discussion."

Wm. Gray, Newport, R. I.
Secretary American Sweet Pea Society.

and so it will have to remain until we learn how to control or conquer it. Last year, I mentioned that in the preceding autumn, I had transplanted about 1,000 plants, placing them in a new field. I had carefully cut away all diseased parts from the roots of those that showed the slightest infection and had dipped them in Bordeaux mixture. By this plan, I have greatly reduced the percentage of diseased plants, and am much pleased with the results. I have, however, noticed a few cases where plants are showing signs of disease that were previously absolutely strong and healthy, and I am at a loss to know exactly how it is conveyed from one plant to another. I feel sure that certain varieties are more prone to it than others. I have occasionally had a bad case of it in a single plant which was completely surrounded by strong, healthy ones and how or why that individual plant was attacked remains a mystery to me. I suggest that the society consider offering a substantial prize of say $100 for the best paper on the cure and prevention of this disease. These papers should all be submitted to the secretary by August 1 and published either in a regular bulletin, to be issued before the planting season, or in a special circular, and a committee be appointed at the annual meeting in 1920 to award the prize after learning the experience of members who have tried the suggested treatments.

I wish to remind the members again of the society's garden at Arlington, near Washington, D. C., and suggests that contributions of varieties which the garden does not possess will be thankfully received. A list of those most desired was published in one of letins a short time ago and is, therethe bulletins a short time ago and is, therefore, available to all members.

In electing the district or regional vice-presidents, I hope it may be understood that the vice-president, in whose territory the next annual meeting and exhibition will take place, is to have charge of the arrangements pertaining thereto. In other words, if a certain city or town desires to have our exhibition next year, they must secure the approval of the vice-president for that territory, and must send a representative to the meeting of the directors in New York next winter to arrange for all the details. When this is accomplished, the matter should be turned over to the regional vice-president, who should co-operate with the local committee in regard to all matters pertaining to the show and meeting. I can assure you it is much too difficult for your secretary and president to undertake to arrange for a show at a distance of several hundred miles. It is necessary that somebody, who has had experience, and is conversant with the requirements, should visit the show city immediately before the exhibition and be satisfied that all details are being attended to.

Our prize schedule for the past year or two has been practically the same, and it should not be changed from year to year except at the urgent request of several members. Such requests should be sent to either the president or secretary before the meeting of the directors in midwinter. If any changes are made in the schedule, notice of such change should be sent to all members well in advance of the exhibition. I wish to take this opportunity to make an explanation in regard to special prizes which have been added to the schedule this year. Through some misunderstanding, the schedule states that I have offered to give a root of "Le Cygne" as a special prize for the "four best white peonies grown in Michigan outside of Detroit." By some mistake this prize was offered in my name without consulting me. At the meeting of the directors in New York, it was proposed that roots should be given as prizes in certain classes, but I did not approve of the proposition, because I thought it would interest only a limited number of possible exhibitors and perhaps draw criticism of the size and healthfulness of the roots donated. Furthermore, I believed it better to offer cash, and permit the winner to purchase the roots he desired. I was, therefore, much surprised when I found the prize offered in my name. As it is, I have only one plant of "Le Cygne" that is fit for division, and I have already promised as much of that as I care to part with. A good root of "Le Cygne" is worth from $15 to $20, and I consider a prize of this value much too high to offer for the "best four white peonies grown in the state of Michigan outside of the city of Detroit." An entry of blooms of a very inferior variety might secure such a prize. Under the circumstances, however, I will agree to give the winner in this class an order on some dealer for a root of "Le Cygne," or for other roots of the same total value. This will enable him to purchase "Solange" and "Therese," or indeed, if he wished to, he could secure "Therese," "Marie Crousse," "Baroness Schroeder," "Mme. Emile Lemoine" and "Mons. Jules Elie" in place of a single root of "Le Cygne." I trust this arrangement will be satisfactory to all concerned.

I hope that all the members of the society have taken as much interest in the symposium, compiled by our secretary and published in the last bulletin, as I have. I think it is worthy of much study and consideration. I thoroughly agree with Professor Saunders that it would be advisable to establish an index expurgatorius that shall contain the names of all varieties which the society recommends for the rubbish heap. The sooner we eliminate these undesirables the better it will be for the general reputation of the peony. Dealers should be urged to keep progress with the times, discard the old and undesirable, and advertise and disseminate the new and improved varieties. Of course they should cling to what they know to be good, but they should not continue to increase varieties which they know are inferior, simply because they happen to have stock on hand. We should all remember that high class stock requires no more room and no more care and cultivation than inferior stock.

HANNIBAL, MO.—J. E. Null, florist, has departed without leaving his address.

SEATTLE, WASH.—The Burdett Floral Co. left about 20 per cent unpaid claims to its creditors.

DENVER, COLO.—Prospects for a dividend in the W. W. Wilmore bankruptcy case are said to be poor.

SPRINGFIED, ILL.—Henry L. Phelps, 70 years of age, who has conducted a florist establishment here for 30 years at 228 East Jackson street, was struck by an automobile June 13, suffering a fractured hip and cuts on the head and hands.

THE S. A. F.

National Publicity for Flowers.

What efforts are the florists making to keep up, through their local newspapers, a connection with the campaign advertising in the magazines? This "linking up" by individual florists is of great advantage to them, and, as well, helps along the campaign. As has often been pointed out, the very wide publication in the magazines of our slogan, "Say it with Flowers," with hints as to daily uses of flowers, necessarily conveys our message to prospective customers in the community of every florist, and these same people are more than likely to connect a reproduction of the advertisements by a local florist in a local paper with the magazine advertising, which, undoubtedly, would result to the benefit of the local florist; in fact, many who have followed this course, assure us that it does.

In view of the splendid results following the publication of the series of small advertisements published in 33 national magazines during January and February, and in order to keep our slogan before the public during July and August, ordinariiy dull months for the florist—which really need not be the case, for there are nearly as many uses for flowers in those months as in any other—our publicity committees have decided to run a similar series during these summer months. There will be six advertisements in the series, and by using one of the slogan line electrotypes provided by our promotion bureau, a local florist can reproduce the wording of any or all of the advertisements without further expense, and include his own name and business address, with any other matter desired.

To enable anyone to see what these advertisements are, we give here the list of the magazines in which they will appear, and the dates of the issues. Where a magazine is given more than one date, it is meant that a different advertisement is used on each date. The large monthlies are on sale from one to two weeks or more ahead of the date; the weeklies about two days ahead.

Publication	Dates of Issues
Atlantic Monthly	July
Century	July
Harper's	July
Review of Rev.	July
Scribner's	July
American	Aug.
Everybody's	Aug.
Metropolitan	Aug.
Munsey's	Aug.
Red Book	Aug.
Sunset	Aug.
World's Work	Sept.
Hearst's	Sept.
System	Sept.
McClure's	Sept.
Popular Sci. Mo.	Sept.
Cosmopolitan	Sept.
Argosy	July 19
Argosy	Aug. 2
Argosy	Aug. 23
Argosy	Sept. 6
Argosy	Sept. 20
Collier's	July 12
Collier's	Aug. 2
Collier's	Aug. 16
Collier's	Sept. 6
Collier's	Sept. 20
Christ. Sci. Mo.	July 5
Christ. Sci. Mo.	July 19
Christ. Sci. Mo	Aug. 9
Christ. Sci. Mo	Aug. 23
Christ. Sci. Mo	Sept. 13
Independent	July 5
Independent	July 26
Independent	Aug. 16
Independent	Aug. 30
Independent	Sept. 27
Leslie's Wkly.	July 12
Leslie's Wkly.	July 26
Leslie's Wkly.	Aug. 9
Leslie's Wkly.	Sept. 6
Leslie's Wkly.	Sept. 30
Life	July 10
Life	Aug. 7
Life	Aug. 28
Life	Sept. 11
Life	Sept. 25
Outlook	July 5
Outlook	July 26
Outlook	Aug. 23
Outlook	Sept. 6
Outlook	Sept. 27
Sci. Amer.	July 5
Sci. Amer.	July 19
Sci. Amer.	Aug. 2
Sci. Amer.	Aug. 30
Sci. Amer.	Sept. 20
Judge	July 12
Judge	July 26
Judge	Aug. 16
Judge	Sept. 13
Judge	Sept. 27

These magazines will have a total circulation of about 20,000,000, confined very largely to the class of people from which flower buyers are drawn. If, as is generally conceded

by advertising experts, every copy of a magazine is read by five persons, on the average, there is a clear circulation of 100,000,000. Is it not worth while for every florist to connect with this publicity in every way possible?

The following subscriptions have been received and are in addition to those previously announced, annually for four years, unless otherwise stated:

Klimmer's Ghs., Forest Park, Ill.....$	10.00
J. F. Wilcox & Sons, Council Bluffs, Ia.	200.00
Alex. Vlachos, New York.....	15.00
Tipton & Hurst, Little Rock, (1 yr.)	10.00
Misses Cabaniss, Jackson, Miss. (1 yr.)	5.00
Harold J. Lewis, Plainfield, Conn.....	5.00
Knull Floral Co., Tampa, Fla.....	5.00
Indianola Florist, Columbus, O.....	10.00
Through L. J. Reuter	
Peter Fisher, Ellis, Mass.....	25.00
Macnair The Florist, Providence, R. I.	5.00
Through Guy W. French	
Geo. Reinberg, Chicago	25.00
Stuppy Floral Co., St. Joseph, (add'l.)	100.00
Henry M. Burt, Jackson, Mich.....	25.00
Geo. Harrer, Morton Grove, Ill.....	10.00
Jos. J. Brooks, Morton Grove, Ill.....	10.00
Geo. P. Hoeller, Des Plaines, Ill.....	5.00
Henry D. Neve, Des Plaines, Ill.....	5.00
Fletcher C. James, Des Plaines, Ill.....	5.00
L. Linnemann, Des Plaines, Ill.....	10.00
Henry Standke, Des Plaines, Ill.....	5.00
Grant Wiffin, Des Plaines, Ill.....	10.00
X. F. Wojtklewicz, Des Plaines, Ill...	10.00
Des Plaines Floral Co., Des Plaines..	25.00
Warren Garland, Des Plaines, Ill.....	50.00
Sol. Garland, Des Plaines, Ill.....	5.00
Frank Garland, Des Plaines, Ill.....	5.00
A. Henderson & Co., Chicago	25.00
James Psenicka, Gross Point, (add'l.)	25.00
Weiss & Meyer, Maywood, Ill. (add'l.)	25.00
Edw. H. Blameuser, Niles Centre, Ill.	10.00
A. H. Budlong, Chicago.....	100.00
Joseph Schoos, Evanston, Ill.....	5.00
W. Stokes, Chicago	12.00
John Hirn, Lake Zurich, Ill.....	10.00
Kirchoff's Conservatory, Chicago.....	10.00
Geo. Wittbold Co., Edgebrook, Ill.....	50.00
Goerger Bros., Arlington Heights, Ill..	25.00
Chas. Paulsen, Arlington Heights, Ill.	10.00
Grove Floral Co., Arlington Heights.	20.00
Sam Pearce, Chicago	25.00
Frank Beu, Chicago.....	10.00
Z. Wojtkiewicz, Niles, Ill.....	10.00
Walter A. Amling, Maywood, Ill.....	10.00
W. H. Amling Estate, Maywood, Ill.	10.00
Hugo Luidtke, Maywood, Ill.....	5.00
Windler Fl. Co., St. Louis (1 yr.)..	100.00
Through M. A. Vinson	
Windsor Flower Shop, Windsor, Ont...	10.00
Gust. H. Taepke, Co., Detroit (addl.)	50.00
T. F. Browne, Greenfield, Mich.....	50.00
Sidney Tinkler, Mt. Clemens, Mich....	10.00
Fred. Breitmeyer, Mt. Clemens, Mich.	25.00
	1,237.00
Previously reported	37,355.50
TOTAL .....$	38,592.50

JOHN YOUNG, Sec'y.

Landscape.

A bit of sandy hillside beneath a summer sky,
A breeze that sobs a love song and flutters softly by;
A glimpse of sunlit river swift moving to the sea,
And, somewhere in the distance, a bird's heart-broken cry.

A glimpse of sunlit river swift moving to the sea,
And clouds that hold the terror of storms that are to be,
Slim trees with leaves aquiver, that stand serenely high,
And memory's slender fingers that touch the soul of me.

Slim trees with leaves aquiver, that stand serenely high,
Deep in their silent shadow a buried dream may lie;
A glimpse of sunlit river swift moving to the sea,
A bit of sandy hillside, a love song and July.

Lines of An Australian Soldier.

Ye who have faith to look with fearless eyes,
Beyond the tragedy of a world at strife,
And know that out of death and night shall rise
The dawn of ampler life,
Rejoice, whatever anguish rend the heart,
That God has given you a priceless dower,
To live in these great times and have your part
In Freedom's crowning hour;
That ye may tell your sons who see the light
High in the Heavens—their heritage to take—
I saw the Powers of Darkness put to flight,
I saw the morning break.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Building Up Confidence and Good-Will.

Does not the fact that the florists have entered into a publicity campaign put an atmosphere of confidence and good-will up to the public that immediately places the florists on as high a level as other business creators have done. The best known way to build up this wonderful asset must necessarily be by two channels. First, you must have the product for distribution, and then, you must advertise it, and when you have done this, you have taken the most essential step.

Are we not all proud to think that we have the product, and every retail flower store, all over the land, is a distributor? Then comes your national publicity campaign to do your advertising to help stir up the sales

Start That Advertising

Mr. Retailer:

If you wish the public to know about your goods and your store,

If your store is inviting and your employes courteous and obliging,

If you give one hundred cents on the dollar in trade,

If you wish the buying public to have confidence in you and your store,

Start your Advertising Campaign right now.

U. S. DEPARTMENT OF LABOR
W. B. WILSON, Secretary

and all you have to do is to tie up to it locally and get the benefits. How well pleased we may all be to think we entered into this advertising campaign is well illustrated by the announcements Uncle Sam is paying for in space in the newspapers to tell the business men of America to advertise, and we herewith reproduce one of a series of paid advertisements that ought to greatly interest all.

Now do you not feel as one of the participators in our glorious campaign that we had vision enough to start before even Uncle Sam advised it?

Think it over and incidentally, if you have not as yet subscribed, do you not think it ought to merit it, so we can go on with our national campaign?

Yours very truly,
HENRY PENN,
Chairman Nat. Pub. Campaign.

Next Week in the Flower Shop.

The greatest factor in developing new business is an attractive, up-to-date looking shop. The old maxim, "clothes make the man," can be applied with equal force to the flower store. Artistically arranged windows, together with a clean, well-stocked show room, makes a good impression and frequently creates a desire which leads to new business. It is not necessary to carry expensive stock at this time, but the most, in a decorative way, should be made of what is available and suitable for the character of the business. Flowers of any kind, invitingly arranged, that is, instead of being shown in the original bunches, loosened and given room to spread out and develop, are much more attractive. Ornamental jars or vases or vase baskets and hampers are a great help. Flowers are taken from these as from the fibre jars, and will sell, when in the original bunches, they might pass unnoticed.

There are preferred customers in every store, some that call frequently, and others only occasionally, but whose trade is equally valued. When the various seasonable flowers first arrive, it is a good plan to send just a few to this selected list, marked "The First of the Season." One hundred choice gladioli spikes, distributed in this way, will be appreciated, and return in business much more than they cost.

Growers who have bedding stock left over, will be glad to make up small collections in baskets to be retailed from $1 to $2, which if displayed in front, should still meet with ready sale.

Even at these dull times, there is business about if one is alert and on the lookout for it. The columns of the daily papers are continually describing or foretelling events that mean trade for the florist. Much can be done by mail with letters or well worded circulars, calling attention to the stock and the facilities of the store, and asking the privilege of submitting estimates for any decorative work desired.

An attractive Fourth of July window will be well worth while the coming week. Everybody celebrates and hangs out the flag on the Fourth, and a well decorated, patriotic window done in flowers in the national colors, together with a liberal use of Old Glory, is sure to attract attention. White hydrangeas, larkspurs, and red carnations are good colors that can be arranged as an effective centerpiece. Such a window is good for all week, with a sign, "Closed All Day on the Fourth."

While there are plenty of outside flowers, a handsome, large wreath of magnolia or oak leaves, decorated with such stock, will make a good showpiece for the window. Small vases or tins can be mossed in at the side or top, into which the stems of the flowers can be placed and insure their keeping the day out.

The trade is gradually absorbing the fact that there is something in the Florists' Telegraph Delivery business. Many join and let it go at that, sitting down as far as this feature is concerned and waiting for the other fellow to get them the business. There are now over 800 members, and it would be interesting to know how many of these display their F. T. D. emblem, or make any effort to create business in their own store. This is the greatest asset to the organization and of most profit to every member. Only one additional order a week in each store, which could be obtained by a little hustling, would mean 1,600 transactions, and demonstrate to that many flower buyers the advantage of this service.

It is inventory time. Many firms close their books July 1, those who simply rely on memorandums, count what is in the stocking or look at their balance in the bank to find out how much more they have than last year at this time. Primitive as this seems, it is still the practice of far too many. Aside from ascertaining values, the inventory

shows the number of the various articles on hand. There is much trash or out-of-date articles on hand carried over year after year, cluttering up the shelves, that if one has the courage to throw out, their stock is the better for it. Careful managers watch their various lines closely, and no matter how promising an article, if it does not take after a reasonable time, down goes the price, lower and lower, until it is cleaned out at cost, or less.

There will be a greatly increased stock to handle the coming season which the entire trade must work individually and collectively to dispose of at prices that will show a good return. Publicity will be a big factor, and the well organized S. A. F. committees are planning right now for a vigorous fall campaign. Advertisements are being set up for the October and November magazines, which require spot cash. Every man, grower, wholesaler, retailer, or supply dealer, should contribute to this fund right now. It is not an expense—it is seed sown, from which plants grow that will, like grain, become laden with golden fruit. It is right now that the money is wanted. Turn in some of that surplus and insure a good business for the coming year. Send your check today to John Young, secretary, 1170 Broadway, New York.

The Floral Picture.

Artists are continually painting pictures in which flowers more or less artistically arranged are the feature. Well executed water colors of flowers are the centers of attraction in the art shows of all the large cities. The famous pictures of flowers, marvelously true to form and color, and artistic triumphs in the matter of arrangement, painted by the late Paul de Longprey, of Los Angeles, Calif., are water colors of the highest type, which are greatly prized by their fortunate owners.

One of the most attractive decorations for the florist's show window is a flower picture, made with choice flowers all of one kind, or in assortment, arranged with accessories, such as baskets, vases, miniature stands or tables, cloths, etc. When used, this should be the central feature, the other decorations being secondary as a support or background.

A medium-sized gilt frame with an opening 18x24 inches is as large as necessary; many beautiful arrangements, showing artistic color effects, are possible in this space. A box frame about 12 inches in depth with two openings large enough to admit light from an electric bulb should form the rear of the frame. This is to be covered with black or dark blue velvet. The openings for light are to be at one side and end, so that the frame may be used in a horizontal or perpendicular position. Ground or opal glass should be used over this and the bulb kept an inch or two above, as otherwise the continuous heat will wilt the flowers.

A proper illumination is very important, particularly at night, when such a feature is sure to attract attention and has great advertising value. All kinds of color effects are possible with the aid of velvets of different shades as a background. A light blue velvet, in front of which are arranged pink roses in a low rose bowl, will be found a good setting. A darker shade of the blue used with calendulas and an acacia spray or two and green is a good contrast. An old gold shade of velvet is a good background for sprays of larkspur, calendulas, orange tulips and lavender pansies. A light green velvet works well with white or light colors.

The shallow flower bowls, which are now finished in such great variety of colors, can be filled to make very artistic pictures for showing in the frame. Small baskets of good patterns, some with high vase-like structure, look well with long-stemmed flowers, while the shallow oval or round, with low handles, can be very artistically arranged with pansies and other short-stemmed blossoms.

The closely made colonial bouquet, with fancy paper and ribbons, is an attractive centerpiece. Corsages, rather elaborately made, with ribbons and pins, are always admired.

All arrangements for the frame should be well finished in their various details, the effect aimed at being to make a picture as if done with the brush. When the effect produced is very good, an added feature is to suspend below a painter's palette with spots of color and a number of brushes. This carries out the idea to those who have to be shown.

When not on view in the window, the frame can be used on an easel in the store, making an attractive showing almost anywhere that room can be found for it. A vase of flowers or a basket, and at times a well-flowered begonia or cyclamen, will answer very nicely.

The frame should be supported as shown on an easel which admits of its being placed at any height, to be in keeping with various decorative effects.

The illumination should be made wherever possible in lieu of something more elaborate. As a wall decoration it can be filled or used to display an arrangement of everlastings. In fact, it will be found the most useful of the store's accessories for decorative effects.

Accounts Past Due.

Every dollar's worth of business in the the flower shop should be so safeguarded that all sales are virtually cash transactions. The various items purchased through the month are carried for the convenience of the responsible customer to be paid for immediately on presentation of the bill.

This is the theory, but reducing it to practice shows it has never been possible to make it work out without considerable loss, mainly for the reason that credit is given where it is not deserved. Many persons will buy articles that they fancy if they do not have to pay the spot cash; without the credit there would be no sale.

Good book accounts are a valued asset to any business, showing that numbers of patrons have confidence in the firm and give it their business. No new accounts, however, should be opened without references and these should be looked up at once. Not infrequently the "beat" will carry a few small accounts, which are kept promptly paid up to be used to show his responsibility.

In all charge accounts it is very important to get correct initials and spelling of names, as well as street number and direction, north, south, east and west. The vital principle in collecting bills is to get after them immediately they are overdue. If the account is a one day transaction, as for a funeral piece in which several are interested, and they have not all paid up, the bill should be sent at once and followed up daily, as the longer it stands, the less chance there is of getting it.

A successful retailer, interviewed on this subject, said: "I never let a bill get old. We get after it the moment it is overdue, and there is no let up until it is paid or we find it entirely worthless, which is seldom the case with a fresh account. We lose very little now from charge accounts, being careful to get cash from transient customers or send C. O. D. We are glad to open regular accounts, but only people whom we know to be responsible get on our books. We do not take chances, preferring to lose the trade rather than the money."

One of the best methods in bringing in accounts is the mail. A well written letter, mild at first, but calling attention to the fact that our prices are based on cash, and charge accounts for 30 days are for the convenience of customers, will stir up a large percentage of delinquents. After this, letters gradually stronger should follow every seven days. Requests are much better than threats. All correspondence should be in plain envelopes, as if one knows from the outside, the character of the contents, it may not be opened. In fact, all bills should be sent out in plain envelopes, so that busybodies may not wonder to whom he or she is sending flowers. Customers who pay no attention to repeated requests, may be handled by the information that the bill for articles delivered to this or that person, will be sent to them if check is not immediately received.

In cases where the size of the bill warrants the expense, it is well to get judgment and enter it up. Accounts considered worthless have been obtained in this way through legacies in settlement of estates, in which property titles could not be made clear until such judgment was paid.

Wisconsin State Florists' Association.

The Wisconsin State Florists' Association will hold its summer meeting at Fond du Lac, June 27. The organization which was formed at Milwaukee last year includes in its membership many of the most prominent members of the trade in the state. An interesting programme has been prepared and all indications point to a large and enthusiastic gathering. The present officers of the association are C. C. Pollworth, Milwaukee, president; H. J. Seal, 462 Milwaukee street, Milwaukee, secretary, and Gust. Rusch, Milwaukee, treasurer.

Minnesota State Horticultural Society.

In connection with the Minnesota Garden Society, the Minnesota Flower Society and the Northwestern Peony and Iris Society, the Minnesota State Horticultural Society staged an excellent exhibition at the university farm June 21, the occasion being also the summer meeting of the last named organization. The American Peony Society awarded a silver medal, in addition to numerous cash prizes offered. The rose display is said to have been better than in any previous year. There were also fine exhibits of vegetables.

San Francisco.

WEDDINGS LEADING FACTOR IN DEMAND.

Trade has been somewhat quiet this week, and about the only activity displayed is for the usual number of June weddings. As one of our prominent florists says: "One day we are very busy, and the next day finds nothing doing." The supply of roses has fallen off greatly, owing to the extreme heat of a week ago, and to the fact that replanting time is now at hand and many of the growers are busily engaged in filling up their houses for the coming season. Ophelia is about the only variety that can be had in quantity. Russell is practically out of the market as is American Beauty since the advent of Ulrich Brunner. There are quite a few red and pink rambler roses to be had, as well as a bounteous supply of Cecile Brunner. Carnations are not so plentiful as in past weeks, but there is enough to go around and no change in prices. Sweet peas have passed their best, so far as this market is concerned. There is a lot of inferior, off color stock arriving, but good, first class Spencers are nowhere to be seen. The dahlia is coming in very freely and of greatly improved quality. Of all varieties being received, Delice is the most popular. There is a fine supply of gladioli in all the large flowering sorts being offered. They are a much needed addition to the market and receive quite a lot of attention. The small flowered varieties are now over for the season. Zinnias have begun to come in freely, and considering the earliness of the season, the quality being offered is quite good. Lavender stocks are seen freely of late and together with the pink and white varieties are being largely used in funeral work. Cut blooms of Hydrangea hortensis are now being largely handled and are very popular for basket work and other decorations. It may be had in pale blue also. It is very acceptable as a pot plant as the market is rather shy of good flowering plants. Cattleyas and other orchids are to be had in limited quantities only, and good stock of this flower now practically sells on sight. The supply of gardenias shows no sign of increasing and prices remain firm. There is no lily of the valley in the market at all. Statice is seen and finds much favor. There is still to be had a splendid assortment of outdoor perennial stock, all of the finest quality.

NOTES.

The MacRorie-McLaren Co., reports much activity in the landscape department of their business. They are busily engaged on plans for several orders of much magnitude, and predict that the plant trade the coming season will be the heaviest in many years. Superintendent Andrew McDonald has the nurseries looking in the most attractive condition. The greenhouses also show his great skill as a plantsman.

Harry Goertzhain is displaying a fine batch of tub grown hydrangeas. He is featuring both the pink and the blue. He intends to try some of the newer French varieties next season as specimens. He is shortly to begin the replanting of his carnation houses, but will probably carry a couple of them over until late in the fall. He says trade remains quite satisfactory with him.

Richard Diener, of Kentfield, is very enthusiastic over his new seedling gladioli. He has developed a splendid strain of giant flowered varieties, of which he expects great results this summer. His strains of hybrid delphiniums are also showing up wonderfully well. He expects to have enough stock of his gladioli to be able to fill all demands the coming season.

The California Nursery Company, of Niles, is preparing to propagate the heaviest amount of fruit trees this coming season that were ever raised by this nursery. With the coming of prohibition, and the loss of hundreds of thousands of acres of vineyards, it is expected that the growers will plant fruit trees, wherever conditions are suitable.

Alfred Cuneo, chief designer of the Art Floral Co., has returned from his vacation spent in the northern part of the state. Mr. Cuneo made the trip in his new touring car which he purchased a few days previous to starting away. He is already an accomplished driver and plans many short trips throughout the summer months.

Large shipments of gladioli are beginning to arrive from the Santa Cruz district. The greater part of this stock is handled by the E. W. McLellan Co., on Bush street. Manager J. A. Axell says that his firm plans to handle this stock on a large scale this season, the greater part of which will be used in their shipping business.

Richard Lehrmann, of San Rafael, who is well known as a dahlia specialist, has several new seedlings which will be shown at the Dahlia show in September for the first time. They are said to be very meritorious as commercial varieties, and dahlia growers are anxiously awaiting their appearance.

The Park-Presidio Dahlia Society has decided to hold its annual show again this fall in the Richmond district. This display is always largely attended by the dahlia enthusiasts in this part of the city, and many valuable prizes will again be offered to the successful competitors.

N. Sunyi, a Japanese grower of Redwood City, sustained serious injuries during the week, when he lost control of an automobile he was driving and dashed into a fence. He was removed to a hospital in this city where it is said he will recover.

Albert O. Stein, of Sutter street, had the misfortune to lose his large limousine by fire last Tuesday. The garage in which it was kept, was destroyed and all efforts to save Mr. Stein's car were futile. The loss is partly covered by insurance.

The immense range of the E. W. McLellan Co., at Burlingame, is now a busy place. The large force is engaged in replanting most of the rose houses. Quite a few varieties that are grown in solid beds, will be carried over until next season.

Podesta & Baldocchi report business quite steady with them. They say that many more orchids could be used if they were to be had. They are receiving some finely grown snapdragons and gardenias from their growers.

H. Platt, proprietor of The Ferneries, is busily engaged getting his fern and palm houses into shape for the fall season. His stock is large and varied, and is all in the finest possible condition.

The Shibley Floral Co. on Sutter street, is displaying dahlias and gladioli of the best quality. Manager Frank Shibley says funeral trade has been quite brisk with his firm of late.

Samuel Matraia, of the Art Floral Co.'s force, is spending his vacation in Sonoma county, accompanied by his wife and family.

JAMES T. LYNCH.

MURPHYSBORO, ILL.—Claude Wisely is adding one house 50x150 feet to his establishment.

WASHINGTON, D. C.—Alexander B. Garden, who has been in the florist business in the District of Columbia for a number of years, has disposed of the range on Minnesota avenue, S. E., and will retire.

OBITUARY.

The Late Anton J. G. Simmers.

Suddenly and without warning, death called Anton J. G. Simmers, president of the well-known firm of J. A. Simmers, Ltd., seedsmen, Toronto, Ont., during the night of June 3, as reported in our issue of June 21, page 1116. The shock of his passing came to his many friends with greater force on account of his unusually strong physical appearance. He was attending to business as usual during the day previous to his death, and was apparently in the best of health. When he retired at night, his only complaint was that of weariness, but when he failed to appear at his usual time in the morning, members of his family, on going to his room, were shocked to find him cold in death.

Mr. Simmers was born in Toronto, and spent the 58 years of his life there. After finishing his education at Upper Canada College, he entered business with his father, the late J. A. Simmers, and the seed business became his life work, to which he applied his entire energy. Not only was he strong physically, but he also possessed a remarkable business ability, and his capacity for keeping in touch with the markets was one of his outstanding characteristics.

The business of which he was the head, was established in 1856, and from small proportions it gradually increased in size and volume until it reached from coast to coast. After the death of his father, in 1883, Anton Simmers, in connection with his brother, Herman, took charge of the business, and carried it on with great success until 1910, when it became incorporated under the name of "J. A. Simmers Limited," the two brothers still retaining the controlling interest.

He is survived by his widow and a family of five sons and one daughter, who mourn the loss of a devoted husband, and a kind and indulgent father, whose only thought outside of business, was for his home and family. Three of his sons have given their services to their king and country during the recent war, two of them having returned home shortly before their father's death, the third being still overseas.

This sudden removal caused a serious loss, not only to the business of which he was the head, but to the seed trade in Canada generally.

Albert Wittman.

Albert Wittman, 47 years old, a grower of Richfield, N. J., died June 16, from injuries received June 12, when a horse which he was driving became unmanageable and threw him out of the wagon, which ran over his head. Mr. Wittman was a native of Switzerland, where he learned the business. He came to America 20 years ago, locating first at Elmhurst, N. Y. Seven years ago, he removed to Richfield, where he had erected a considerable area of glass, growing general stock. He was a stockholder in the Cut Flower Exchange of New York, where he marketed his products. He is survived by his wife and one son, who will continue the business.

A. F. F.

John M. Franzoni.

John M. Franzoni, Trenton, N. J., died June 22, of cancer of the stomach, age 35 years. The deceased had been for a number of years connected with M. C. Ribsam, in charge of the cut flower department. Mr. Franzoni was well versed in the business, of a genial disposition, and very popular with all of his business associates. He was a member of the Florists' Club of Philadelphia.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, $1.50 a year; Canada $2.00; Europe and Countries in Postal Union, $2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO

THIS ISSUE 64 PAGES WITH COVER

CONTENTS.

American Sweet Pea Society....1133
—Fine exhibition in all classes....1133
—The convention....1133
—President Kerr's address....1134
—Secretary Gray's report....1134
—Sweet peas at A. Farenwald's (illus.)....1134
—The awards....1135
American Peony Society....1135
The S. A. F....1136
—National publicity for flowers....1136
Landscape....1137
Ode to an Australian soldier....1137
The retail trade....1137
—Building up confidence and good will....1137
—Next week in the flower shop....1137
—The floral picture....1138
—Accounts past due....1138
Wisconsin State Florists' Association....1138
Minnesota State Horticultural Society....1138
San Francisco....1139
Obituary....1139
—The late Anton J. G. Simmers....1139
—Albert Wittman....1139
—John M. Franzoni....1139
Postage redemption....1140
New York to Detroit....1140
Cancer on marguerite plants....1140
Chicago growers billboards....1140
Ammann to address Texas meeting....1140
Gude to enjoy extended vacation....1140
Club meetings next week....1140
Toledo....1150
St. Louis....1150
Chicago....1155
Fort Wayne....1155
Washington....1155
Worcester....1155
Boston....1155
Nassau County Horticultural Society....1157
Penna. Horticultural Society Garden....1157
Philadelphia....1160
New York....1162
Kansas City....1162
Nashville....1162
Pittsburgh....1164
North Shore Horticultural Society....1164
The seed trade....1170
—American Seed Trade Association....1170
— —The opening session....1170
— —Tuesday afternoon's session....1176
— —The exhibits....1178
— —The visitors....1178
Market gardeners....1182
—Aphis and nitrates....1182
—Vegetable markets....1182
The nursery trade....1184
—The American Association of Nurserymen....1184
—Nursery stock improvement bill....1186

WE are in receipt of the proceedings of the seventeenth annual meeting of the Chrysanthemum Society of America, held at the American Institute, New York, November 6-8, 1918. Chas. W. Johnson, secretary, 2242 West 109th street, Chicago.

THE latest available statistics from the railroad administration show that the shrinkage in traffic handled by the railroads in the first four months of the year, as compared with 1918 figures, was in the neighborhood of 10 or 12 per cent.

Fathers' Day.

Washington, D. C., June 25.—The third Sunday in June would be set aside as "Fathers' day" under a bill introduced by Representative Snell (rep.) of New York. His measure also would direct the president to request general observance of the day, flags to be displayed on homes and public buildings. The rose would be designated as fathers' flower.

Postage Redemption.

Following the reduction in the rate of letter postage, effective July 1, concerns and individuals having on hand large quantities of two-cent postal cards and three-cent stamped envelopes, may have them redeemed, according to announcement of the post office department, provided they are presented by the original purchasers. Postmasters will furnish in exchange for such cards and envelopes, postage stamps, postal cards or stamped envelopes of other denominations or varieties selected by the owner, or may apply them in payment or part payment for two-cent special request envelopes. No postal cards or stamped envelopes will be redeemed in cash. Three-cent stamps will not be redeemed, as they will continue good for use on mail of all classes requiring that amount or more. The public will be allowed one month from July 1 to present their three-cent envelopes and two-cent cards for redemption at full value. After the expiration of that time, postage value only will be allowed for envelopes, and three-fourths of postage value for cards.

New York to Detroit.

The New York Florists' Club, for its route to the convention of the Society of American Florists at Detroit, Mich., August 19-21, has decided upon the Delaware, Lackawanna & Western railroad to Buffalo, then by boat to the convention city. The party will leave New York, August 17 at 8:30 p. m., Hoboken, 8:55 p. m., due in Buffalo 7:30 the following morning, spending the day in that city, and leaving on the 6:00 p. m. boat, arriving in Detroit Tuesday morning.

The railroad fare, New York to Buffalo, is $12.85; berths, $2.16, including war tax. Boat fare, Buffalo to Detroit, is $4.32; state room accommodating two persons, $3.78.

Applications have already been received by the committee, which consists of A. L. Miller, Jamaica, N. Y., chairman; John G. Esler and P. W. Popp, to fill two cars, and it is most important that those who are going to travel with the club party notify the committee at once in order that the necessary reservations may be made. This is going to be the banner convention, so reservations should be arranged for at the earliest opportunity. Communicate with the chairman of the committee should any further information be desired.

Cancer on Marguerite Plants.

In its May, 1919, issue, the Missouri Botanical Garden Bulletin calls attention to plant cancer, which for several years caused considerable damage of marguerites grown under greenhouse conditions. In 1904, a number of white and yellow varieties of this flower received by the bureau of plant industry, indicated that both young and old plants were attacked, the latter being more seriously affected. The appearance of galls was noted outdoors in summer, and in the houses in the winter. The size of the galls depends upon the state of nutrition of the plant, those overfed being subject to more rapid growth. Up to the present, no remedies have been devised, for although the organism is susceptible to germicides, it is impossible to reach it through the outer covering of the gall. Complete removal and burning of affected parts may reduce the prevalence of the disease.

Chicago Growers Billboard Nat'l Slogan.

ED. AMERICAN FLORIST:

For your information, we wish to state that the Commercial Flower Growers of Chicago are planning an advertising idea in the nature of the erection of billboards displaying the slogan, "Say It With Flowers." One of these is to be placed on the main traveled highways, at or near each grower's establishment. With the heavy traffic on the streets, and these signs greeting passersby everywhere, we think it will carry tremendous advertising value, and yet, unlike regular billboard advertising, would be inexpensive. We believe, therefore, the plan should be universally adopted.

COMMERCIAL GROWERS OF CHICAGO.

Ammann to Address Texas Meeting.

One of the big features of the convention of the Texas State Florists' Association, which will be held at Austin, July 9-10, will be the address of President J. F. Ammann of the Society of American Florists, who will have for his topic, "National Publicity and Other S. A. F. Matters." Texas florists are looking forward to President Ammann's visit, and as many matters of importance to the trade in the south in general will come before the meeting, a record breaking attendance is anticipated.

ROBERT C. KERR,
Chairman Welfare Committee.

Gude to Enjoy Extended Vacation.

William F. Gude, of Gude Bros. Co., Washington, D. C., who is fast recovering from his illness brought on by overwork, will leave July 1, accompanied by Mrs. Gude, for an extended vacation, during which he will visit Buffalo, N. Y., Niagara Falls and Toronto, Ont., thence to Banff and Lake Louise in British Columbia, with stops at Winnipeg and Calgary. Returning, they will visit Yellowstone national park, Minneapolis, Minn., and other middle western cities. B. F. L.

Club Meetings Next Week.

[Secretaries of clubs and societies are requested to send notice of change in date, time and place of meetings.]

Dayton, O., July 1, 8 p. m.—Dayton Florists' Club at Y. M. C. A. building. George W. Frisch, secretary, 3205 East 5th street, Dayton.

Los Angeles, Calif., July 1, 8 p. m.—Los Angeles County Horticultural Society at 237 Franklin street. H. S. Kruckeberg, secretary, Los Angeles.

Minneapolis, Minn., July 1, 8 p. m.—Minneapolis Florists' Club, usually at 218 North 5th street. Wm. J. Vasatka, secretary, 3340 Chicago avenue.

Washington, D. C., July 1, 8 p. m.—Florists' Club of Washington, D. C., at Schmid's hall, E. P. Rodman, secretary, Chevy Chase, Md.

Albany, N. Y., July 3, 8 p. m.—Albany Florists' Club at 611-613 Broadway. Robert Davidson, secretary, 139 Second street, Albany.

Terre Haute, Ind., July 3—Quarterly meeting of the Terre Haute Florists' Club. N. B. Stover, secretary, 718 South 6th street, Terre Haute.

Lake Geneva, Wis., July 5—Lake Geneva Gardeners' and Foremen's Association at Horticultural hall. F. Brady, secretary, Lake Geneva.

San Francisco, Calif., July 5, 8 p. m.—Pacific Coast Horticultural Society at 240 Golden Gate avenue. John R. Walsh, secretary, 502 California street, San Francisco.

Milwaukee, Wis., July 3, 8:15 p. m.—Milwaukee Florists' Club at Kurtz Bros., 11th and Prairie streets. Eugene Oestreicher, secretary, 5630 North avenue, Milwaukee.

Reading, Pa., July 3, 8 p. m.—Reading Florists' Association at home of member. Fulmer H. Lauck, secretary, 123 South 5th street, Reading.

Wants, For Sale, Etc.

Small Type, 12 Cents Per Line, Each Insertion. Display, $1.50 Per Single Column Inch, Each Insertion. These prices are net, cash with order. For Plant Advs., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Young man, neat and willing worker, desires position with first-class floral shop in Chicago to learn the trade. Address
Key 387, Care American Florist.

Nursery Propagator Wanted.—One experienced in growing hardy shrubs, evergreens, roses, etc.; for New England. State experience and wages wanted. Address
Key 389, Care American Florist.

Wanted—To buy long established retail business in New York City. Address **A. F. F., care American Florist, 57 W. 27th St., New York City.**

For Rent—Five greenhouses, 112x25 feet, in Rogers Park. Three-year lease. **L. Hansen, 7322 Ridge Ave Chicago.**

For Sale—Three greenhouses, residence and 2¾ acres land; 160 bearing fruit trees. **Ferd. Lueck, Box 454, Park Ridge, Ill.**

For Sale—Three greenhouses and residence, with one-half acre of land. Reason for selling: sickness. Address
Anton Forst,
Leverich St., Woodside, L. I., N. Y.

For Sale—In sunny Colorado, a first-class greenhouse proposition; should you be looking for a good location in a higher altitude; paying proposition. Write **E. R. Bess, Canon City, Colo.**

For Sale—10,000 heavy No. 7 wire stakes, galvanized, four feet long; used only a few years and in first-class condition; $12.00 per thousand. **Albert F. Amling Company, Maywood, Illinois.**

For Sale—Small florist shop on busy north shore street; with a good lease; doing excellent business; in thickly populated district; established eight years. Lady can handle; right price. Address
Key 395, Care American Florist.

For Sale—In a live town in Illinois; 3700 square feet of glass; seven room modern house; three lots 150x225. Doing good business; no opposition. Will sell on easy terms if taken at once. Reason for selling: sickness. Address
Key 382, care American Florist.

For Sale—Greenhouse property in southern Oregon; only florist in town of 10,000 and surrounding territory; centrally located; climate unsurpassed; will bear close investigation. For full particulars, address
Box 757, Medford, Ore.

For Sale—Florist business, 10,000 ft. of glass with small dwelling attached, also some land; doing excellent business; established 40 years; situated on the main street in a Michigan city of 15,000; only greenhouse in town. For full particulars address
Key 388, care American Florist

Situation Wanted.

Young lady experienced in all branches of the retail business is open for a position in Chicago. Capable of taking charge. State full particulars in first letter or arrange for personal interview.
Key 393, care American Florist.

Situation Wanted.

Young man just honorably discharged from the army is open for a position in a Chicago retail store. Experienced in the loop method of doing business.
Key 394, care American Florist.

Help Wanted

Section men for a large rose range near Chicago.

Key 392, care American Florist

For Sale

Modern greenhouse establishment, 35,000 ft. D. S. A. glass; three houses 28x200, 4 houses 18x75 ft.; growing lettuce, tomatoes and a full line of bedding and pot plants; houses in extra good condition; hot water and steam heat; own water supply; electric motor used for pumping; two dwelling houses, one eight-room house and one modern 10-room house with bath, electric lights and gas for cooking; six acres of best garden land; one mile from Ft. Wayne on paved road; interurban cars run through the place; good market for everything raised and place would bear large increase; nothing need be shipped out; good reason for selling; terms part cash; balance to suit purchaser; place can be inspected at any time.

ADOLPH SCHILLING,
Ft. Wayne, Ind.

Foreman Wanted

Working foreman. Must be first-class rose grower. Also capable of growing carnations, chrysanthemums and general stock. Steady position and good salary to the right man who can furnish the proper references. Address
Key 391, care American Florist.

OFFICIAL S. A. F.

Shipping Labels

Actual size of leaf 2¾x5¼ inches

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, $3.35; per 1000, $5.00. Samples on request. Electro of leaf, postpaid, $2.00. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Selected Boiler Tubes

Thoroughly cleaned inside and outside and trimmed.
All sizes. First-class condition.
Complete stock in New and Second-hand Pipe, Fittings, Valves, Boilers, Etc.

LEVINE & CO., 3738-46 South Halsted Street, Phone Boulevard 9354. **Chicago**

New Business

There are many new men in the trade and they want to know now where to

LOOK FOR STOCKS

The best way to tell them is by regular advertising in these columns.

The new conditions of business demand special effort on the part of those who have goods to sell.

AMERICAN FLORIST CO.
440 South Dearborn Street
CHICAGO

Are You In It?

"Say it with Flowers"

¶ As evidence of the influence which the "Say it with Flowers" Campaign is having upon the thoughts and sentiment of the people, have you noticed the numerous magazine covers with their displays of flowers? And in other lines of advertising, have you noticed that flowers are being worked into the drawings? No room is shown, where the artist desires to create an impression of correct taste, that cut flowers or plants are not depicted.

¶ Yes, and because one success is sure to attract attention and followers there is an attempt every once in a while to cash in on the "Say it with Flowers" popularity, and we have candy people trying to make the public "Say it with Candy," greeting card people want them to "Say it with card" and jewelry people attempt to use it for jewelry going so far as to copy our calendar idea for birth stones.

¶ All of this attracts more attention to the advertising and centers the public attention on flowers.

¶ Are you doing your share in defraying the cost of this advertising? You are getting a direct benefit from it. Do you think it fair to allow the full burden of cost to fall upon a few of the florists? Don't put it off any longer. We know that it is merely a case of forgetfulness in most cases, or thoughtlessness.

DO SOMETHING ABOUT IT

National Publicity Campaign--S.A.F.&O.H.

1919 Subscription List. Compiled to June 14th.

Alabama

Brown, Mrs. W. D., Bessemer.. $5.00
Goodbrad Floral Co., Mobile.... 5.00
Minge Floral Co., Mobile..... 30.00
Nielsen, Knud, Evergreen..... 10.00
Scott, John, Huntsville..... 5.00

$55.00

Appropriations

Florists' Telegraph Delivery Association $1500.00

Arkansas

Davis Floral Co., Pine Bluff....$10.00
Rye, George, Fort Smith..... 5.00
Tipton & Hurst, Little Rock.... 10.00

$25.00

California

Armacost & Co., Walter, Los Angeles $25.00
Art Floral Co., San Francisco... 25.00
Avansino, H. A., San Francisco.. 10.00
Boyle & Darnaud, San Diego.... 5.00
Broadway Florist, Los Angeles.. 20.00
Clarke Bros., Oakland..... 5.00
Darbee, Mrs. R. E. San Francisco 50.00
Denucci, Richard, San Francisco 5.00
Dieterich, J. D., Los Angeles.... 10.00
Enomoto & Co., San Francisco.. 10.00
Eppstein, Julius, San Francisco. 10.00
Eldred Flower Shop, Pasadena.. 10.00
Ferrari Bros., San Francisco.... 25.00
Francis Floral Co., San Francisco 25.00
Floral City Nursery, San Mateo. 20.00
Grallert, Paul W. A., Oakland.. 10.00
Goldenson, Albert, Los Angeles. 5.00
Hills, F. R., Los Angeles..... 10.00
Howard & Smith, Los Angeles.. 50.00
James, E., Oakland 25.00
Joseph, B. M., San Francisco.... 35.00
Jaeger & Son, F. C., San Francisco 10.00
Kooyman, C., San Francisco.... 25.00
Lalanne, Lawrence M., San Francisco 10.00
Levin, Herman, San Francisco.. 10.00
Lombardi, E., San Francisco... 5.00
Lichtenberg, F., Los Angeles... 25.00
Molinori, Domenico, San Francisco 5.00
McDonald, Wm., Oakland 10.00
Mac Rorie-McLaren Co., San Francisco..... 50.00
Olsen, John, San Francisco..... 10.00
Orchid, The, Pasadena 25.00
Pelicano, Rossi & Co., San Francisco 50.00
Perrine, W. G., Berkeley 1.00
Perrine, W. G., Berkeley, Add'l.. 2.50
Podesta & Baldocchi, San Francisco 50.00
Plath, H., San Francisco..... 25.00
Polder Bros., Montebello 10.00
Purdie & Co., D. S., Los Angeles. 25.00
Rainford, A. M., San Diego..... 5.00
Redondo Floral Co., Los Angeles 50.00
Seulberger & Co., J., Oakland... 10.00
Sanborn Co., H. M., Oakland.... 25.00
Superior Nursery Co., Los Angeles 10.00
Thorsted Floral Co., Oakland... 10.00
Wright Flower Shop, Los Angeles 25.00

$863.50

Canada

Campbell Floral Co., Calgary, Alta. .....$ 5.00
Connon Ltd., John, Hamilton, Ont. 10.00
Dicks, George F., London, Ont.. 10.00
Dillemuth, H. G., Toronto..... 25.00
Dominion Floral Co., Montreal.. 10.00
Dunlop, J. H., Toronto..... 50.00
Gammage & Sons, J., London, Ont. 25.00
King, A. R., Winnipeg, Manitoba 10.00
Pederson Ltd., K., St. John, N. B.$15.00
Rosery, The, Winnipeg, Man... 10.00
West Floral Co., London..... 25.00
Windsor Flower Shop, Windsor, Ont. 10.00

$205.00

Colorado

Alpha Floral Co., Denver..... $10.00
Belcher, H. D., Denver 5.00
Benson, C. A., Denver..... 10.00
Benson, N. A., Denver..... 25.00
Black, W. D., Denver..... 5.00
Boldt, Ben, Denver 10.00
Boldt-Lundy, Denver 10.00
Brenkert, Geo., Denver 5.00
Clausen, Herbert A., Denver.... 10.00
Cooper, George J., Denver..... 10.00
Denver Wholesale Florists Co., Denver 25.00
Elitch Gardens Co., Denver..... 25.00
Espelin-Warren Floral Co., Fort Collins 10.00
Fleischaur, G., Pueblo 10.00
Glauber, Emil, Denver 5.00
Graul Bros., Wheat Ridge..... 5.00
Grimes' Son, D. S., Denver..... 6.00
Hall, Fred, Denver 10.00
Johnson, B. C., Sterling..... 10.00
Kintzele, L. A., Denver..... 5.00
Knudsen, S., Boulder 10.00
Legenfelder, C., Denver 10.00
Maier, C. F., Denver 10.00
Mauff Floral Co., Denver..... 10.00
Morgan Floral Co., Fort Morgan 10.00
New York Floral Store, Denver. 10.00
Park Floral Co., Denver..... 50.00
Pikes Peak Floral Co., Colorado Springs 60.00
Robbins & Son, Loveland..... 5.00
Schumann, Fred C., Wheat Ridge 5.00
Speth, Wm., Denver 10.00
Trimmer & Son, T. H., Denver.. 5.00
Valley Floral Co., La Junta..... 5.00

$416.00

Connecticut

Andrew Bros., Bristol $10.00
Ahlquist, John L., Plainville... 5.00
Baker, J. Fred, Moosup 2.00
Braun, Jos. J., Stafford Springs. 5.00
Brodrib, J. Albert, Hartford.... 25.00
Champion & Co., John N., New Haven 30.00
Coombs The Florist, Hartford..125.00
Curtiss, C. F., Plantville 5.00
Dawson, Wm. A., Willimantic.. 10.00
Drake, Eugene S., Hartford.... 10.00
Foehrenbash, Frank E., Bridgeport 5.00
Geduldig Greenhouses, Norwich. 10.00
Hallgren Bros., Wilson..... 5.00
Hawkins, Robt. H., Bridgeport. 20.00
Haworth's Greenhouses, Farmington 5.00
Heithal, G. F., Bridgeport..... 10.00
Horan & Son, Jas., Bridgeport.. 25.00
Hubbard, Paul M., Bristol..... 15.00
Holb, Fred C., Bridgeport..... 5.00
McClunie, Geo. G., Hartford.... 15.00
Marchant & Sons, Robt., Hartford 5.00
Moore Co., S. H., New Haven... 25.00
Munro, Chas., New Haven..... 10.00
Neubrand, H. C., Middletown... 5.00
Park Gardens, Bridgeport..... 25.00
Pehl, Edmund, Hartford..... 7.50
Peterson, Carl, Hartford..... 5.00
Pierson, A. N. Inc., Cromwell..500.00
Pflomm, George, Bridgeport.... 10.00
Pffomm, Chas. W., Bridgeport.. 10.00
Pinchbeck, W., Ridgefield..... 10.00
Reck, Julius, Bridgeport..... 5.00
Reck, John & Son, Bridgeport.. 25.00
Rowden & Mitchell, Wallingford 5.00
Ryan, Geo. T., Waterbury..... 10.00
Spear & McManus, Hartford... 50.00
Strom, A. C., New Britain..... 10.00
Taylor, E. J., Greens Farms.... 10.00
Terry, W. B., Bristol.....$ 5.00
Thomson Co., W. W., West Hartford 15.00
Volz Floral Co., New Britain.... 10.00
Welch The Florist, Hartford.... 50.00
Wilson, Meyer, New Haven.... 5.00

$1164.50

District of Columbia

Blackistone, Z. D., Washington.$25.00
Ernest, William H., Washington 5.00
Gude Bros. Co., Washington....200.00
Jenkins & Sons., C. L., Anacostia 25.00
Rodman, E. P., Washington.... 25.00

$280.00

Delaware

Von Reider, J. J., Dover.....$5.00

Florida

Foster & Foster, Inc., West Palm Beach.....$ 5.00
Gibson, Wm. R., Jacksonville... 5.00
Mills The Florist, Inc., Jacksonville 10.00
Ohmer, C. J., West Palm Beach 5.00
Pennock Plantation, The, Jupiter 5.00

$30.00

Georgia

Brunswick Floral Co., Brunswick .....$ 5.00
Dahl Co., C. A., Atlanta..... 10.00
Idle Hour Greenhouses, Macon.. 15.00
Lawrence, W. C., Atlanta..... 10.00
Oelschig & Sons, A. C., Savannah 10.00
Stulbs Nursery Co., Augusta.... 10.00
Wachendorff Bros., Atlanta.... 10.00
Wildwood Greenhouses, Columbus 5.00
Wolf, John, Savannah..... 10.00

$85.00

Idaho

Donart, Ad., Coeur d'Alene.....$5.00
Scott Bros., Moscow..... 5.00

$10.00

Illinois

Adams, W. W., Chicago.....$10.00
Amling Co., E. C., Chicago.....100.00
Amling, Ernest C., Maywood.... 25.00
Amling, Walter A., Maywood... 10.00
Amling, W. H., Estate, Maywood 10.00
American Bulb Co., Chicago.... 50.00
Ammann, J. F., Edwardsville...200.00
Baer, Henry, Peoria..... 15.00
Bahr, Fritz, Highland Park.... 10.00
Bassett & Washburn, Chicago..100.00
Ball, George J., Glen Ellyn..... 10.00
Bauski, Herman..... 25.00
Beu, Frank, Chicago 10.00
Bezdek, V., Gross Point..... 10.00
Blameuser, Edw., Niles Center....2.00
Blameuser, Edw. C., Niles Center 10.00
Bohlander, R. E., Melrose Park. 10.00
Bohannon Florist, Chicago.....100.00
Bond, Charles, Naperville..... 30.00
Budlong, A. H., Chicago.....100.00
Budlong, J. A., Chicago..... 50.00
Britz The Telephone Florist, Danville 10.00
Brookes, Jos., Morton Grove.... 10.00
Brown, A. E., Springfield..... 25.00
Burhop, Walter, Maywood..... 10.00
Buettner, Emil, Park Ridge.... 50.00
Cade, H. W., Cairo..... 10.00
Chicago Flower Growers Ass'n., Chicago 50.00
Chicago Feed & Fertilizer Co., Chicago 25.00
Chicago Florists' Club, Chicago.500.00
Chicago Carnation Co., Chicago.100.00
Clody, Edward, Chicago..... 25.00
Cole Bros., Peoria..... 25.00

Damm, Nick, Morton Grove....$10.00
Damm Bros., Chicago..... 25.00
Des Plaines Floral Co., Des Plaines..... 25.00
Doessard, Miss L. East St. Louis 10.00
Drury, H. F., Galesburg..... 5.00
Drury, H. F. Galesburg, add'l. 10.00
Dunteman, W. F., Bensenville.. 20.00
Eichel, Arthur, Chicago..... 10.00
Eichel, A. T., Chicago..... 5.00
El Paso Carnation Co., El Paso. 10.00
Erne & Co., Chicago..... 25.00
Fisher Bros., Evanston..... 25.00
Fisher, A., Chicago..... 25.00
Frank Bros., Beardstown..... 2.50
Fuhrman, John, Chicago..... 25.00
Gentemann Bros., Quincy..... 10.00
Garland, Frank, Des Plaines..... 5.00
Garland, Sol., Des Plaines..... 5.00
Garland, Warren, Des Plaines.. 50.00
Goerger Bros., Arlington Heights 25.00
Gould Co., Onargo..... 10.00
Graff & Dresel, Chicago..... 10.00
Grossart, Gust. W., Belleville... 10.00
Grove Floral Co., Arlington Hghts 20.00
Grossberg, Tyler & Finnerman Co., Chicago 10.00
Gullett & Sons., Lincoln..... 50.00
Hall, Albert, Chicago..... 10.00
Hardies, Robt., Melrose Park.... 5.00
Harner, Geo., Morton Grove..... 10.00
Hamilton, C. M., Kewanee..... 15.00
Hawkes, D. F., Wheaton..... 10.00
Hembreicker & Cole, Springfield 20.00
Henderson, A. & Co., Chicago... 25.00
Henderson, A. & Co. Chicago, add'l..... 25.00
Hilmers, Henry, Chicago..... 10.00
Hinn, John, Lake Zurick..... 10.00
Hauserman & Heitman, Melrose Park 10.00
Hening, Wm. F., Blue Island.... 10.00
Hoefle, Geo., Des Plaines..... 5.00
Jacobs, George W., Canton..... 10.00
Jackson Flower Shop, Chicago.. 10.00
James, Fletcher, Des Plaines ... 5.00
Johnson, J. L., De Kalb..... 5.00
Johann & Son, H., Collinsville.. 10.00
Katzwinkel, B., Mendota..... 5.00
Kirchhoff's Conservatory, Chicago 10.00
Kirscht Bros., Morton Grove... 10.00
Klimmer's Greenhouses, Forest Park..... 10.00
Kyle & Foerster, Chicago..... 50.00
Kruchten Co., John, Chicago... 25.00
La Grotto, W. J., Chicago..... 25.00
Lange, A. Florist, Chicago.....100.00
Linneman, Louis, Des Plaines.. 10.00
Loveridge, Peoria..... 25.00
Luedke, Henry F., Chicago..... 15.00
Luedtke, Hugo, Maywood..... 2.00
Leudtke, Hugo, Maywood, add'l 5.00
Lombard Floral Co., Lombard... 30.00
Lyon & Anderson, Belvidere.... 5.00
McKellar, Chas. W., Chicago... 20.00
Madsen, Geo., Alton..... 10.00
Malchou, Adolph, Chicago 12.00
Montrose Floral Co., Chicago... 10.00
Neve, Henry B., Des Plaines.... 5.00
Oechslin, Frank, Chicago.....100.00
Paulsen, Chas., Arlington Hghts 10.00
Pearson, Peter, Chicago..... 25.00
Pearce, Sam, Chicago..... 25.00
Percy Jones, Inc., Chicago..... 25.00
Pillsbury, I. L., Galesburg..... 10.00
Platter, E. W., Carbondale..... 1.00
Poehlmann Bros. Co., Morton Grove 125.00
Pruner, E. C., Chicago..... 5.00
Psenika, James, Gross Point.... 10.00
Psenika, James, Gross Point, add'l..... 25.00
Pyfer Co., A. T., Chicago..... 25.00
Reburn & Co., Geo., Chicago.... 25.00
Reinberg, George, Chicago..... 25.00
Reinberg, Peter, Chicago.....200.00
Ross, J. W., Centralia..... 5.00
Samuelson, Chas. A., Chicago... 25.00
Schiller's, Chicago.....200.00
Schoos, Joseph, Evanston..... 5.00
Schramm, Fred., Park Ridge... 5.00
Smyth, W. J., Chicago..... 25.00
Spencer, Archie, Chicago..... 10.00
Stanke, Henry, Des Plaines.... 5.00
Stapp Co., L., Rock Island..... 13.50
Stokles, Walter, Chicago..... 12.00
Stelfrich, John A., Paris..... 15.00
Stielow Bros., Niles Center.....100.00
Tonner, O. A. & L. A., Chicago.. 15.00
Vaughan & Co., A. L., Chicago..$25.00
Washburn & Sons, A., Bloomington 50.00
Webster Greenhouses, Centralia 10.00
Weiland, George C., Evanston.. 25.00
Weinhoeber Co., Ernst, Chicago 25.00
Weiss & Meyer Co., Maywood.. 25.00
Weiss & Meyer Co., Maywood, add'l..... 25.00
Wellworth Farm, Downers Grove 50.00
Wendland & Keimel Co., Elmhurst 50.00
Wichtendahl, Wm., Maywood... 5.00
Wiffin, Grant, Des Plaines..... 10.00
Winterson, E. F., Chicago..... 25.00
Wittbold, Geo. Co., Edgebrook.. 50.00
Wojtkiewicz, X., Niles..... 10.00
Wojtkiewicz, X. F., Des Plaines. 10.00
Woodlawn Gardens, Edwardsville 10.00
Wolniewicz, Theo., Chicago..... 20.00
Yeats, J. E., Champaign..... 5.00
Zapfe, Chas. H., Chicago..... 12.00
Zech & Mann, Chicago.....100.00

$4367.00

Indiana

Barick, M. A., Seymour.....$5.00
Baur & Steinkamp, Indianapolis 50.00
Bertelmann Bros. Co., Indianapolis 100.00
Bettmann & Son, John G., New Albany..... 10.00
Blackman Floral Co., Wm., Evansville 10.00
Brandlein, M., Indianapolis..... 25.00
Circle Flower Shop, Indianapolis 5.00
Claypool Hotel Florist, Indianapolis 5.00
Cole's Flower Shop, Kokomo.... 5.00
Dorner & Sons Co., F., Lafayette 10.00
Doswell Floral Co., Fort Wayne 5.00
Eitel & Son, John, Greencastle.. 3.00
Frank & Sons, W., Portland.... 10.00
Frey, Alois, Crown Point..... 25.00
Gano, N. H., Martinsville..... 5.00
Hartje & Elder, Indianapolis... 5.00
Hartje & Elder, Indianapolis, add'l..... 15.00
Henley, R. M., Hartford City.... 5.00
Heidenrich, Jno., Indianapolis.. 5.00
Hensley Flow. Shp., Indianapolis 5.00
Heinl, Fred S., Terre Haute..... 10.00
Heinl, Fred S., Terre Haute, add'l 10.00
Hill Co., E. G., Richmond..... 50.00
Hill Co., Joseph H., Richmond..100.00
Hill Co., Jos. H., Richmond, add'l.....100.00
Hukreide, Fred R., Indianapolis 5.00
Kelley, D. B., Franklin..... 5.00
Keinpe, Albert, Indianapolis.... 2.50
Indianapolis Flower & Plant Co., Indianapolis 25.00
Lanternier Florists, Ft. Wayne.. 5.00
Lemon Co., F. H., Richmond.... 5.00
Lemon, Fred H., Richmond.... 10.00
McDonald & Co., Crawfordsville 5.00
Monticello Fl. Co., Monticello.... 5.00
Morris, Frank S., Bloomington.. 10.00
Nelson, E. A., Indianapolis..... 5.00
Pahud Floral Co., Indianapolis 15.00
Rassmussen, A., New Albany... 25.00
Reicher, August, Michigan City. 10.00
Rieman's Sons, H. W., Indianapolis 25.00
Roepke Fl. Co., Indianapolis.... 15.00
Smith & Young Co., Indianapolis 15.00
Smith & Young Co., Indianapolis, add'l..... 25.00
Schomeyer, C. H., Indianapolis. 10.00
Stover, N. B. & C. F., Terre Haute..... 10.00
Switzer, G. C., Frankfort..... 5.00
Temperly, Edwin E., Indianapolis 5.00
West View Floral Co., Elkhart.. 2.50
Weiland, Peter, New Castle.... 10.00
Wiegand Sons Co., A., Indianapolis 25.00
Wiegand Sons Co., Indianapolis, add'l..... 25.00
Williams & Co., South Bend.... 25.00

$907.50

Iowa

Aldous & Son, J., Iowa City.....$10.00
Bancroft & Son, Jos., Cedar Falls 10.00
Bather Co., Andrew, Clinton... 10.00
Bock, Harry O., Burlington..... 5.00
Davis Floral Co., Davenport.... 10.00
Denmead, Jas. L., Marshalltown 10.00
Forber & Bird, Davenport..... 5.00
Gardiner Floral Co., Council Bluffs 10.00
Goos, Wm., Bettendorf..... 5.00
Harkett, W. A., Dubuque..... 5.00
Herman, O. H., Council Bluffs.. 25.00
Hollied, O. H., Eldora..... 5.00
Kemble, I. O., Marshalltown....100.00
Kramer & Son., I. N., Cedar Rapids 15.00
Lainson, F. L., Council Bluffs... 15.00
Lapes, John E., Cedar Rapids... 10.00
Moore, David, Perry..... 5.00
New, Hiram J., Manchester..... 5.00
Newport, D. G., Cedar Rapids.. 5.00
Niemoth, Theo., Estherville..... 1.00
Nordwall Florist, Fort Dodge... 5.00
North Floral Co., Fort Dodge... 5.00
Prince's Flower Shop, Iowa City 5.00
Richey Floral Co., Albia..... 5.00
Stevens, O. B., Shenandoah..... 5.00
Van Meter, C. L., Monticello.... 5.00
Wilcox & Sons, Council Bluffs..200.00
Wilson Floral Co., J. S., Des Moines 50.00

$546.00

Kansas

Arkansas City Floral Co., Arkansas City..... $5.00
Atchison Seed & Flower Store Co., Atchison 5.00
Bunch, Lloyd C., Freedonia..... 5.00
Dugan, N., Winfield..... 5.00
Fields, L. C., Kansas City..... 12.50
Fisher, Herman R., Marysville.. 5.00
Hubbard, C. E., Topeka..... 5.00
Humfeld, Alfred C., Clay Center 10.00
Lord's Flower Room, Topeka... 5.00
Margrave, Susan, Hiawatha.... 3.00
Miller Bros., Abilene..... 3.00
Mueller, Chas. P., Wichita..... 50.00
Schmid's Greenhouse, Winfield. 5.00
Smith's Fl. Shop, Hutchinson... 10.00
Steinhauser Florist, Pittsburgh. 10.00

$138.50

Kentucky

Baumer, Aug. R., Louisville....$25.00
Fuchs, Henry, Louisville..... 5.00
Hiltz, Adam, Louisville..... 5.00
Honaker, D. B., Lexington..... 25.00
Keller Co., John A., Lexington.. 15.00
Keller, Florist, Lexington..... 10.00
Kentucky Society of Florists, Louisville 50.00
Kirch, Louis, Louisville..... 5.00
Kleinstarink, H., Louisville..... 25.00
Marret & Miller, Louisville..... 10.00
Metcalf, T. S., Hopkinsville..... 2.00
Metcalfe, Jr., Thos. J., Madisonville 5.00
Michler Bros. Co., Lexington.... 5.00
Miller, Emelia C., Louisville.... 1.25
Morgan Floral Co., Henderson.. 10.00
Pfeiffer, W. & L., Ft. Thomas, Ky..... 5.00
Popp, Philip T., Covington..... 5.00
Reimers, Mrs. M. D., Louisville 20.00
Reimers & Co., E. G., Louisville 10.00
Schmaus Bros., Paducah..... 10.00
Schuman, J. Wm., Newport..... 10.00
Schumann, Wm., Newport..... 5.00
Schumann & Wahleiss, Newport 5.00
Schulz Co., Inc., Jacob, Louisville 25.00
Thompson & Co., C. B., Louisville 25.00
Walker Co., F., Louisville..... 10.00
Wilther, Fmil, Louisville..... 2.00
Zoeller, Leo., Louisville..... 1.25

$331.50

Louisiana

Abele Bros., New Orleans.....$5.00
Avenue Floral Co., New Orleans..5.00
Begbie, Jas. W., Shreveport..... 10.00

Ebele, Charles, New Orleans....$10.00
Otis, C. D., Lake Charles..... 5.00
Scheinuk, Sam, Baton Rouge... 10.00
Virgin, Uriah J., New Orleans.. 25.00

$70.00

Maine

Clark, M. A., Ellsworth.....$5.00
Hutchinson, L. A., Caribou..... 5.00
Mitchell & Co., Waterville..... 10.00
Olm, Paul M., Bath..... 25.00
Stalford, J. H., Bar Harbor..... 10.00
Strout's, Biddeford..... 15.00
Strout, Chas. S., Biddeford..... 15.00
Talbott, Ph. H., Portland..... 10.00

$95.00

Maryland

Benedict, Geo. H., Salisbury....$5.00
Bester, Henry & Son, Hagerstown 10.00
Christie, Wm., Baltimore..... 10.00
Cook, John, Baltimore..... 16.00
Ekas, Henry, Baltimore..... 5.00
Feast & Son, Sam'l, Baltimore... 50.00
Fiedler, Albert G., Baltimore.... 10.00
Grahl, H., Halethrop..... 2.00
Graham, Robert L., Baltimore.. 40.00
Hannigan, M. J., Sudbrook Park..... 5.00
Harmon, John B., Catonsville.... 5.00
Herman & Son, C., Frederick... 2.50
Johnston, Wm. J., Baltimore.... 25.00
Kennedy, Wm. J., Pikesville... 5.00
King, Jesse P., Mt Airy..... 10.00
Kress, Edw., Baltimore..... 5.00
Lehr, Wm. G., Brooklyn..... 10.00
London Nurseries, Baltimore... 10.00
Moss, Inc., Isaac H., Govans.... 50.00
Newton, Eugene, Leland, Baltimore 10.00
Siegwart, Chas., Baltimore..... 5.00
Stevenson Bros., Towson..... 10.00
Van Reuth, Jr., Ed., Hamilton.. 1.00
Vincent, Jr., & Sons Co., R., White Marsh 50.00
Hamilton, James, Mt. Washington..... 50.00

$406.50

Massachusetts

Aitken, Mark, Springfield.....$50.00
Arnold, George B, Woburn..... 50.00
Bean, Chas., Springfield..... 2.00
Becker, Fred C., Cambridge.... 25.00
Belmont Flower Shop, Brockton 25.00
Boston Cut Flower Exchange... 25.00
Brague & Sons, Hinsdale..... 10.00
Brackett, Karl S., Haverhill.... 10.00
Bridgham, R. C., Newtonville.. 10.00
Butler & Williams, Northampton 25.00
Butterworth, J. T., Framingham 10.00
Campbell, W. C., Lawrence..... 10.00
Casey Florist Co., Melrose..... 10.00
Christensen, Andrew, Stoneham 5.00
Comley, Henry R., Boston..... 20.00
Coplan, H. S., Boston..... 10.00
Coplan, A., Boston..... 5.00
Cotton, The Florist, Newtono... 5.00
Craig, Wm., N., Brookline..... 10.00
Cummings, Everett E., Woburn 5.00
Davenport, Watertown..... 20.00
Drake & Co., T. I., Pittsfield.... 5.00
Drake & Co., T. I., Pittsfield, add'l..... 5.00
Dolansky, Frank, J., Lynn..... 25.00
Edgar Co., W. W., Waverly.... 25.00
Edgar, J. Frank, Waverly..... 25.00
Fine, Max, Boston..... 5.00
Fisher, Peter, Ellis..... 25.00
Florists' Supply Co., N. E. Boston 25.00
Flower Shop, The, Pittsfield.... 20.00
Flower Growers' Outlet, Boston 5.00
Fottler, Fiske & Rawson Co., Boston 25.00
Fritz-Taber Mfg. Co., New Bedford..... 5.00
Gallivan Bros., Holyoke..... 10.00
Galvin, Thos. F., Boston..... 50.00
Gardeners & Florists' Club of Boston 50.00
Goddard, Sam'l. J., Framingham 25.00
Hannon & Son, Wm., Dorchester 10.00
Hastings, W. A., Boston..... 5.00
Hews, A. H., Cambridge..... 50.00
Howard, Frank, Cambridge.....$ 5.00
Howard, W. D., Milford..... 5.00
Jahn, P. & W. O., East Bridgewater..... 10.00
Johnson, C. B., Woburn..... 10.00
Kaulbach, Miss E. F., Haverhill.. 10.00
Kennedy, James L., Lowell..... 10.00
Kimball, Richard S., Waban.... 4.00
Lange, H. F. A. Est, Worcester. 50.00
Lerner, Nathan, Boston..... 5.00
Liebman, M., Boston..... 10.00
McAlphine, Wm. A., Boston.... 25.00
Manter, J. S., Boston..... 1.00
Milford, W. D., Milford..... 5.00
Montgomery Co., Inc., Hadley.. 50.00
Morse & Beals, Lowell..... 10.00
Nelson, John A., Framingham.. 10.00
Nicholson, W. R., Framingham.. 50.00
O'Brien, John J., Boston..... 10.00
O'Keefe, P. F., Boston.....100.00
Palmer, Inc., F. E., Boston..... 25.00
Patten, M. A., Tewksbury..... 25.00
Peirce Bros., Waltham..... 50.00
Pembroke, A. A., Beverly..... 10.00
Pembroke, A. A., Beverly, add'l.. 15.00
Penn, Henry, Boston.....400.00
Peterson, R. P., Framingham... 5.00
Quint, Harry, Boston..... 25.00
Randall's Flower Shop, Worcester 60.00
Richards, E. S., Greenfield..... 10.00
Rice, Chas. H., Lexington..... 10.00
Robinson, S., Boston..... 25.00
Robbins Bros., Cambridge..... 10.00
Rogers, Abraham B., Alliston... 5.00
Rogean, Ed. H., Boston..... 1.00
Roland, Thomas, Nahant.....100.00
Ryan, Harold A., Inc., Cambridge 5.00
Sawyer, Frank P., Clinton..... 5.00
Silverman, N. M., Boston..... 10.00
Sim, William Cliftondale..... 25.00
Snyder Co., B. A., Boston..... 50.00
Swan & Berndston, Lawrence... 10.00
Tracey, B. Hammond, Wenham 25.00
Voorneveld, Wm., Nantucket... 1.00
Wagland, A., Lawrence..... 10.00
Walsh & Son, Malden..... 10.00
Walsh, Alfred, Boston..... 2.00
Warburton & Sons, C., Fall River..... 25.00
Welch, Patrick, Boston.....100.00
Whittemore, H. S., Waltham.... 3.00
Yaffe Bros., Haverhill..... 25.00

$2249.00

Michigan

Alpha Floral Co., Lansing.....$25.00
Art Floral Co., Detroit..... 25.00
Bemb Floral Co., Detroit.....110.00
Bissinger, J. A., Lansing..... 25.00
Boehringer Bros., Bay City..... 25.00
Breitmeyer's Sons, Detroit.....600.00
Brown, W. B., Detroit..... 25.00
Burt, Henry M., Jackson..... 25.00
Central Floral Co., Detroit..... 30.00
Century Cut Flower Co., Detroit 30.00
Coggan, S. W., Battle Creek.... 10.00
Conklin, Geo. M., Allegan..... 5.00
Cross, Eli, Grand Rapids..... 15.00
Davis, Geo. W., Detroit..... 10.00
Davis & Kishler, Ypsilanti..... 5.00
Detroit Greenhouses, Redford... 5.00
Ebelink, Henry, Holland..... 2.00
Eskil, O. F., Iron Mountain..... 10.00
Evans, A. H., Detroit..... 25.00
Fetters, E. A., Detroit.....100.00
Fruch & Sons., Chas., Saginaw. 25.00
Gipner, John, Niles..... 5.00
Grohman The Florist, Saginaw. 30.00
Hartnett Flower Shop, Grand Rapids..... 10.00
Hilliker, Albert, Detroit..... 10.00
Holznagle, Frank, Detroit..... 50.00
Hughes, Albert P., Hillsdale.... 5.00
Indian Village Greenhouses, Detroit 25.00
Klang, John H., Detroit..... 25.00
Knoch, Mrs. Gus, Detroit..... 10.00
Maise, Lewis, Detroit..... 10.00
Michigan Cut Flower Co., Detroit 100.00
Miesel Bros., Detroit..... 5.00
Niemiec, F. L., Detroit..... 10.00
Owasso Floral Co., Owasso..... 25.00
Paterson, Murray G., Detroit... 25.00
Plumb, Chas. H., Detroit..... 50.00
Pult, C. J., Detroit..... 5.00
Roetke Floral Co., Wm., Saginaw 25.00
Saginaw-Bay City Floral Society, Bay City $25.00
Scribner Floral Co., Detroit.... 10.00
Smith, Byron L., Ionia..... 5.00
Smith, Elmer D., Adrian..... 25.00
Smith, Henry, Grand Rapids.... 25.00
Smokiewitz, Edward, Hamtramck 5.00
Stahelin, A. J., Redford..... 50.00
Stoll, V. A., Hillsdale..... 10.00
Streit, Joseph, Detroit..... 25.00
Sullivan, J. F., Detroit.....100.00
Taepke & Co., Gust. H., Detroit.. 25.00
Tauch, E. R., Marquette..... 2.50
Ullerbruch, Maths., Port Huron. 5.00
Van Bochove & Bros., G., Kalamazoo 25.00
Vogt, D., Coldwater..... 10.00
Vogt, John W., Sturgis..... 10.00
Watson Floral Co., Detroit..... 5.00
Weber, W. E. F., Sault Ste Marie..... 2.50
Winans, Frank, Petoskey..... 5.00

$2002.00

Minnesota

Amundson, Onar E., Minneapolis $25.00
Cargill, S. S., Minneapolis..... 10.00
Comandros, T. B., St., Paul..... 20.00
Dean, Andrew J., Gladstone.... 10.00
Duluth Floral Co., Duluth..... 20.00
Eckhardt, O. R., St. Paul..... 10.00
Hall, Thos. H., Minneapolis.... 10.00
Hess, J. F., Minneapolis..... 5.00
Holm & Olson, St. Paul..... 50.00
Kinsman, Inc., A. N., Austin.... 10.00
Lake Shore Greenhouses, Albert Lea..... 5.00
Latham, R. A., Minneapolis.... 15.00
Lindskoog, Carl I., Minneapolis. 10.00
Linde, C. H., Minneapolis..... 5.00
Ludlow Greenhouses, Worthington 10.00
Lynes, Thos. S., Minneapolis.... 5.00
Martens, John, Minneapolis..... 5.00
Merriam Park Floral Co., St. Paul..... 15.00
Minneapolis Floral Co., Minneapolis 10.00
Neilson, Neil, Mankato..... 5.00
Pier, Walter, Minneapolis..... 5.00
Purogel, Henry J., St. Paul..... 5.00
Queen City Greenhouses, Rochester 10.00
Reck, Julius, Minneapolis..... 10.00
Rice Bros., Minneapolis..... 50.00
Rosacker, Hans, Minneapolis... 25.00
Siebrecht Floral Co., Winona... 20.00
Sten, John E., Red Wing..... 5.00
Stern, Robt. C., Minneapolis.... 5.00
Swansons Inc., Minneapolis.... 15.00
Swanson, Chas. S., Litchfield... 5.00
Will Bros. Co., Minneapolis.....100.00
Windmiller Co., Mankato..... 5.00

$515.00

Mississippi

Cabaniss, Misses, Jackson..... $5.00

$5.00

Missouri

Aue, Henry F. W., St. Louis.....$5.00
Austin, Joseph, Kansas City.... 2.50
Barbe, A. F., Kansas City..... 25.00
Barnes, W. J., Kansas City..... 30.00
Bergsterman Floral Co., St. Louis 25.00
Beutzen, A. J., St. Louis..... 25.00
Blossom Shop, St. Louis..... 5.00
Berning, Hy. G., St. Louis.....100.00
Beyer, Chas., St. Louis..... 20.00
Boerm, J. W., St. Louis..... 10.00
Bourdet, Jules L., St. Louis..... 50.00
Browne, Theo., St. Louis..... 5.00
Bruenig, Mrs. Ida, St. Louis..... 25.00
Carr, Thos. C., St. Louis..... 25.00
Cerny, A. S., Kirkwood..... 25.00
Denker, Edwin, St. Charles..... 5.00
Diemer, Mrs. T. L., St. Louis.... 5.00
Edwards, W. J., Kirkwood..... 10.00
Engelmann Greenhouses, Maryville 5.00
Fillmore, F. J., St. Louis..... 5.00
Fromhold's Flower Shop, Kansas City 15.00
Grimm & Gorly, St. Louis.....100.00

Haefell Floral Co., St. Joseph....$15.00
Hartmann, Aug., Kirkwood..... 5.00
Hauser, Jos., Webster Groves.... 10.00
Hepting, Jacob, Kansas City.... 25.00
Held, John, St. Louis..... 5.00
Humfeld, Ed. A., Kansas City.... 10.00
Humfeld-Orear Floral Co., Kansas City 25.00
Hummert, Aug., St. Louis..... 25.00
Isherwood, R. I., Chillicothe..... 10.00
Kruse, W. H., St. Louis..... 15.00
Koenig Floral Co., St. Louis..... 25.00
Kusik & Co., H., Kansas City... 10.00
Luther, August, Kansas City.... 15.00
McGrail, J. R., Kansas City..... 10.00
Main, Chas. A., Maplewood..... 5.00
Marshall Floral Co., Marshall.... 5.00
Meinhardt, F. H., St. Louis..... 25.00
Mohr, Adolph D., Kansas City... 10.00
Mullanphy Florists, St. Louis.... 25.00
Murray, Miss Jeanie E., Kansas City 5.00
Murray, Samuel, Kansas City...100.00
Murray, Samuel, Kansas City, addl.....100.00
Newell, Arthur, Kansas City.... 25.00
Osterberg Bros., St. Louis..... 5.00
Park Floral Co., St. Joseph..... 15.00
Peterson Floral Co., Kansas City 10.00
Pieper Floral Co., St. Louis..... 5.00
Pilcher, W. J., Kirkwood..... 50.00
Rock Flower Co., W. L., Kansas City 200.00
Rosery The, St. Louis..... 5.00
Rowe, W. A., Kirkwood..... 50.00
Ryan, Phil., Brookfield..... 1.00
Sander, Otto, St. Louis..... 10.00
Schray & Sons, Wm., St. Louis.. 25.00
Singer, Albert, St. Louis..... 20.00
Sommerfield Floral Co., Springfield 10.00
State Fair Floral Co., Sedalia.... 5.00
St. Louis Seed Co., St. Louis..... 25.00
St. Louis Wholesale Cut Flower Co., St. Louis.....100.00
Stertzing, W. W., St. Louis..... 5.00
Stuppy Floral Co., St. Joseph....200.00
Stuppy Floral Co., St. Joseph, add'l.....100.00
Stevens, John, Kansas City..... 25.00
Sunny Slope Seed Farm, Independence 5.00
Thomas, Chas. E., Kansas City.. 5.00
Thost, G. M., De Soto..... 10.00
Weber, Fred C., St. Louis..... 50.00
Weber, Fred H., St. Louis..... 25.00
Whitek, Joseph, St. Louis..... 25.00
Wild Bros., Nursery Co., Sarcoxie 5.00
Windler Flowers, St. Louis..... 20.00
Windler Wholesale Floral Co., St. Louis 100.00
Winkler, Robt., Wellston..... 10.00
Wright, W. J., St. Louis..... 5.00

$1873.50

Montana

Brackney, R. H., Three Forks... $5.00
Butte Floral Co., Butte..... 25.00
Columbia Floral Co., Butte..... 15.00
Electric City Conservatory, Great Falls 5.00
Electric City Conservatory, Great Falls, add'l..... 5.00
Feiden, Jr., John, Great Falls.... 5.00
Feiden, Jr., John, Great Falls, add'l..... 5.00
Gregory, M. E., Miles City..... 3.00
Gregory, Miles City..... 1.00
Hanson Floral Co., Butte..... 5.00
Kranz, Chas. M., Great Falls.... 10.00
Langohr, M., Bozeman..... 10.00
Miles City Greenhouses, Miles City 1.00
R. & S. Flower Store, Missoula... 5.00
State Nursery Seed Co., Helena.. 25.00
Ullman, W. F., Glendive..... 1.00

$126.00

Nebraska

Bath, John H., Omaha.....$10.00
Davidson Floral Co., Holdrege.. 5.00
Dole Floral Co., Beatrice..... 20.00
Donaghue, Jr., A., Omaha..... 25.00
Eiche Floral Co., Lincoln..... 25.00
Enslow Floral Co., Lincoln..... 10.00
Frey & Frey, Lincoln..... 75.00
Frey, E. H., Lincoln.....100.00
Green, C. H., Tremont..... 10.00
Hargadure, C. C., Florence.....$10.00
Hess & Swoboda, Omaha.....200.00
Hruben, Albert, Omaha..... 10.00
Williams, Edw., Grand Is..... 10.00

$520.00

New Hampshire

Buxton, Geo. C., Nashua.....$10.00
Gill, Thomas, Berlin..... 10.00
Graham, W. H., Manchester..... 3.00
Hannaford, R. E., Portsmouth... 2.00
McLeod, Donald, Concord..... 10.00

$35.00

New Jersey

Aphine Mfg. Co., Madison.....$100.00
Asmus, E. R., Closter..... 50.00
Atkins, C. H., Inc., Rutherford.. 10.00
Bates, James J., Oakfield..... 3.00
Baumann, Henry W., Hoboken.. 10.00
Berke, Geo. H., Atlantic City.... 10.00
Bobbink & Atkins, Rutherford..250.00
Clark, Frank J., Trentoa..... 25.00
Coddington, L. B., Murray Hill.. 50.00
Connolly & Plunkett, Newark... 5.00
Edwards Floral Co., Atlantic City 50.00
Esler, J. G., Saddle River..... 25.00
Essex County Florists' Club, Irvington 50.00
Flesser, J. H., No. Bergen..... 25.00
Frenking, E. H., Trenton..... 10.00
Freytag, R. G., Montclair..... 5.00
Grulich & Sons, J., Hoboken..... 5.00
Herrick, Alonzo D., Hackettstown 10.00
Hitchings & Co., Elizabeth.....100.00
Hornecker, Henry, East Orange.. 25.00
Jacobi, Edw., Irvington..... 10.00
Lange, John, Englewood..... 5.00
Madsen & Christensen, Wood Ridge 10.00
Manda, Joseph, West Orange....100.00
Massmann, F. W., Montclair.... 15.00
Mitchell, John R., Madison..... 5.00
Moreau, Frank J., Freehold 5.00
Paseler, Mrs. B. W., Hoboken 1.00
Paseler, Mrs. B. W., Hoboken, add'l 2.00
Ribsam, Martin C., Trenton..... 25.00
Roehrs Co., Julius, Rutherford..100.00
Rummler, W., Rutherford..... 5.00
Sceery, Edw., Paterson..... 50.00
Schmidt, Henry, No. Bergen..... 10.00
Schoelzel, Herman, New Durham 25.00
Simpson, Robert, Clifton..... 50.00
Smith & Sons, Geo., East Orange 10.00
Stein Bros., Warren Point..... 10.00
Stokes, A. T., Moorestown..... 10.00
Taylor, Arthur, Boonton..... 10.00
Thoms, Walter R., Atlantic City. 5.00
Totty, Chas. H., Madison.....200.00
Tricker, William, Arlington..... 10.00
Van Riper, Selah, East Paterson. 10.00
Warner, U. C., Sewell..... 5.00

$1516.00

New York

Abrams, Chas., Brooklyn.....$15.00
Abrams, J. B., Blue Point..... 25.00
Albany Cut Flower Exchange, Albany 10.00
Albany Florists' Club, Albany... 25.00
Anderson, S. A., Buffalo.....100.00
Arkay Florist, Albany..... 10.00
Baper & Son, C. P., Utica..... 25.00
Baldwin & Co., Mamaroneck.... 25.00
Bard, R. H. C., Syracuse..... 5.00
Barrett, James G., Troy..... 10.00
Basler, G., Buffalo..... 5.00
Brookins, Jerry & Son, Orchard Park 10.00
Bennett, John, Blue Point, L. I... 2.00
Berberick, John, Albany..... 10.00
Bertelson, Sofus, Babylon, L. I.. 5.00
Bonnett & Blake, Brooklyn..... 15.00
Brant Bros., Inc., Utica..... 25.00
Brown, Chas. H., New York..... 50.00
Bayerle, Geo. J., New York..... 2.00
Bultmann, Werner F., Syracuse. 10.00
Bunyard, A. T., New York.....100.00
Burns, Jr., A. S., Spring Valley..100.00
Byam, E. J., Rome 5.00
Canning, John, Ardsley..... 10.00
Carpenter, Ansel D., Cohoes..... 10.00
Chevalley, Julius, Blue Point.... 5.00
Childs, John Lewis, Flowerfield..100.00
Clark's Sons, David, New York.. 25.00
Cohen & Hiller, New York.....$50.00
Colonial Flower Shop, Buffalo... 10.00
Conway Bros., Troy..... 5.00
Cookingham, R. T., Ellenville.... 5.00
Crandall, H. L., Glens Falls..... 5.00
Crook & Co., Geo., Rochester.... 5.00
Cut Flower Exchange, New York.100.00
Danker, F. A., Albany..... 25.00
Danti & Gozzi, Mt. Vernon..... 5.00
Dard's Inc., New York.....100.00
Day Co., W. E., Syracuse..... 10.00
Detlef, Kate M., Buffalo..... 5.00
Dorval's Sons, Victor S., Woodside, L. I..... 10.00
Dobbs & Sons, Auburn..... 5.00
Dummett, Arthur, Mt. Vernon.. 10.00
Dunbar, John, Rochester..... 2.00
Dupuy, Louis, Whitestone..... 50.00
Eberhardt, H. E., Schenectady.. 5.00
Ehrmann, W. C., Corfu..... 5.00
Eger, Julius W., Schenectady.... 5.00
Eyres, Harry G., Albany..... 25.00
Felton, Chas., Buffalo..... 25.00
Finger, Frank, Bayside, L. I..... 3.00
Florists' Exchange, New York... 50.00
Franks, Herman, New York..... 25.00
Frey, E. R., Rochester..... 5.00
Fuld, Maurice, New York..... 10.00
Grever, Wm. H., Buffalo..... 10.00
Grupo, John W. H., Schenectady. 5.00
Guenther, C. T., Hamburg..... 20.00
Gloeckner, Wm. C., Albany..... 25.00
Hammond, Benjamin, Beacon.... 50.00
Henshaw Floral Co., New York.. 50.00
Herrlich, Mrs. L., Buffalo..... 5.00
Hoffman, Peter, Buffalo..... 10.00
Hanson, Sam, Troy..... 5.00
Hart, George B., Rochester..... 25.00
Henker, Bruno, White Plains.... 5.00
Henkes Bros., Watervliet..... 10.00
Hitchcock, F. C., Mt. Vernon.... 5.00
Irwin, Roman J., New York..... 25.00
Irwin, Roman J., New York, add'l 50.00
Jackson & Perkins Co., Newark..100.00
Jahn, Hugo H., Brooklyn..... 10.00
Joyce, John, Congers..... 5.00
Jurgens, Geo. J., Northport..... 5.00
Kahn, Sigmund, Bulls Head, S. I. 10.00
Kasting Co., Wm. F., Buffalo....100.00
Keller & Sons, J. B., Rochester.. 25.00
Keller, Geo. J., Rochester..... 5.00
Kessler, William, New York..... 15.00
Kessler, Philip F., New York.....100.00
Klauser, J. P., New York..... 5.00
Klein, Leo., New York..... 10.00
Koller, Francis, Astoria, L. I.... 5.00
Kretschmar Bros., W. Nyack.... 2.00
Kurthe & Burke, Albany..... 10.00
Koehne, Robert, New York..... 10.00
Kuebler, W. H., Brooklyn..... 15.00
Kervan & Co., New York..... 25.00
Lawrence, Jno., Ogdensburg..... 10.00
Lee, Charles, Barnard..... 5.00
Lewis Flower Shop, Lockport.... 5.00
Levy, Joseph J., New York..... 10.00
Lion & Co., New York..... 50.00
Lisburg, George, E. Hampton..... 3.00
Lord & Burnham Co., New York..200.00
McCord Co., Wm. F., Tarrytown.. 25.00
Mathews, W. W., Great Neck.... 5.00
Meininger, A. J., Gloversville.... 1.00
Menard, Louis, Albany..... 5.00
Menard, H. Louis, Troy..... 5.00
Metcalf, Christina, Brooklyn..... 5.00
Meyer Corp. of C. F., New York.. 25.00
Miesem, John, Elmhurst..... 5.00
Miller, A. L., Jamaica.....100.00
Mulholland, Mathew B., Troy.... 5.00
Mutch, H. C., Troy..... 5.00
N. Y. Cut Flower Co., New York.250.00
Nause, William, Staten Island... 20.00
Neubeck, L. H., Buffalo..... 5.00
Newlands, Miss Grace, Buffalo... 10.00
Palmer & Son, W. J., Buffalo....200.00
Papedem & Co., J. G., New York.. 5.00
Pierce & Gray, Utica..... 5.00
Pierson, F. R., Tarrytown..... 250.00
Phillips, J. V., Brooklyn..... 50.00
Popp, P. W., Mamaroneck..... 10.00
Pyle, Robt. Chester, Nyack..... 10.00
Powell, Frank A., Irondoquoit... 5.00
Quinlan Co., P. R., Syracuse..... 10.00
Ralph Greenhouses, John, Saratoga Springs 5.00
Reenie, Miss L. G., Malone..... 5.00
Reed & Keller, New York..... 50.00
Reicherts, A. J., Buffalo..... 20.00
Reimel's Sons, John, Woodhaven 25.00
Riedel & Meyer, New York..... 50.00

Rodman & Sons, Brooklyn.....$10.00
Rosery Flower Shop, Albany.... 25.00
Roskelly, Ralph J., Ithaca..... 5.00
Russell, Geo. L., Albany..... 5.00
Ryder, W. H. & J. C., Wantagh... 5.00
Russin & Hanfling, New York.... 25.00
Salter Bros., Rochester..... 5.00
Saltford's Flower Shop, Poughkeepsie 25.00
Schlegel, F. A., Rochester..... 10.00
Schlegel. George, Brooklyn..... 50.00
Schloss Bros., Inc., New York....100.00
Schneider & Noe, Congers..... 5.00
Schoenhut, Chas., Buffalo..... 15.00
Schultheis, Anton, College Point..100.00
Schwacke Co., Chas., New York.. 25.00
Schling, Max, Employees, New York 25.00
Schling, Inc., Max., New York...300.00
Scott Bros., Elmsford..... 10.00
Scott Co., Wm., Buffalo..... 25.00
Scott, David, Corfu..... 25.00
Sick, Edward, Canandaigua..... 15.00
Siebrecht, W. H., Chappaqua.... 25.00
Sievers, Wm. H., Buffalo..... 10.00
Shower, Wm. H., Schenectady... 5.00
Skidelsky, S. S., New York..... 10.00
Snyder, J. H., Violet Grower, Rhinebeck 5.00
Spavins, Herbert, Mt. Kisco..... 5.00
Spiwak, Wm., Elmhurst..... 10.00
South Shore Fl. Co., Speonk, L. I. 10.00
Stevens, Abram, Spring Valley... 10.00
Stone, Wm. H., Blue Point..... 5.00
Stroh & Sons, L. C., Batavia..... 30.00
Stumpp, G. E. M., New York.....300.00
Stroh, Edward L., Buffalo..... 10.00
Teute, Hugo, Rochester..... 5.00
Thienel, Chas., Bayside, L. I..... 2.00
Thomann, Jacob, Rochester..... 10.00
Traudt, Joseph, Canajoharie.... 25.00
Travison, John C., Albany..... 5.00
Trepel, Jack, Brooklyn..... 5.00
Tuthill, L. W. C., New York..... 25.00
Utica Floral Co., Utica..... 25.00
Utter, Fred K., Rye..... 5.00
Burgevin, Val., Inc., Kingston... 25.00
Van Scoter & Son, Bath..... 5.00
Vlachos, Alex., New York..... 15.00
Warendorff, Alex., New York.... 25.00
Wallager Bros., Johnstown..... 5.00
Weber, Chas., Lynbrook..... 15.00
Wertheimer Bros., New York....100.00
Wettlin Floral Co., Hornell..... 10.00
Wilson, H. E., Rochester..... 10.00
Wise, Fred W., East Aurora.... 5.00
Workman, W. H., Oswego..... 10.00
Young, Josiah L., Watervliet.... 5.00

$4915.00

North Carolina

Barringer's Greenhouses, Statesville $3.00
Brown, E. E., Asheville..... 10.00
Bush, Ernest J., Wilmington.... 5.00
Ford, Frank H., High Point.... 5.00
Fowler, Mrs. L. P., Wilmington. 3.00
O'Quinn Co., J. L., Raleigh..... 50.00
Scholtze, The Florist, Charlotte.. 25.00
Starr, George J., Wilson..... 10.00
Van Lindley Co., Greensboro....100.00

$211.00

North Dakota

Hoskins Floral Co., Bismarck... $5.00
Shotwell Floral Co., Fargo..... 25.00
Smedley Floral Co., Fargo..... 25.00
Valker's Minot Greenhouses, Minot 15.00

$70.00

Ohio

Abbey Ave. Greenhouses, Dayton..$15.00
Anderson, M., Dayton..... 10.00
Barton, Chas. E., Norwalk..... 5.00
Backmeier, Fred M., Cincinnati.. 5.00
Baer, Julius, Cincinnati..... 10.00
Baer, Julius, Cincinnati, add'l... 75.00
Barrow, John, Toledo..... 10.00
Blake, B. C., Springfield..... 3.00
Blake, F. E., Marion..... 5.00
Bower, Chas. A., Dayton..... 10.00
Carey & Kuehle, Urbana..... 10.00
Cincinnati Cut Fl. Co., Cincinnati. 25.00
Cleveland Cut Fl. Co., Cleveland.100.00
Cook, H. A., Oberlin..... 2.00
Critchell, Chas. E., Cincinnati..$200.00
Dayton Floral Co., Dayton..... 50.00
Duerr, Chas. A., Newark..... 5.00
Edwards, J. W., Dayton..... 25.00
Farrell & Co., Cincinnati..... 20.00
Forder, Alfred, Cincinnati..... 5.00
Foster, Edw. A., Cincinnati..... 5.00
Franklin Pk. Floral Co., Columbus 25.00
Franklin Pk. Fl. Co., add'l..... 20.00
Friedley Co., East Cleveland.... 10.00
Frisch & Son, G. W., Dayton.... 10.00
Gasser Co., J. M., Cleveland.....200.00
Geltz, Fred G., Canton..... 5.00
Gerlach, The Florist, Piqua..... 5.00
Goldman, Jos. R., Middletown... 25.00
Graham, Chas J., Cleveland..... 50.00
Halbrooke, Paul M., Newark.... 10.00
Hall, E. E., Clyde..... 5.00
Hagenberger, Carl, West Mentor..25.00
Hecock, L. C., Elyria..... 25.00
Heepe Co., Akron..... 15.00
Heinl, Harry, Toledo..... 25.00
Heiss Co., Dayton..... 25.00
Hellenthal, Jos. J., Columbus... 10.00
Horlacher, W. W., Dayton..... 25.00
Humphrey, C. L., Zanesville..... 10.00
Imlay Co., Zanesville..... 10.00
Jenkins, E. W., Dayton..... 10.00
Johnson, Mrs. L. D., Dayton.... 10.00
Jones-Russell Co., Cleveland....100.00
Kent Flower Store, Newark..... 5.00
Kirschner's Flowers, Cleveland.. 25.00
Knoble Bros., Cleveland.....100.00
Koelker, John A., Toledo..... 5.00
Koontz, P. M., Springfield..... 10.00
Krespen, Lawrence M., Cincinnati 10.00
Kuhn, Sam, Cincinnati..... 10.00
Ludwig, T. J., Columbus..... 5.00
MacFarland's Florist, Akron.... 10.00
McCullough, J. Chas., Cincinnati 25.00
McKellar, James, Columbus..... 25.00
Metz & Bateman, Toledo..... 20.00
Metzmaier, Emil, Columbus..... 10.00
Murphy, C. Wm., Cincinnati.... 20.00
Merkel & Son, C., Cleveland..... 50.00
Munk Floral Co., The, Columbus 25.00
Murphy, E. Alfred, Sayler Park.. 10.00
Murphy, L. F., Cincinnati..... 25.00
Park Floral Co., Cleveland..... 50.00
Peterson, J. A. Sons, Cincinnati. 50.00
Rodgers, J. W., Dayton..... 25.00
Rutenschroer, J. C., Cincinnati.. 2.00
Sabransky, Jno. F., Kenton..... 5.00
Scheel, T. T., Carey..... 5.00
Sheppard, H. W., Cincinnati.... 50.00
Schiller, J. L., Toledo..... 25.00
Schneider, Frank A., Cincinnati. 10.00
Schramm Bros., Toledo..... 35.00
Scott, John W., Lisbon..... 5.00
Scottwood Greenhouses, Toledo. 20.00
Schumann & Sons, Edw., Cincinnati 10.00
Silvieus & Silvieus Co., Ashtabula 10.00
Skinner Irrigation Co., The, Cincinnati 25.00
Stephens & Son, S. F., Columbus. 25.00
Storrs & Harrison Co., Painesville 100.00
Stelzig's Fl. Store, Bellefontaine 5.00
Sundermann, J., Cincinnati..... 5.00
Sundermann, J., Cincinnati, add'l. 10.00
Tong & Weeks Floral Co., Ashtabula 15.00
Tromey's Flower Shop, Cincinnati 60.00
Ullrich Floral Co., F. J., Tiffin... 5.00
Underwood Bros., Columbus.... 15.00
Volz, Frank A., Cincinnati..... 10.00
Wagner, C. M., Cleveland..... 25.00
Wagner, L. E., Sandusky..... 15.00
Weaver, A., Massillon..... 5.00
Weeks, Robt., Cleveland..... 25.00
Westman & Getz, Cleveland..... 50.00
Wilson, H. R., Columbus..... 25.00
Witthuhn, Fred, Cleveland..... 25.00
Winterich, C., Defiance..... 10.00
Witterstaetter, R., Cincinnati.... 5.00
Witterstaetter, R., Cincinnati, add'l 20.00

$2437.00

Oklahoma

Boston Flower Store, Tulsa..... $5.00
Chickasha Greenhouses, Chickasha 3.00
Furrow & Co., Oklahoma City... 40.00
Henry, James A., Tulsa..... 5.00
Marshall, Geo. W., Okmulgee.... 5.00
Muskogee Carnation Co., Muskogee 5.00
Rice, Otto, Sapulpa $10.00
Stiles Floral Co., Oklahoma City 25.00

$98.00

Oregon

Clarke Bros., Portland.....$50.00
Dungee, Wm. E., Portland..... 2.50
Herbert & Fleishauer, McMinnville 5.00
Martin & Forbes, Portland..... 75.00
Niklas & Son, Portland..... 20.00
Niklas, H., Portland..... 2.50
Peoples Flower Shop, Portland.. 2.50
Robinson, Jean, Portland..... 2.50
Smith, Max M., Portland..... 15.00
Steele's Pansy Gardens, Portland 20.00
Swiss Floral Co., Portland..... 45.00
Thompson Horticultural Works, Portland 2.50
Tonseth Floral Co., Portland.... 15.00
Van Kirk, F. A., Portland..... 5.00
Weidemann Bros., Wilsonville.... 5.00
Wiedemann Bros., Milwaukee... 5.00
Wilson-Crout-Gehr, Portland ... 10.00
Wood, Wm. C., Portland.....2.50
Zimmermann, John, Portland... 2.50

$277.50

Pennsylvania

Andre, John R., Doylestown.....$50.00
Aschmann Bros., Philadelphia... 35.00
Ashley, Ernest, Allentown..... 15.00
Bader Co., John, N. S., Pittsburgh 50.00
Baker, Wm. J., Philadelphia.... 10.00
Bertram, J. Henry, Lansdowne.. 30.00
Bertram, J. Henry, Lansdowne, add'l 25.00
Bernheimer, E., Philadelphia.... 10.00
Bensley, Chas. T., East Milton.. 10.00
Betz, H. S., Philadelphia.....100.00
Brinton, M. J., Christiana..... 10.00
Burk, Louis, Philadelphia..... 10.00
Burki, Fred, Gibsonia..... 25.00
Burton, George, Chestnut Hill...100.00
Burton, Alfred, Philadelphia..... 50.00
Butz Bros., New Castle..... 25.00
Campbell, Est., H. P., Shamokin. 5.00
Carey, Frederic, Kennett Sq..... 10.00
Cleirico, Joseph, Lancaster..... 3.00
Clinger, W. Bruce, Milton..... 5.00
Connolly, John J., Rosemont.... 5.00
Connor, D. T., Philadelphia..... 5.00
Craig Co., Robt., Philadelphia...100.00
Craig, George, Philadelphia..... 10.00
Cremer, F. E., Hanover..... 10.00
Crisman Greenhouse Co., Punxsutawney 25.00
Crossley, W. C., Mansfield..... 10.00
Darlington, C. D., Doylestown... 15.00
Denlinger, Walter R., Vintage.. 5.00
Derr, Paul A., Williamsport..... 2.00
Dreer, H. A., Inc., Philadelphia..100.00
Drewes, Wm. F., Braddock..... 10.00
Eicholz, Henry, Waynesboro.... 10.00
Erdman & Son, K. M., Mt. Carmel 5.00
Espy & Son, E. W., Brookville.. 5.00
Evans, W. & H. T., Philadelphia. 25.00
Evenden, W. J., Williamsport... 5.00
Evenden, G. W., Williamsport... 5.00
Farenwald, A., Roslyn.....100.00
Fisher & McGrath, New Castle.. 5.00
Fletcher, Eva F., Philadelphia.. 5.00
Fox, Wm. H., Parker Ford..... 25.00
Gaehring, E. W., Philadelphia... 15.00
Gracey, John C., Philadelphia... 10.00
Gayley, J. Wade, Strasburg, Lancaster County.. 5.00
Girvin, W. B., Leola..... 10.00
Grakelow, Chas. H., Philadelphia.100.00
Groshens & Morrison, Roslyn.... 50.00
Gunton, C. E., Bradford..... 10.00
Harris, Wm. K., Philadelphia... 50.00
Harris & Bro., Joseph, Shamokin 5.00
Harvey, Alban & Sons, Brandywine Summit 100.00
Herr, A. M., Lancaster..... 25.00
Herr, Chas. B., Strasburg..... 5.00
Hoffmeyer, C. K., Pittsburgh... 1.00
Hoffmeyer, C. K., Pitts., add'l.. 5.00
Horn & Bro., John F., Allentown 50.00
Hostetter, E. P., Manheim..... 5.00
Johnston Brokerage Co., Pittsburgh 25.00
Joseph Heacock, Wyncote.....500.00
Josephs, Joseph, Philadelphia... 10.00
Hammond, Walter A., Lancaster 5.00
Habermehl's Sons, Philadelphia.. 25.00
Herr, Chas. B., Strasburg..... 5.00
Keeney's Fl. Shop, Harrisburg.. 5.00

Kienle, Rupert, Philadelphia....$25.00
Kinder, I. V., Charleroi..... 5.00
Koethe's Flowers,
Roxborough, Philadelphia 10.00
Knapp, J. B., Sayre..... 5.00
Krueger Co., Chas. F.,
Philadelphia 50.00
Kuhn, John, Philadelphia..... 10.00
Lamborn, Mabel C., Philadelphia 5.00
Landis, Ira. H., Paradise,
Lane County 5.00
Landis, Lemon S., Lancaster.... 5.00
Laver, J. V., Erie..... 5.00
Lorgus Co., West Chester..... 20.00
Ludwig Floral Co., E. C.,
Pittsburgh 50.00
McCallum Co., Pittsburgh..... 50.00
McRae & Jenkinson Co.,
New Kensington 20.00
Magnuson, Oscar S., Kane..... 5.00
Malbranc, T., Johnstown..... 50.00
Marshall, E. C., Kennett Sq..... 5.00
Maxwell, Emma B., Wilkinsburg 25.00
Michell Co., E. F., Philadelphia. 100.00
Mortenson, Stephen, Southampton 50.00
Murdock, Wm. A., Titusville.... 10.00
Meyers & Samtman,
Chestnut Hills 100.00
Niessen Co., Leo., Philadelphia..250.00
Niemann, Louis, Philadelphia... 5.00
Payne, W. Guy, Pottsville..... 10.00
Pennock Co., S. S. Philadelphia..500.00
Pittsburgh Cut Flower Co.,
Pittsburgh 50.00
Pfalzgraff, G. W., York..... 5.00
Primrose Flower Shop, Ardmore 5.00
Randolph & Sons, P. S., Verona.. 25.00
Randolph & McClements,
Pittsburgh 100.00
Rice Co., M., Philadelphia.....100.00
Ridenour, Victor I., Philadelphia 60.00
Riegelmeier, F. H., Pittsburgh.. 10.00
Rohrer, Amos N., Strasburg.... 10.00
Rohrer, Harry K., Lancaster.... 25.00
Rosen, M. W., Parkerford..... 5.00
Rocklin, Michael, Sioux City.... 5.00
Rossiter, C. E., Sunbury..... 5.00
Ruof & Sons, Fred, Lancaster.... 5.00
Sawyer & Johnson, Bethlehem.. 10.00
Schmidt, Chas. L., Harrisburg.. 20.00
Schultheis, Florist, Scranton.... 15.00
Schreiner, John R., Lancaster... 5.00
Seligman, Samuel, Philadelphia. 25.00
Scott, Robt. & Son, Inc.,
Sharon Hill 25.00
Smith, A. W., Pittsburgh.....100.00
Smith, Chas. E., York..... 5.00
Stauffer, Norman E., Lancaster.. 5.00
Stevenson & McGrail, Uniontown 10.00
Swayne, William, Kennett Square 25.00
Sykes, John H., Allentown..... 5.00
Therkildson, W. F., Philadelphia 25.00
Thiele, O. A., Philadelphia..... 10.00
Thompson, H. L., No. Brighton.. 15.00
Towell, Edw., Roslyn..... 10.00
Turner, Wm. M., Wilkinsburg... 25.00
Vavrous Sons, J. F., Lebanon.... 10.00
Victoria, A. Brongold, Pittsburgh 5.00
Vorkeller, Chas., Bethlehem..... 10.00
Wassermauer, G., Sewickley.... 5.00
Weaklem Co., G., Pittsburgh.... 10.00
Weaver, Oliver J., Ronks..... 30.00
Weaver, H. B., Bird-in-Hand.... 5.00
Weaver, Chas. M., Ronks..... 50.00
Whildin Pottery Co., Philadelphia 50.00
William St. Florist, H. M. Houser,
Pittston 5.00
Williams, Mrs. E. A., Pittsburgh 25.00

$4421.00

Rhode Island

Bowers, William S., Providence..$10.00
Budlong Rose Co., Auburn.....100.00
De Witt, Hugo H., Providence.. 5.00
Gibson, Est. Thomas J., Newport 10.00
Hoffman, Fred, Pawtucket..... 10.00
Johnston Bros., Providence..... 25.00
Johnston & Co., T. J., Providence 25.00
Leach & Son Corp., M. J.,
Pawtucket 20.00
Foster, Linda Vose, Woonsocket. 3.00
Lindblom, John C., Providence.. 5.00
Macnair the Florist, Providence. 5.00
McCarron, Eugene, Providence.. 10.00
O'Connor, T., Providence..... 25.00
Ritchie, Stewart, Newport..... 5.00
Westminster Greenhouses,
Providence 10.00

$268.00

South Carolina

Bolger, T. T., Charleston..... $5.00
House, De Witt, Florence..... 2.50
Moss, Chas. A., Spartanburg.... 25.00
Rodgers Floral Co., Charleston.. 25.00

$57.50

South Dakota

Dethleffs, Wm., Mitchell.....$10.00
Hild, Wm., Mobridge..... 25.00
Strong, M. M., Sioux Falls..... 10.00

$45.00

Tennessee

Anderson Floral Co., Lebanon...$25.00
Baum's Home of Flowers,
Knoxville 25.00
Bristol Floral Co., Bristol..... 15.00
Forest Hill Greenhouses,
Chattanooga 10.00
Idlewood Greenhouses, Memphis. 20.00
Johnson Greenhouses, Memphis. 25.00
Joy Floral Co., Nashville.....125.00
Geny Bros., Nashville..... 25.00
McNutt, A. J., Knoxville..... 10.00
Trichler, C. H., Nashville..... 10.00
Truett Floral & Nursery Co.,
Franklin 5.00

$295.00

Texas

Baker Bros., Fort Worth.....$25.00
Bayley, W. W., Alvin..... 2.00
Browne, Mrs. Sam, Tyler..... 10.00
Carroll, Paul M., Houston..... 10.00
Corsicana Greenhouses, Corsicana 25.00
Dennison Greenhouses, Dennison 5.00
Donnelly Fl. Co., Wichita Falls. 10.00
Drumm Seed & Fl. Co., Ft. Worth 50.00
Green, Edward, San Antonio.... 15.00
Greve, Henry, Dallas..... 25.00
Hannah & Son, H. O., Sherman.. 10.00
Hauser, W. T., Houston..... 10.00
Hillyer's Flowers, Austin..... 25.00
Holm, Alfred, Corsicana..... 3.00
Hyde Park Floral Co., Austin.... 10.00
Judge, E. W., Tyler..... 10.00
Kaden, H., Gainesville..... 10.00
Kerr, R. C., Co., Houston..... 85.00
Kerr, The Florist, Houston..... 40.00
Lang, Otto, Dallas..... 25.00
McAdam, J. E., Fort Worth..... 25.00
Millar, Alex., Dallas..... 5.00
Nussbaum Fl. Co., San Angelo.. 5.00
Potter Floral Co., El Paso..... 25.00
Schroeder, Hans, Temple..... 25.00
Suchy, F. C., San Antonio..... 25.00
Texas Nursery Co., Sherman.... 25.00
Wolfe, T. J., Waco..... 25.00
Wood Seed & Plant Co., M. C.,
Hillsboro 10.00

$575.00

Utah

Bailey & Sons Co., Salt Lake City.$15.00
Cramer Floral Co., Salt Lake City 10.00
Huddart Fl. Co., Salt Lake City. 20.00
Keith Co., O'Brien, Salt Lake City 10.00
King Floral Co., Salt Lake City.. 10.00
Lambourne, E., Salt Lake City... 10.00
Law, D. E., Salt Lake City..... 5.00
Miller, Robert, Farmington..... 50.00
Morris Floral Co., B. C.,
Salt Lake City..... 10.00
Salt Lake City Floral Co.,
Salt Lake City..... 5.00
Sanders Floral Co., Salt Lake City 3.00
Soier, Charles, Salt Lake City... 10.00

$158.00

Virginia

Eldridge Stores, Inc., Danville.. $5.00
Fallon, F., Roanoke..... 10.00
Fallon, Florist, Roanoke..... 10.00
Grandy, Florist, Norfolk..... 40.00
McCrum Drug Co., Lexington... 10.00
Mosmiller, Frank, Richmond.... 10.00
Newton, Wm. J., Norfolk..... 25.00
Vansant, H. C., Newport News.. 5.00

$115.00

Vermont

Baker, S. A., Rutland..... $5.00
Ball, H. J., Newport..... 5.00
Chase, George B., Bethel..... 5.00
Case, The Florist, Burlington....$5.00
Graham, W. H., Manchester.... 3.00

$23.00

Washington

Acme Floral Co., Tacoma..... $5.00
Beuthien, Henry, Tacoma..... 5.00
Betten, Ben, Tacoma..... 5.00
California Florists, Tacoma..... 20.00
Eugenie's Flower Shop, Spokane 5.00
Eugenie's Flower Shop, add'l.... 5.00
Glenrose Greenhouses, Spokane.. 5.00
Glenrose Greenhouses, add'l..... 5.00
Hayden Watson Co., Tacoma.... 20.00
Hinze, A. A., Tacoma..... 10.00
Hollywood Gardens, Seattle..... 25.00
Hoyt Bros. Co., Spokane..... 25.00
Hoyt Bros. Co., Spokane, add'l.. 25.00
Leavey & Son, P., Spokane..... 5.00
Leavey & Son, P., Spokane, add'l 5.00
Ins & Klaffinbacr, Spokane..... 5.00
Neil's Greenhouses, Pullman.... 5.00
Olsson & Son, Inc., H. L., Spokane 5.00
Olsson & Son, Inc., H. L., add'l.. 15.00
Peters & Son, Hillyard..... 5.00
Peters & Son, Hillyard, add'l.... 5.00
Queen City Floral Co., Seattle... 20.00
Reimers, H. E., Spokane..... 10.00
Reimers, H. E., Spokane, add'l.. 10.00
Rockwood Greenhouses, Spokane 5.00
Rosaia Bros., Seattle..... 25.00
Sinclair, Einer, Spokane..... 5.00
Smith Floral Co., Tacoma..... 10.00
Spokane Greenhouses, Inc.,
Spokane 10.00
Spokane Greenhouses, Inc.,
Spokane, add'l 10.00
Spokane Florist Co., Spokane.... 15.00
Spokane Florist Co., add'l..... 15.00
State Floral Co., Yakima..... 10.00
Wilson, Ira W., Bellingham..... 5.00
Woodlawn Flower Shop, Seattle. 25.00
Young & Lester, Walla-Walla.... 5.00
Young & Lester, add'l..... 5.00

$395.00

West Virginia

Dieckmann, John, Elm Grove...$15.00
Dudley Sons Co., J. W.,
Parkersburg 75.00
Hayman Greenhouse Co.,
Clarksboro 10.00
Langhans, A., Wheeling..... 45.00
Siebert, Frank C., Wheeling..... 5.00
Winter Floral Co., Charleston... 25.00

$175.00

Wisconsin

Baumgarten Florist, Milwaukee.$12.00
Brux, Rudolph A., Racine..... 5.00
Cudahy Floral Co., Cudahy..... 25.00
Edelfsen-Leideger Co., Milwaukee 25.00
Fox & Son, Inc., J. M., Milwaukee 75.00
Geehan, Wm., Kimberly..... 10.00
Greenwood Carnation Co.,
No. Milwaukee 50.00
Haentze Floral Co., Fond du Lac 10.00
Hefko, T. D., Marshfield..... 5.00
Holton & Hunkel Co., Milwaukee.100.00
Holtz, Gustav, Milwaukee..... 1.00
Kienahs, Theo. F., La Crosse.... 5.00
Lawritzen, A. T. F., Eau Claire.. 5.00
Lietz, Richard, Milwaukee..... 5.00
Lubliner, Wm., Milwaukee..... 24.00
Matthewson, J. E., Sheboygan... 10.00
Platteville Floral Co., Platteville 7.00
Pollworth Co., C. C., Milwaukee.100.00
Pohl, Gustav A., Milwaukee..... 5.00
Preuss, Rudolph, Milwaukee..... 5.00
Rentchler Floral Co., Madison.. 35.00
Rusch & Co., Gust., Milwaukee.. 50.00
Salm, Richard, Union Grove.... 10.00
Schroeder Floral Co., Milwaukee. 5.00
Stair, L. C., Mineral Point..... 5.00
Stratton, C. D., Lancaster..... 5.00
Sylvester, Jos., Oconto..... 5.00
Sylvester, Otto, Oconomowoc.... 5.00
Turner, L. & Sons, Kenosha..... 10.00
Welke Co., E., Milwaukee..... 10.00
Vatter, Geo., Marinette..... 5.00
Ely & Co., H. S., Neosho..... 10.00

$639.00

Wyoming

Casper Floral Co., Casper.....$10.00
Westbold, Louis B., Evanston... 5.00

$15.00

S. A. F.

How Does Your Conscience Feel?

¶ The success of the National Advertising Campaign is so pronounced that every florist, retailer, grower, or wholesaler testifies to the increased business brought him.

¶ But all who share in the benefits are not doing their share in supplying the sinews of the Campaign, which is money.

¶ There are not many who refuse to contribute. They simply neglect to send in their subscriptions.

¶ Do your part. Do not sit back and let others pay the whole shot. The advertising should be kept going because it is generally conceded that in the slogan "SAY IT WITH FLOWERS" the florists have an asset worth many thousands of dollars in business. It will depreciate in value unless used in print.

¶ Have you seen the full page in colors in the Metropolitan Magazine? Are you linking up with this advertisement? Are you a real partner in the business it will bring, knowing that you helped pay for it?

¶ Drop a line to the undersigned, telling him how much you will donate annually towards the Publicity Campaign.

JOHN YOUNG, Secretary

Society of American Florists and Ornamental Horticulturists

1170 Broadway, NEW YORK

Co-operation

OUR ENTIRE PRODUCTION of "Superior Quality Flowers" is reserved for disposition to the Florist.

Better trade conditions
bring better prices.

Price List sent on request.

Poehlmann Brothers Company
66-74 East Randolph Street
Chicago, U. S. A.

The Largest Growers of Flowers in the World.

Toledo.

BUSINESS REVIVES SLIGHTLY.

The numerous graduation exercises held last week caused a temporary flutter of business which was also increased by numerous weddings. However, trade has been more than ordinarily quiet this June, due to the fact that extremely hot weather arrived about three weeks too soon. Outdoor flowers are plentiful, which naturally decreases the demand for the florists' product. Stock is very plentiful, but shows the effects of the hot weather. Carnations are short and of poor quality. Sweet peas are done. Roses are of fair quality, and enjoy a good demand for weddings and graduations. Gladioli are of excellent quality and are bringing good prices. Bedding stock is still enjoying a brisk sale, but this week will probably see the finish of this business, which was quite profitable this season, because better prices were received.

NOTES.

Now that the flower shops are closed on Sundays, it is no uncommon sight to see many faces familiar in the trade at the ball park or out at the Willard-Dempsey training camps. Florists will be well represented at the historic bout for the championship of the world which will be staged in this city, July 4. The Sunday closing has proven a wonderful boon to employer and employe alike, and it is a question whether florists here will ever be content to go back to the old ways of working day in and day out. Let other cities now follow Toledo's fine example and get into the swim.

Schramm Brothers are still selling quite a lot of bedding stock, of which they had a large quantity. This firm reports the best six months' business of its career, in which every month registered surprising gains over the same period of last year. They will rebuild two of their greenhouses this summer in anticipation of a continuance of good business. Frank M. Schramm will leave July 5 for a vacation trip to the northern Michigan lakes to recuperate.

Max Spanner uses these hot days to trim his handsome display window in a seasonable manner. His present arrangement is appropriate for the season, consisting of a garden scene, with a miniature pond in the center. Ferns and plants are used lavishly as a background. Many pedestrians stopped to admire this effective display.

Gertrude Swartz, for many years bookkeeper for Miss Helen Patten, has resigned her position to take a well deserved rest. She enjoys a wide and favorable acquaintance with the trade in this city. Miss Patten plans to leave on her annual vacation to the Maine woods as soon as the wedding rush is over.

John Barrow had a wonderful crop of splendid peonies this year, but the premature hot weather forced him to dispose of many of them at a loss. However, his business has been increasing every month in a very profitable manner, so he is not losing any sleep over this.

The display window of Mrs. J. B. Freeman can always be expected to show high art in the decorative use of plants and basket effects. This store reports a heavy demand for commencement bouquets and has also enjoyed some good sized wedding decoration orders.

William Feniger, Adams street florist, is fortunate in that he has no rent to pay since he leased half of his large store to a jewelry company. He has one of the best locations in town, and does a big business.

S. N. Peck has been quite busy with graduation work during the past week, and has also had a good call for funeral work.

A. C. K.

St. Louis.

BUSINESS SLACKENS UP.

Business in general slowed up a bit again the past week. The hot weather, which seems to have hit us now, has a depressing effect on trade in general. The only bright side now is the large amount of weddings taking place. They seem to continue well toward the end of the month, and this has been a very nice business. The condition of stock is none too good. Everything seems to suffer considerably from the heat. Even gladioli, which usually stand up well, are showing the effects, and have no keeping qualities. Roses are good only for quick turnovers. Carnations are just about through. Sweet peas are very poor. It seems we are due to have a shower every day or two, and the hot sun beating down on the sweet peas, seems to cook them. Outdoor stock is fair, such as coreopsis, cornflowers, etc. Some very good Shasta daisies have been coming in, and these have a good call. In greens of all kinds, the market is well supplied.

NOTE.

O. C. May, of Sappington, escaped serious injury a few days ago when a large touring car crashed into his machine and completely wrecked it.

J. J. W.

KANSAS CITY, MO.—The Hammond Floral Co. has purchased the property on which its greenhouses are located, the consideration said to be $12,500. A large palm house and flower shop will be added.

Satisfaction

NO matter how exacting the demands of your customers, you will find that "Superior Quality Flowers" always satisfy.

We offer Summer Flowers in quantity at fair prices.

Price List sent on request.

Poehlmann Brothers Company
66-74 East Randolph Street
Chicago, U. S. A.

The Largest Growers of Flowers in the World.

Restock For Summer Months

GNATT'S SPECIAL PROCESS PREPARED FOLIAGES

ARE THE BEST ON THE MARKET.

QUEEN QUALITY MAGNOLIA LEAVES

UNIFORM SIZE—NON-MOLDY—FLEXIBLE
Colors: Green, Brown, Purple.
Price, $1.75 per carton; in 10 carton lots, $1.60 per carton; 100-lb. cases, $22.00.

O-G QUALITY CYCAS LEAVES
SUPREME IN QUALITY

FLEXIBLE—NON-CURLING—DURABLE
Our Cycas are packed 10 to the bundle We do not break bundles.

	Per 100		Per 100
12-16 at	$ 5.00	28-32 at	$12.50
16-20 at	6.50	32-36 at	15.00
20-24 at	7.50	36-40 at	17.50
24-28 at	11.00	40-44 at	20.00

PREPARED EVERGREEN

RETAINS ITS FRESHNESS.
Price.....$3.00 per 10-lb. carton

MAGNOLIA WREATHS
Made of Queen Quality Leaves by experienced artists.

ROUND OR OVAL. Colors: Brown, Green or Purple.

	Dozen		Dozen
No. 200—18-inch	$10.50	No. 203—24-inch	$21.00
No. 201—20-inch	12.00	No. 204—28-inch	26.00
No. 202—22-inch	16.00		

THE OVE GNATT CO., La Porte, Ind.

MANUFACTURERS AND IMPORTERS OF

PRESERVED FOLIAGES, BASKETS AND FLORIST SUPPLIES

Large Quantities of Roses Cheap

Columbia is in Heavy Crop with us.

BUY DIRECT FROM THE GROWER.

Columbia, Russell, Hoosier Beauty, Ophelia, White Killarney and American Beauties

New Ferns From Massachusetts. Best in the Market, $2.00 per 1000.

RUSSELL and COLUMBIA

50c to $2.00 per dozen, according to length of stems.

HOOSIER and OPHELIA

Long	$8.00 per 100
Medium	$5.00 to 6.00 per 100
Good short	3.00 to 4.00 per 100

WHITE KILLARNEY and SUNBURST

Long	$8.00 per 100
Medium	$5.00 to 6.00 per 100
Short	4.00 per 100

ROSES—OUR SELECTION.

In lots of 200 or more.....$3.00 to $4.00 per 100

Other Flowers at market prices.

Asparagus, according to length of stem.....per 100, $2.50 to $3.00.

Bronze Galax, according to quality.....per 1000, 2.00.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE—We close at 5 o'clock week days and all day Sunday. Week Days 8 A. M. until 5 P. M.

BASSETT & WASHBURN

LONG DISTANCE PHONE: CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS IN LARGE SUPPLY.

Stock is in large supply with one or two exceptions, but is moving fairly well considering conditions, and while business is not as brisk as it might possibly be, the sales compare favorably with those of former years. American Beauty roses are arriving in good sized quantities, but are cleaning up nicely at prices ranging from $3 to $5 per dozen. Mrs. Chas. Russell and Columbia are having a good call and do not appear to be in any great oversupply. Roses in general are plentiful and are to be had at times during the week in large lots at bargain prices. Lily of the valley is in exceedingly short supply and commands high figures. Orchids are in good demand and there hardly ever appears to be any surplus. Peonies are a great factor in the market and are to be had at low prices, which have had a tendency to increase the past few days, especially in the fancier grades. There are a large number of peonies in storage, some of which are in excellent condition, but the greater part appears to have suffered from the extremely warm weather. There will be plenty for several weeks to come, so no shortage need be looked for in this item. Indoor gladioli are reaching the market in splendid condition and are selling well at good prices. One large firm is growing these in quantity this season and so far is well satisfied with their investment. The first outdoor gladioli grown at Villa Ridge made their appearance in this market this week. Carnations are in fair supply, but good first-class shipping stock is somewhat on the short side. Lilies are seen in limited numbers, and the same holds true for callas. Sweet peas, mignonette, calendulas, daisies, snapdragons, corn flowers, candytuft, feverfew, pansies, statice, larkspur, lupines and other miscellaneous seasonable stock are included in the many offerings, not to forget pond lilies, which help to freshen up many a window display during the hot summer months. Green goods are in strong demand, especially ferns, which are none too plentiful in the desirable grades. Fancy smilax is selling as high as $4 per dozen and is scarce at that figure.

BASKETS

Write for Catalog Now.

RAEDLEIN BASKET CO.

713 Milwaukee Ave., CHICAGO, ILL.

Mention the American Florist when writing

NOTES.

William Reed, one of the A. L. Randall Co.'s traveling men, is back from an extended southern trip. He is on the lookout for one of the scribes, and if he ever manages to get a hold of him, there will never be anyone tipped off again when the wedding bells are going to ring.

Miss Bevan, of Nell's Flower Shop, Memphis, Tenn., was a welcome visitor this week. She will visit a sister at Omaha, Neb., before returning home.

Kennicott Bros. Co. received its first shipment of outdoor gladioli from Villa Ridge, June 20.

PETER REINBERG

Wholesale Florist

30 East Randolph St., LONG DISTANCE PHONES CENTRAL 601 and 2846 **CHICAGO**

Roses and Carnations

You will find that our stock gives best satisfaction for wedding work. Order here.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **CURRENT PRICE LIST** **Subject to Change Without Notice.**

	Per 100
MRS. CHAS. RUSSELL	
Select	$15.00
Medium	$10.00 to 12.00
Short	5.00 to 6.00
RICHMOND	
Select	$10.00
Medium	6.00
Shorts	$ 3.00 to 4.00
Killarney, White Killarney, Killarney Brilliant, Sunburst, My Maryland, Ophelia, Champ Weiland	
Select	$10.00
Medium	6.00
Short	$ 3.00 to 4.00

	Per 100
MILADY	
Select	$10.00
Medium	6.00
Shorts	4.00
ROSES, OUR SELECTION	4.00
Carnations, fancy	2.00 to 4.00
Valley	8.00
Sweet Peas	1.50 to 2.50
Adiantum	1.50 to 2.00
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	$6.00
Boxwood	per bunch, 35c
Galax, bronze and green	per 1,000, $2.00
Leucothoe Sprays	1.25

Supply your customers during the summer months with flowers grown especially for the hot weather period. The most exacting buyer will be pleased with our stock.

JOSEPH FOERSTER CO.

WHOLESALE FLORISTS

160 N. Wabash Avenue, CHICAGO, ILL.

Tony Einweck, who has been with the colors for some time, passed through here this week on his way back to the oil fields, where he was formerly employed. He was at one time with Poehlmann Bros. Co.'s cut flower department.

T. E. Waters, manager of Poehlmann Bros. Co.'s supply department, in back from a most successful eastern business trip. His firm will have a large exhibit at the Detroit convention.

Gust Marshal, with Poehlmann Bros. Co.'s supply department, is enjoying a two weeks' vacation, part of which is being spent at Kenosha, Wis.

Louis Delinke is back from France, where he spent several months with the American troops. R. J. Delinke is enjoying a well-earned vacation.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is visiting friends at Philadelphia, Pa., and other eastern cities.

John Alles, son of Gust. Alles, with Wietor Bros., has arrived safely from overseas, where he was with the American troops in France.

William Wienhoeber and wife will spend their vacation in Colorado this summer along the famous Gunnison trout stream.

Martin Reukauf, with H. Bayersdorfer & Co., Philadelphia, Pa., called on the trade here this week.

Joseph Hill, of Richmond, Ind., graced the city with his presence, June 20.

Al. Lehman, with the E. C. Amling Co., will leave on his vacation, June 28.

A. E. Turner, of Mosinee, Wis., is calling on the trade here this week.

ROSES and CARNATIONS

For Weddings and Commencements

Place your orders with us and you will get the best stock obtainable for the least money

WIETOR BROS.

30 East Randolph St., L. D. Phone Randolph 2081 CHICAGO

Lubliner & Trinz will open the largest motion picture theatre in the country with a seating capacity of 4,500. The site at Madison street and Kedzie avenue was purchased from the estate of Byron L. Smith for $257,500. Plans for the building are being completed by Walter W. Ahlschlager. It is to cost $1,000,000 and will be on the Italian renaissance style. The plans provide for an orchestra—the largest of any moving picture theatre in the world—and a $50,000 pipe organ. They call also for engagement of opera stars from time to time to add to the musical programme. The owners of the new theatre will provide a big nursery and playroom for the children, with a staff of nurses to care for them while the mothers are attending the performance. It is said that the Madison-Kedzie State Bank is interested in the deal and may purchase part of the land upon which it will build a permanent home. This, however, has not been decided, according to Benjamin Kulp, president of the bank. Construction of the theatre will start at once, with a view to its completion by the first of the year.

Beginning July 1 two cents will carry a letter clear to Europe provided the destination is in the postal union for the government has decided to worry along without the extra cent demanded during the war. Penny postal cards are to be available also after their long absence.

The executive committee of the Florists' Club, Retail Florists' Association and the Commercial Flower Growers' Association held a meeting at the Randolph hotel, Tuesday evening, June 24, when the chief subject discussed was the betterment of trade conditions.

E. F. Winterson, the well-known wholesaler, celebrated another birthday June 21. He was born in 1868 and is active at the store besides looking after his farm at Highland Park.

A. Lange is gradually getting comfortably located in his new store on East Madison street, which is a great improvement in many respects compared with his old stand.

J. Pehrson, formerly of this city, now growing Asparagus plumosus and A. Sprengeri for cutting at Jupiter, Fla., was a visitor this week and reports business prosperous.

John Mangel has the order for the Dick wedding at Lake Forest, which will help swell his summer sales considerably, as no expense will be spared on the decorations.

O & L A A Tonner Wholesale Florists

Dealers in Supplies Chicago Ill.

30 East Randolph Street.

Walter A. Amling, of Maywood, is planning on building an extensive range near Taylorville and will grow roses for this and the St. Louis markets.

Jim Moller, of the Alpha Floral Co., who was overseas with the American troops, arrived in New York this week and is expected here soon.

Bassett & Washburn are moving a large quantity of new ferns which have been arriving in heavy supply the past week.

Alex Lazeroff has opened a flower stand in the Buck & Rayner's drug store at State and Madison streets.

Ed Wotkiewicz, with Kennicott Bros. Co., is spending a two weeks' vacation in northern Wisconsin.

Chas. Erne is suffering from a severe attack of hay fever.

Julius Kline is now with A. T. Pyfer & Co.

Visitors: Mrs. E. G. Wilson and son, Charles Wilson, Cleveland, O.; Roy Currie, Milwaukee, Wis.; C. D. Ross, Centralia, Ill.

Cincinnati.

EXCELLENT SUMMER DEMAND.

There was an active demand for flowers for commencements, weddings, entertainments and the like during the past week. Practically all the receipts of greenhouse stock sold fairly well, but at low figures. Arrivals of outdoor flowers continue to be rather heavy. The supply of roses, as a whole, is fair. White sorts are meeting with a big call and there is not enough of them to go around. Carnations are in a fair supply. Some excellent gladioli may be had. They are selling well. Easter lilies are very scarce. Some rubrums may be had. During the last week, cornflowers and coreopsis met with a good sale. The few sweet peas that come into the market, sell rather readily. Other offerings are water lilies, feverfews, snapdragons, larkspurs and candytuft.

NOTES.

C. E. Critchell has been finding an excellent market for his galax, ferns and sphagnum during the past several weeks.

L. Pfeiffer's Sons are cutting some fancy America gladioli.

Visitors: J. M. Johnston, McKeesport, Pa., and M. Mickler, Lexington, Ky.

H.

Percy Jones INC.

Wholesale Florists

30 E. Randolph St., CHICAGO, ILL.

SAN ANTONIO, TEX.—Howard Unglaub, son of the late Charles Unglaub, a former florist of this city, and at one time associated with his father in business, died here recen[illegible]

A. L. VAUGHAN & Co.
NOT INC.
PHONES:
CENTRAL 2571 - AUTOMATIC 48-734 - CENTRAL 2572
161 North Wabash Ave. Chicago

Summer Roses

Stock that will give you best satisfaction during the hot weather. All varieties at market prices.

Peonies -- Gladioli -- Daisies -- Orchids
Valley--Carnations--Lilies--Callas--Etc.

We also have a Complete Line of Greens

Fort Wayne, Ind.

WEDDINGS BRING GOOD DEMAND.

The week just past has been a record one for the florists here, as not only weddings kept them busy, but a large amount of funeral work, a heavy demand for corsages for the high school commencement dance, and various other commencements in the city. The demand for corsages for the members of the class, and hundreds of guests, far outclassed the graduation bouquet orders of other years. There has been a plentiful supply of flowers, both greenhouses grown and outdoor varieties, but the quality has been greatly impaired by the heat. Carnations are quite small for this early in the season, and considerably faded in color. All varieties of roses are suffering, even Russells, which seem to open before they are fully developed, and are also of a lighter color than usual. Prices, however, do not decline, possibly on account of the large demand. There is very little variety in the way of pot blooming plants. Begonias, gloxinias, hydrangeas, and pelargoniums is about all the variety offered. The call never ceases, and it is to be deplored that some progressive growers do not devote more time to cultivating, and putting on the market, summer blooming stock.

NOTES.

Herman Leitz, owner of the New Haven Floral Co., has recently purchased a large range a few miles from this city, at Hicksville, O., and will devote his time to the two ranges, growing commercial varieties of flowers at both plants. He has made a pronounced success at his range in New Haven, and has the good wishes of all in the trade in his new location.

Miss C. B. Flick, of the Patten Flower Shop, Toledo, O., is spending a couple of weeks in this city, visiting her niece, Mrs. Mildred Flick-Buchanan, and other relatives, and resting from a heavy spring trade.

Wedding work has kept all hands busy at the Doswell Floral Co.'s store during the past week. They are receiving some fine outdoor flowers from their West Main street range.

Heavy corsage work for the commencement dances last week, and weddings kept stock on the move at Edgar Wenninghoff's. He is handling some good Russells.

The decorations of the ballroom for the high school dance were executed by the Flick Floral Co., and this firm furnished numerous corsages for the affair. H. K.

Washington, D. C.

CAPITAL CITY HAS HANDSOME SHOPS.

In several visits to the capital city, whether on business or pleasure, I have always felt like looking around for a house to let, so that I might become a resident and enjoy continuously the beauty of its tree-lined avenues and parks and the wonderful architecture of its many magnificent buildings. The florists here are a credit to the business, maintaining beautiful and well conducted stores, many of them occupying choice corner locations with extensive windows which are always showily filled with the flowers in season. The second week in June, the pinks and blues of the outside flowers predominate. Gude Bros. Co., on F street, in their large store always carry an immense stock of plants and cut flowers, the product of their large greenhouse establishments of over 300,000 feet of glass. Both the store interior and the large show windows are always tastefully and artistically ar-

GROWER
ADV.-No. 1

HIGHEST MARKET

returns can be determined only by facts. WE INVITE COMPARISON

YOUR
FOUNDED BY FLINT KENNICOTT 1st
PROTECTION

"Under Growers Supervision"
and
"True To Name"

KENNICOTT BROS. CO.
"Chicago's Oldest Exclusive Commission House"

YOU CAN ALWAYS RELY UPON US FOR YOUR SUPPLY OF

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

ZECH & MANN

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283 / Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

RUSSELL

White Killarney

Pink Killarney

Milady Sunburst

Killarney Brilliant

Ward Ophelia

MINIATURE ROSES

Cecile Brunner

CARNATIONS

MISCELLANEOUS.

Callas

Valley Cattleyas

Calendulas

White and Yellow Daisies

Stocks Pansies

SNAPDRAGONS

Candytuft.

PEONIES

GLADIOLI

GREENS.

Plumosus Sprengeri

Galax, bronze Galax, green

Ferns

Adiantum Smilax

Mexican Ivy

Boxwood Leucothoe

ranged in made up baskets of various sizes that are at once salable. Their combinations of larkspur and pink roses were striking, as were the small fruit bouquets.

NOTES.

The Louise Flower Shop has a very showy location at Connecticut avenue and N street. The store might be called an enlarged show window, being entirely surrounded by glass. The interior is very artistically fitted up, the color tone being blue relieved with yellow and white. Pink vases filled with larkspur were features. Blue, yellow and red toy balloons were floating from strings stretched above the head line and gave a Parisian touch. A feature was a large window made into an avairy and filled with canaries and other small birds with beautiful plumage.

F. H. Kramer's busy shop is always interesting. The palm garden restaurant in the rear is well fitted up with a Phoenix Roebelenii on every table. This is an innovation, but Mr. Kramer says it pays. A specialty is made of funeral work, of which a large quantity is turned out daily.

Blakistone, Inc., on H street, has a very showy corner store with continuous show windows and wide pavement, all of which are made good use of in displaying his plants and flowers to the best advantage. Flowers are his hobby and his business, which played together are sure winners.

Fourteenth street has several fine shops. The Washington Floral Co., at New York avenue, has a well appointed store, which A. Hetherington, a Philadelphia boy, manages in up-to-date fashion. A military window to greet returning soldiers of the district, was a feature.

The Dupont Flower Shop, at Dupont circle, has a wealth of windows at front and the full depth of the store at the side. It is an ideal shop for a residence district. It contains many fine plants, and floor vases of cut flowers and oak branches.

At 14th and I streets, in George C. Shaffer's beautiful corner store, one is always sure to see a great profusion of flowers, and something made up ready to go out. His windows, both side and front, are always a great show of flowers.

The Flower Shop, formerly Freeman's in the same block as Gude Bros. Co., is conducted by H. T. Payne. The window here, and in fact, the whole front was attractive with its wealth of well arranged plants and flowers.

The S. S. Pennock Co. and the Leo Niessen Co., almost adjoining on H street, are branches of the Philadelphia firms of well known wholesalers. Both reported a great demand for flowers the past season.

George H. Cooke features plants, both inside and out of his well arranged shop. A fine five-crowned Pheonix Roebelenii, valued at $150, and other specimen palms and cibotiums were very showy.

Marche & Co.'s corner is always attractive with selected evergreens in tubs nicely arranged on the wide pavement, through which the well decorated windows show to the best advantage.

F. Leapley, Ninth and G streets, is near a busy corner. Funeral work is a specialty, which a good display of made-up wreaths helps materially. Bedding plants are also a feature.

J. A. Phillips, "The Flower Store," 2926 14th, N. W., is also a showy corner in the home district, which presents a nicely fitted up interior, well stocked with plants and flowers.

J. H. Small & Son's beautiful corner store has always on view the best the market affords. Theirs is a large business, which includes landscaping.

Beautiful white herbaceous phlox were seen in all the shop windows. The racemes were covered with bloom that made it very showy and effective.

The Oehmler Floral Co., on G street, in the retail district, has a nicely arranged shop with two well decorated show windows.

There are a number of other retail stores, all of which have had very good business, the past season. K.

Rochester, N. Y.

SCARCITY OF STOCK NOTICEABLE.

Due to commencement orders and weddings, roses were a scarce item during the past week. Carnations were small and met with little favor. Garden flowers have come into their own, especially larkspur and Spanish iris, and many combinations are being offered. Peonies and outdoor roses are nearing their end.

NOTES.

The first rose show of the Rochester Rose Society was held June 20 at the Chamber of Commerce. The park department staged more than 100 vases and individual gardens were represented by about 150 varieties notwithstanding the extreme heat of the previous week which brought the flowers along earlier than usual. The entries were unusually well staged and the show was well attended. Members of the society have decided upon another show in connection with the industrial exposition.

The florists' association held its last meeting of the season June 13. The annual picnic was announced for August 6 at Nine Mile Point. The programme will be announced later. CHESTER.

CEDAR FALLS, IA.—Wm. Resinger has purchased 10 acres on Crandall road and will erect a modern range.

ENID, OKLA.—The Oklahoma Floral Co. has been granted a charter and will erect a new building at once.

WE OFFER

THE BEST QUALITY **ROSES** LEADING VARIETIES

AT GREATLY REDUCED PRICES.

Use our **Double White Killarney**—they are always white, not affected by the hot weather. **Once used, always used.**

VALLEY—We have plenty for your June weddings. **PEONIES**—50c, 60c, 75c and $1.00 per dozen.

CARNATIONS—Are in good supply, with prices 'way down.

FERNS We have plenty of good hardy Ferns to offer. $5 00 per 1000; also New Ferns at market prices.

Leucothoe.....75c per 100; $6.00 per 1000

Galax.....25c per 100; 2.00 per 1000

Choice Stock of Lupines, Feverfew, Peonies, Stocks, Daisies, Calendulas, Valley, Gladioli, Calla Lilies, Harrisii, Gypsophila, Snapdragons, Pansies and all other Seasonable Stock.

DON'T FORGET US ON GREENS, AS WE HAVE

Asparagus, Sprengeri, Ferns, Adiantum, Green and Bronze Leucothoe and Galax

If you want good stock and good treatment, buy of Chicago's most up-to-date and best-located Wholesale Cut Flower House.

J. A. Budlong Co.

Quality Speaks Louder Than Prices.

Wholesale Cut Flowers and Greens

184-186 North Wabash Ave., Corner Lake St., CHICAGO

Roses, Valley and Carnations—Our Specialty

Prices As Low As Others.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

WE ARE CLOSED ALL DAY SUNDAY.

We are in daily touch with market conditions, and when a decline takes place you can rely upon orders sent us receiving such benefits.

Boston.

GOOD DEMAND AND SATISFACTORY PRICES.

Business during the week has been very good, augmented by several large weddings and considerable funeral work. Stock is quite plentiful and good prices prevail. Sweet peas are about over, but it has been a profitable season for the growers of this flower. Bachelor buttons are now in good demand and gladioli never sold better, although America, Halley and Mrs Francis King move rather slowly. Peonies are over and larkspur has about seen its end. Roses are plentiful and are low in price.

NOTES.

There was an excellent exhibition of roses and other flowers, strawberries and vegetables at Horticultural hall, June 21-22, under the auspices of the Massachusetts Horticultural Society, among the principal prize winners being A. J. Fish, Faulkner Farm, John B. Wills, David Tyndall, A. L. Stephen, Robert Seaver, T. C. Thurlow's Sons, Miss Cornelia Warren, Oliver Ames, Hillcrest Farm and Wm. C. Winter.

At the store of Penn, The Florist, there have been many good orders including weddings and funeral work. The window is tastefully arranged with mountain laurel and pond lilies.

The Houghton & Gorney Co., reports business better than last year. This firm has one of the most attractive stores in the city.

The florists' association will hold its first field day the second week in July at Nantasket beach. An interesting programme of games and other events will be announced later.

Edward Rogean, salesman at the flower market, is planning a two-weeks' motor boat trip to the Maine coast.

B. A. Snyder & Co. report a continually increasing demand. Business with this firm has been very good.

Harry Quint, in addition to good store trade, has several large orders for landscape work.

Henry R. Comley reports good business, which he says will exceed that of last year.

Miss Harriet Sykes will spend the summer months at her home in Vermont.

Samuel Quint is conducting a flower shop at Nantasket beach this summer.

Arthur Carr will spend his vacation with his family in Portland harbor.

S. K. G.

CINCINNATI, O.—H. W. Sheppard, the well known florist at 532-534 Race street, has been seriously ill in a local hospital, but his many friends will be glad to hear that he is now improving.

Nassau County Horticultural Society.

The annual rose show of the Nassau County Horticultural Society was held at the country club, Glen Cove, N. Y., June 11, there being an excellent exhibition of flowers, fruit and vegetables which brought keen competition in 30 classes. The schedule was divided into five sections containing divisions for roses, other outdoor flowers, vegetables, fruit and table decorations, the last named being the feature of the show. Seven splendidly arranged tables were in competition, the awards being as follows: Robert Jones, gardener for Percy Chubb, first; Angus B. McGregor, gardener for J. P. Morgan, second; Wm. Milstead, gardener for A. C. Bedford, third, and Thos. Henderson, gardener for T. S. Smithers, fourth. The judges were Alex. McKenzie, William C. Carter and Thomas J. Meech and the following were among the principal prize winners in the general classes: Mrs. Herbert L. Pratt (J. McCarthy, Gr.); Mrs. Harold I. Pratt (F. Johnson, Gr.); Mrs. Arthur Gibb (J. Sutherland, Gr.); Mrs. Arthur Rossiter (J. Waite, Gr.) Mrs. J. C. Ayer (F. Watson, Gr.); F. S. Smithers (A. Sheriff, Gr.); Andrew Fletcher (E. Harris, Gr.); Morgan W. Daboll (A. Stango, Gr.); Irving Cox; Mrs. Spencer Eddy (L. Hubbard, Gr.); C. D. Smithers (T. Henderson, Gr.).

The monthly meeting of the society was held in Pembrooke hall, at 7 p. m.,

LARGE SUPPLY
PEONIES
Extra Fancy Stock
That Will
Please Your
Trade.
A. T. Pyfer & Company
Formerly at 30 E. Randolph Street
164 N. Wabash Avenue L. D. Phone Central 3373 CHICAGO

ERNE & COMPANY
—WHOLESALE FLORISTS—
30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.
Mention the American Florist when writing

E. F. Winterson Co.
166 North Wabash Avenue, L. D. Phone Central 6004. CHICAGO
We carry the year round the best Wild Smilax, Fancy Ferns, Galax and Huckleberry. Try us on your regular orders.

President Joseph Adler in the chair. Joseph Muler, Geo. E. Baldwin, Arthur Adams, Thos. Wade, Harry Baldwin and Dennis Minogue were elected to active membership and two petitions were received.

Ernest Westlake tendered his resignation as secretary of this society. Mr. Westlake has held the office for over six years and during that time has proven himself a faithful workman and member of the craft. It was with exceeding regret that his resignation was accepted.

It was decided to hold the dahlia show at the Matinecock neighborhood association rooms, the executive committee to make the necessary arrangements. It was also decided to hold a basket picnic sometime during August, the final arrangements to be made at our July meeting. Harry Jones and P. W. Popp, visiting members from Connecticut were present and each spoke briefly on various horticultural subjects connected with their locality. Mr. Popp generously donated $5 to be used as prizes at the dahlia show for the best 25 assorted, any type.

The next meeting will be known as "sweet pea night" and will be held July 9 at 7 o'clock. Competition, 25 sprays of sweet peas, white, 25 pink and 25 any other color.

HARRY GOODBAND, Corr. Sec'y.

Pennsylvania Hort. Society's Garden.

The Pennsylvania Horticultural Society in making great strides in their plans for a flower garden on a large scale in Fairmount park. Three prizes of $1,000, $400 and $200 were offered for the best landscape designs of the tract in front of Horticultural hall, as the large park conservatory is called, which runs to the Belmont drive and is divided in the center by the sunken garden. This comprises some 14 acres of the best planted and cultivated portion of the park. Six elaborate sketches were received of which three have been selected and each is being considered by the committee composed of President James Boyd, C. H. Kuhn, S. W. Keith, C. F. C. Stout, Mendleson Meehan and J. Otto Thilow.

The commissioners of the park desire they make their garden here, which the society is willing to do provided it is given the entire charge of the hall, together with its annual appropriation of $25,000, which is the present cost of its upkeep.

If this is obtained it is proposed to hold all the society's exhibitions in this building. It now contains a number of valuable palms and other tropical plants, some of which are much overgrown and can be removed to advantage. There is also a fine collection of orchid plants. The society will spend from its income $10,000 annually in the establishment and care of this garden. If the hall and its appropriation is not granted them, they will take up another tract and gradually improve it year by year keeping inside their income. Features of this show garden will be iris, peonies, and roses, as well as hardy herbaceous plants.

K.

Sell More Potted Plants

You can easily double your plant trade by showing your customers how easy it is to grow potted plants with a
Little Wonder Plant Irrigator
They keep your plants watered just right. Wholesale price, $20.00 per 100.
If your supply house does not carry them send us their name with your order.
Sample by mail, 35c.
The Wonder Plant Irrigator Co.
2544 N. Clark St., CHICAGO

John Kruchten Co.

30 East Randolph Street, WHOLESALE FLORISTS L. D. Phone Central 8016-8017. CHICAGO, ILL.

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers, Florists' Supplies.

Mention the American Florist when writing

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

Cards For All Occasions

Labels, Stickers, Seals, Tags. Printing for Florists.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing

Wire Hanging Baskets

Price List, 1919. Plain Wire Hanging Baskets.

10-inch	$1.75	14-inch	$3.00
12-inch	2.25	16-inch	4.50

SHEET MOSS in bags, per bag, $2.00

Our Sheet Moss is the best value for the money in the market.

Michigan Cut Flower Exchange, 264-266 Randolph St., DETROIT, MICH.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

		Dozen
Roses,	Beauty	$ 1.50@$ 5.00
		100
"	Mrs. Chas. Russell	5.00@ 20.00
"	Columbia	5.00@ 15.00
"	Hoosier Beauty	4.00@ 10.00
"	Killarney Brilliant	3.00@ 10.00
"	Killarney	3.00@ 10.00
"	White Killarney	3.00@ 10.00
"	Richmond	3.00@ 10.00
"	Prince de Bulgarie	3.00@ 10.00
"	My Maryland	3.00@ 10.00
"	Mrs. Geo. Shawyer	3.00@ 10.00
"	Milady	3.00@ 10.00
"	Sunburst	3.00@ 10.00
"	Mrs. Aaron Ward	3.00@ 10.00
"	Hadley	3.00@ 10.00
"	Ophelia	3.00@ 10.00
"	Double W. Killarney	3.00@ 10.00
"	Mrs. Moorfield Storey	3.00@ 10.00
"	Champ Weiland	3.00@ 10.00
"	Stanley	3.00@ 10.00
"	Francis Scott Key	3.00@ 10.00
"	Bayard Thayer	3.00@ 10.00
"	Cecile Brunner	3.00
"	George Elgar	3.00
"	Baby Doll	3.00
"	Nesbit	3.00
"	Our selection	4.00
Carnations		3.00@ 4.00
Cattleyas, per doz.		10.00@ 12.00
Daisies		1.50@ 2.00
Peonies		4.00@ 6.00
Valley		12.00@ 15.00
Calendulas		2.00@ 4.00
Callas		15.00
Ferns	per 1,000	5.00@ 6.00
New Ferns	per 1,000	3.00@ 4.00
Galax	per 1,000	1.50@ 2.00
Leucothoe		1.00@ 1.25
Mexican Ivy	per 1,000	5.00@ 6.00
Plumosus Strings	each	.60@ .75
Smilax	per doz.	2.50@ 3.00
Sprengeri, Plumosus Sprays		3.00
Boxwood, 35c per lb., per case		9.00

ZECH & MANN

WHOLESALE FLORISTS

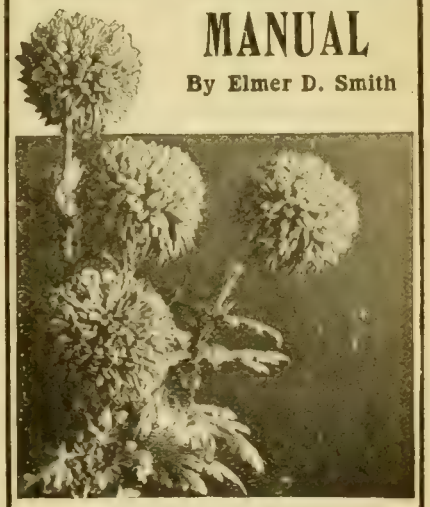
30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing

THE CHRYSANTHEMUM MANUAL

By Elmer D. Smith



FOURTH EDITION

Price 60 Cents. Cash with Order.

American Florist Co.

440 S. Dearborn St., Chicago

CHICAGO FLOWER GROWERS' ASSOCIATION

182 N. Wabash Avenue

L. D. Phone Randolph 631

The Foremost Wholesale House of CHICAGO

Mention the American Florist when writing

RUSSELL ROSES OF THE FINEST QUALITY

Specials .....$20.00 per 100 Fancy.....$15.00 per 100
Extra..... 12.00 per 100 Firsts ..... 10.00 per 100
If you want the Best in pink Roses order a shipment of our Russell We have them in quantity, and they are of a quality that is sure to give satisfaction to you and your customers.

THE LEO NIESSEN CO., 1201 Race St., Philadelphia, Pa.

Philadelphia.

SUPPLY BORDERS ON SCARCITY.

Stock in nearly all lines shortened up the past week to such an extent as to scarcely provide enough for the normal demand. Anything at all choice, or that graded up, was quickly sold at good prices, the universal opinion being that business was very good for the season. Roses have improved since the hot period of two weeks ago. Maryland is coming into its own, as is Victoria. Scott Key is also good. Columbia is worthy of its name. Russell suffered severely, but the next growth promises better. There are still some very fair carnations. Gladioli, indoor stock, is fine. Good cattleyas still bring $1 each. Larkspur, gaillardias, Dorothy Perkins roses, Iris Kaempferi, spiræas, candytuft and feverfew are the best of the outside flowers, for all good stock of which there is sale, particularly sprays of Dorothy Perkins roses, which are a favorite for wedding decorations. Peonies are about done, the cold storage stock seeming not to have kept as well as usual.

FERNS GOOD STOCK.

There has been an unusual demand for ferns of the Boston type, all the large growers having sold out in their various sizes as never before. Boston, Teddy, Jr., Scottii, Harrisii, Norwood, Macawiana, Verona, etc., are leaders and many houses, filled with young stock of these varieties, are being brought along for the fall trade. Prices are double those of two years ago, six-inch pot stock in fair condition, readily bringing $1 each.

NOTES.

S. S. Pennock is a lover of roses. Not only does he like those grown by others, but takes great pride in those of his own production. At his home in Lansdowne, he has five acres of ground, about two of which is lawn bordered with trees, fancy evergreens, ornamental foliage and flowering shrubbery, and many beautiful pillar and rambler roses. Of these, he has 35 varieties. Some of the crimson ramblers, Hiawatha and others of the Walsh seedlings, were among the first planted in this section. There are also many beds filled with the hybrid teas, to which are added all the new varieties as they appear. Columbia and Premier are the latest additions. The list numbers over 150 varieties. These beautiful grounds have been a bower of beauty for the past three weeks.

Making good use of the pavement in front of the store, is the practice of the H. F. Michell Co. Philip Fruend, in charge of the bedding and vegetable plants, ran a display pavement sale of 4-inch pot geraniums out of pots, six to a basket, at 75 cents and sold 900 baskets last week. A very good salvage sale. Three hundred Excelsa roses in 6-inch pots were also disposed of at the same time. Neither of these articles were delivered, all had to be carried away by the purchasers. These articles were not advertised.

Wm. K. Harris, taking advantage of the opportunity, brought in their usual fall importation of azaleas early in June. The stock carried well, and under their careful methods will, no doubt, be well set with buds by fall. They have recovered nicely from their voyage, and will be grown on in frames outside, provided with an irrigation system.

J. Otto Thilow spoke on "Perennials" before the Williamsport, Pa., Garden Club, June 21, and afterward inspected many beautiful gardens of the members. He is scheduled to address the East Hampton Garden Club, Long Island, July 7, and the Lawrence Garden Club, Bay Shore, L. I., July 10, also a garden club at Cedarhurst, L. I.

Carl Corts says the way to sell flowers is to carry or keep them in stock. Cattleyas, at one time, were only sold on order, a half dozen to a dozen being sent in from the place as required. Now, except at holiday time, they are cut when ready, and shipped in. Sales by having them on hand for immediate delivery, have increased wonderfully.

Samuel Dunlap, of the Pennock Bros.' force, is now a college professor, being engaged in teaching youngsters how to plant, seed and care for the young plants at college settlements, Fourth and Christian and Fourth and Bainbridge streets. He says his pupils, 8 to 10 years of age, are intensely interested in the work.

Emil Brusgatis is making great improvements to his store at 3025 Kensington avenue, having doubled the size by the addition of the next door

EDWARD REID

Roses, Carnations, Peonies. All Seasonable Flowers.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

BUFFALO, June 25. Per 100

Roses, Beauty, Special	30.00@	40.00
" Fancy	20.00@	30.00
" Extra	10.00@	20.00
" 1st	8.00@	10.00
" Killarney	3.00@	10.00
" My Maryland	3.00@	10.00
" Sunburst	3.00@	10.00
" Ward	3.00@	10.00
" Ophelia	3.00@	10.00
" Russell	8.00@	15.00
" Shawyer	3.00@	10.00
" Bon Silene	3.00@	4.00
Lillies	15.00@	20.00
Cattleyas	75.00@	85.00
Carnations	1.00@	1.50
Sweet Peas	.50@	1.50
Asparagus Sprengeri, .35@z.50		
Minognette	3.00@	5.00
Ferns per	1.000	2.00
Calendulas	2.00@	3.00
Callas	10.00@	20.00
Smilax		25.00
Iris	5.00@	6.00
Peonies	3.00@	5.00
Gladioli (indoor)	8.00@	10.00

BOSTON, June 25. Per 100

Roses, Beauty	12.00@25.00
" Killarney Queen	2.00@ 6.00
" White and Pink Killarney	2.00@ 6.00
" Double White Killarney.	6.00@12.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	6.00@12.00
" Mock	2.00@ 4.00
" Mrs. Chas. Russell	6.00@12.00
" Taft	2.00@ 8.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	2.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	12.00@15.00
Easter Lilies	10.00@20.00
Valley	6.00@10.00
Gladioli	4.00@ 8.00

CINCINNATI, June 25. Per 100

Roses, Killarney	4.00@15.00
" Mrs. Chas. Russell	6.00@20.00
" Ophelia	6.00@20.00
" Richmond	6.00@15.00
" Sunburst	6.00@15.00
" Shawyer	6.00@20.00
" Columbia	12.00@40.00
Lilium Giganteum	15.00@25.00
Cattleyas	.75@ 1.00
Carnations	4.00@ 12.00
Callas	10.00@ 12.00
Calendulas	1.50@ 3.00
Easter Lilies	10.00@ 12.00
Sweet Peas	.50@ 2.00
Tulips	4.00@ 8.00
Daffodils	5.00@ 6.00
Iris Tingitana	12.00@15.00
Jonquils	4.00@ 6.00
Snapdragons	6.00@10.00
Gladioli	3.00@ 5.00

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Roses, Orchids, Sweet Peas, Carnations.

PEONIES

1225 Race St. Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, - PA.

Growers of Quality Flowers.

Prepared Cycas Leaves

Best quality Prepared Cycas, pliable, perfect color and full length. Neatly packed, 10 of a size to a package. 100 assorted Cycas, up to 40-inch lengths, for $6.50. Also complete list of other supplies free.

GEO. H. ANGERMUELLER CO.,
Wholesale Florists, 1320 Pine St., ST. LOUIS, MO.

C. C. POLLWORTH CO.
EVERYTHING in the line of Cut Flowers, Plants and Florists' Supplies.
MILWAUKEE, WIS.

HOLTON & HUNKEL CO.
462 Milwaukee St., Milwaukee, Wis.
Wholesalers and Growers of Choice Cut Flowers and Greens

H. Bayersdorfer & Co.
The Wholesale Supply House of America . . .
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

property. All the furnishings are up-to-date, which gives him one of the best fitted up and largest flower shops in this section of the city.

Mark P. Mills and George Williams, accompanied by their wives, returned June 21 from a successful two weeks' fishing trip in the Roconos, Pa., where there are well stocked trout streams. Both gentlemen are experts with the light rod and flies, and report some excellent catches.

Samuel Sproul has closed his flower shop on 60th street, and will devote his whole energies to his new store at 57th and Springfield avenue. He has a well appointed store with a wide pavement on which to display plants, and is much pleased with his increasing business.

An exciting sport feature will soon be on in baseball games to be played by teams of the Leo Niessen Co. and the S. S. Pennock Co., for the wholesale florists' championship of this city. These contests will be worth going miles to see.

Robert Glass, of the Edward Reid force, cannot see why flowers, when scarce, should not increase for they cannot go down fast enough when the market is overstocked. Ophelia, Victory, and Maryland roses are quantity stocks here.

The Leo Niessen Co. is offering the first asters of the season, small as yet, but much better are promised soon. A very good demand for commencements and weddings is reported.

Adolph Farenwald has had a fine crop of scientifically grown Dorothy Perkins roses. These were ideal sprays in every way. They were handled by the Leo Niessen Co.

The summer closing hours of the wholesale houses go into force this week. Doors close at 4:00 p. m., except Saturday, when business is over at 1:00 p. m.

John Prince has opened his summer home at High Point, near Barnegat, N. J., where he will spend the week ends throughout the summer with his family.

Peonies are still a feature with the Philadelphia Wholesale Florists' Exchange. Very good achillea and choice Ward and Sunburst roses are leaders.

W. K. Harris has moved his family to Ocean City, of which place he has been a summer resident for a number of years.

Berger Bros. are featuring gladioli, sweet peas, and very fair carnations. A good line of outdoor stock is seen.

GUST. RUSCH & CO.
Wholesale Florists
Jobbers in FLORISTS' SUPPLIES.
Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked
LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS
Manufacturer of WIRE DESIGNS
Write for Price List
C. A. Kuehn, WHOLESALE Florist
All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 25.	Per 100
Roses, Beauty, special	20.00@ 40.00
" " fancy	10.00@ 15.00
" Mrs. Chas. Russell	6.00@ 20.00
" Killarney	2.00@ 8.00
" Hadley	6.00@ 15.00
" Sunburst	4.00@ 10.00
" Wards	3.00@ 6.00
" Ophelia	4.00@ 12.00
" Columbia	6.00@ 20.00
Carnations	2.00@ 4.00
Callas	10.00@ 15.00
Snapdragons	4.00@ 10.00
Calendulas	2.00@ 3.00
Adiantum	1.00@ 1.50
Smilax	.25
Asparagus Strings	.50@ .75
Asparagus bunches	.50
Dagger and Fancy Ferns, per 1,000	3.00@ 4.00
Sweet Peas	.50@ 1.50
Gladioli	8.00@ 12.00

ST. LOUIS, June 25.	Per 100
Roses, Hadley	3.00@ 8.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 8.00
" Hoosier Beauty	2.00@10.00
" Russell	2.00@15.00
" Ward	2.00@ 4.00
" Mrs. Shawyer	2.00@ 6.00
" Sunburst	2.00@10.00
Carnations	.50@ 6.00
Ferns	2.00@ 3.00

MILWAUKEE, June 25.	Per 100
Roses, Killarney, W. Killarney	3.00@ 8.00
" Ward	3.00@ 6.00
" Mrs. Chas. Russell	6.00@15.00
" Ophelia	3.00@ 8.00
" Columbia	6.00@15.00
" Hoosier Beauty	4.00@ 8.00
Carnations, assorted	2.00@ 3.00
Cattleyas, per doz.	9.00@12.00
Sweet Peas	.50@ 1.00
Snapdragons	4.00@ 6.00
Gladioli, per doz.	1.00@ 1.50
Baby Gladioli	2.00@ 3.00

There are rumors of a change of base of one of the wholesale houses. Nothing definite as yet, however.

K.

McCALLUM CO.
Florists' Supplies
PITTSBURGH, - PA.

Philadelphia Wholesale Florists' Exchange
Roses, Carnations, Peonies
Up-to-the-Minute Service. Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

MINNEAPOLIS, MINN.
RICE BROTHERS
Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

PITTSBURGH, June 25.	Per 100
Roses, Beauty, special	30.00@41.00
" " fancy	25.00@30.00
" " extra	15.00@20.00
" " No. 1	4.00@10.00
" Hadley	4.00@20.00
" Killarney	3.00@12.00
" Sunburst	3.00@12.00
" Mrs. Aaron Ward	3.00@12.00
" Russell	6.00@20.00
" Columbia	6.00@20.00
" Ophelia	4.00@15.00
" Hilda	3.00@12.00
Cattleyas	50.00
Easter Lilies	25.00
Carnations	2.00@ 3.00
Ferns, per 1,000	2.50@ 3.00
Sweet Peas	1.00@ 2.00
Peonies	3.00@ 4.00
Candidum Lilies	12.00
Gladioli	8.00@ 10.00
Phlox	3.00@ 4.00

New York.

ADVENT OF SUMMER FELT.

Although it is rather early for old "midsummer dullness" to arrive, his spirit seemed to pervade the market during the past week, as business was dull. The retail stores have an occasional wedding or funeral order, but such fall far short of cleaning up the wholesale market. The hot weather of the first week of June seems to have taken many of the good customers of the retailers away from the city. A great amount of outdoor stock is on the market, such as coreopsis, gaillardias, feverfews, cut rambler roses, etc., and while much of it sells, it necessarily goes cheap and some of it is lost. The peonies will be about finished by the time this goes to press. There are a few good roses on the market, but even some of the much praised "good summer roses," are not popular with buyers. Francis Scott Key is not generally grown for this market, but a few dealers have it. If price is an index to quality—and it is pretty sure to be—Scott Key is at the head of the pole as the special stock of it is selling up to $35, and at times, $40 per 100. If business was active, orchid prices would soar; as it is, good C. gigas are wholesaling at $12 per dozen. Lily of the valley has reached, what to many buyers is prohibitive prices, $25 to $30 per 100, and we have heard of more being paid in an emergency. This disposition of some dealers to charge an exorbitant price, simply because a customer needs an article, savors too much of certain phases of the clothing trade. Various agencies in the florist business are making great efforts to educate the people to the use of flowers; but who will educate some of the florists in the principle of common honesty and fair dealing among men? A few lilies are arriving, and bring good prices. As a substitute for lily of the valley many white sweet peas are being used. As may be expected, the carnations are a failing proposition and many go to the street men.

June 23.—This being graduation week in the schools, business is active and prices have taken a sharp advance, as our price list will show. The new pink rose, Premier, is now arriving in sufficient quantity to attract attention and some experts pronounce it the best summer rose. The weather is cool and favorable to business and stocks. A. F. F.

NOTES.

E. J. Hession and wife celebrated the twenty-fifth anniversary of their marriage June 20. Many congratulations were extended to the estimable couple. The genial E. J. is not old, but has the advantage of having grown up with the florist business of this city, and being an authority on the "old timers" and the old style methods of the business.

One of the attractive floral establishments of Brooklyn is that of George I. Laird, 3010-3018 Fulton street. To be located practically in the heart of a large city, there is a considerable glass area, which annually turns out a great stock of bedding plants, while the retail department does a fine business in designs and decorations.

In our notes of June 21, an error inadvertently appeared. It was stated that Mrs. J. G. Leikens would probably close her cummer store at Newport, R. I. It is now stated that the store will be continued with all its former attractions. Fred Lentz, formerly with David Clarke's Sons, will be the leading designer and decorator.

Charles Lawrence, who before he enlisted in the Seaforth Highlanders for the war, had a store on Columbus avenue, has been honorably discharged and returned here to again be a florist.

FUTTERMAN BROS.
Wholesale Florists, 102 West 28th St., New York.
Telephones: Farragut 159 and 9761.
The Right People to Deal With. Consignments Solicited.

Emil Schloss, the well known dealer in florists' ribbons, has been suffering from a severe attack of inflammatory rheumatism, but is now believed to be improving.

Frank G. Seymour, who has a neat retail store at 17 McDougal street, Brooklyn, reports good business. Frank is a real American as well as a good florist.

M. Martin, a florist of Havana, Cuba, accompanied by his wife and little daughter, is in the city, and they plan to spend two months in this country.

Edward Nedomansky, of Geo. H. Cooke's staff, Washington, D. C., was a recent visitor.

A. F. F.

Kansas City.

EXCELLENT TRADE IN GENERAL.

As a rule, the spring bedding trade has been the best in many years, the stock being of fine quality, and prices advanced over former seasons. Outdoor cut flowers have never been better than during the month now closing, the stems being exceptionally long and the blooms large. They have sold especially well. Colorado carnations of pleasing quality are retailing at $1.50 per dozen. In roses, Ophelia, Russell and American Beauty are very good.

NOTES.

The Pinehurst Gardens, formerly the Geo. M. Kellogg Flower & Plant Co.'s establishment, are sending large quantities of cut stock to this market.

James Payne reports a complete cleanup on bedding stock, and is much pleased with the volume of the season's business.

W. J. Barnes reports one of his most successful seasons in the bedding plant trade, and the business was easily handled.

H. Kusik & Co. have been showing fine offerings in roses and carnations which moved freely.

A. F. Barbe reports an excellent spring business. He is now cutting a fine crop of roses.

A. Mohr says his only complaint is that he did not have sufficient stock to fill orders.

S. Bryson Ayres, of Independence, is now cutting excellent stock of garden flowers.

T. J. Noll & Co. state that business has kept up well throughout the season.

Visitor: T. D. Long, representing Vaughan's Seed Store, Chicago.

E. J. B.

Nashville, Tenn.

SUMMER BUSINESS UNUSUALLY GOOD.

Trade has kept up wonderfuly well and the daily supply cleans up without effort. Weddings have been numerous. Lily of the valley for the most part has been of the home-grown variety and the orchids and roses also came from the local growers. Funeral work is always good and there have been the usual number of calls along this line. Stock is none too plentiful. Carnations will soon be a thing of the past with the exception of small field-grown varieties. Roses are getting small and are none too plentiful. Gladioli is playing a wonderful role and helping in many lines. Pansies, cornflowers, coreopsis, sweet peas, candytuft, feverfews and similar small stock are being made use of in pretty combinations, also English iris.

NOTES.

C. H. Tritchler will give his range a complete overhauling this season. He has purchased a lot on West End avenue and will build a retail store, at which location he will handle seeds, shrubbery and pot plants. He expects to leave in a few days for an extended trip to the northern and eastern markets to purchase supplies.

J. T. Corbitt, on Stainback avenue, who does a limited business, and has a small but very nice range of glass, suffered damage to his establishment

HENTZ & NASH INC. N.Y.
WHOLESALE COMMISION FLORISTS
GROWER AGENT
55 and 57 West 26th St.

Mention the American Florist when writing

Joseph A. Millang
Wholesale Florist
55-57 W. 26th St., New York
Telephone 2046 Farragut.

Mention the American Florist when writing

WHOLESALE FLORISTS
A. Young & Co.
54 West 28th St. New York
Consignments Solicited

Telephone 9760 Chelsea.
Traveling Wholesale Florist
INC.
130 W. 28th St., NEW YORK
Cut Asparagus Plumosus Sprays a Specialty
Consignments of Cut Flowers Solicited.

PAUL MECONI
WHOLESALE FLORIST
55-57 WEST 26TH STREET
Telephones: 3864 and 3157 Farragut. NEW YORK CITY

GEO. J. POLYKRANAS
Wholesale Commission Florist
CONSIGNMENTS SOLICITED
104 West 28th St., NEW YORK
Telephone No. 2264 Farragut.

William Mackie
WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut

Walter F. Sheridan
WHOLESALE FLORIST
Telephone Call: 3532-3533 Farragut 133 W. 28th St., New York
All the NEW ROSES, CARNATIONS and Seasonable Flowers

HORACE E. FROMENT
WHOLESALE COMMISSION
All the New and Standard Varieties of Roses, Violets, Carnations, Valley, Lilies, Etc.
148 West 28th St., NEW YORK CITY
Telephones: Farragut 300 and 301
Mention the American Florist when writing

JOHN YOUNG & CO.
Wholesale Commission Florists
53 W. 28th St., NEW YORK
Telephone Farragut 4336.
Mention the American Florist when writing

WILLIAM P. FORD
WHOLESALE FLORIST
107 West 28th Street, NEW YORK
Telephone 5335 Farragut.
Mention the American Florist when writing

Geo. C. Siebrecht
Wholesale Florist
109 West 28th St., NEW YORK
Tel. 608 and 609 Farragut
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Telephone: Chelsea 6925.
I. Goldstein
WHOLESALE FLORIST
116 W. 28th St., New York
Prompt and careful attention to your interests. Consignments solicited.

Riedel & Meyer, Inc.
WHOLESALE FLORISTS
25 years' experience. Consignments solicited.
49 West 28th St., New York
Phones 4024 and 4025 Madison Square.
Mention the American Florist when writing

Wholesale Flower Markets

NEW YORK, June 25. Per 100

Roses, Beauty, special	20.00@	40.00
" " extra and fancy	10.00@	15.00
" Hadley	4.00@	25.00
" Francis Scott Key	6.00@	35.00
" Columbia	4.00@	20.00
" Prima Donna	4.00@	20.00
" Alice Stanley	3.00@	15.00
" Mrs. Geo. Shawyer	1.00@	4.00
" Double White Killarney	3.00@	15.00
" Killarney	1.00@	6.00
" " Queen	1.00@	6.00
" " Brilliant	1.00@	6.00
" Aaron Ward	4.00@	12.00
" Sunburst	4.00@	12.00
" J. L Mock	3.00@	15.00
" Mrs. Chas. Russell	4.00@	20.00
" Premier	5.00@	30.00
" Ulrich Brunner	4.00@	20.00
Cattleya orchids, special	100.00@	150.00
Lily of the Valley	6.00@	25.00
Adiantum Croweanum and Hybridium	1.00@	1 50
Carnations	3.00@	5.00
Sweet Peas	.50@	2.00
Lilies, Longiflorus and Formosum	20.00@	25.00
Gladiolus, per doz.	.75@	1.50
Daisies, yellow	.75@	2.00
Asparagus Plumosus, doz. bchs.		3.00
Smilax doz. strings	3.50@	4.00
Stocks, per doz.	.30@	.50
Delphiniums, per doz.	.25@	.35
Peonies, per doz.	.50@	1.00
Cornflowers	.50@	1.00
Gallardia	1.50@	2.00
Bouvardia, white per doz.	.75@	1.00

Frank H. Traendly Charles Schenck
Traendly & Schenck
Wholesale Florists and Cut Flower Exchange
436 Sixth Avenue, NEW YORK
Between 26th and 27th Sts.
Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other best products of the leading growers.
CONSIGNMENTS SOLICITED
Mention the American Florist when writing

Phones, 3310-11-12 Farragut
Henshaw Floral Co.
(Incorporated)
Wholesale Commission Florists
127 W. 28th St., NEW YORK
Mention the American Florist when writing

J. J. COAN, Inc.
WHOLESALE FLORIST
Everything in Cut Flowers
Phones 5413 & 5891 Farragut
115 West 28th Street, New York

Telephones 4422 4423 Farragut D. J. Pappas, Pres.
United Cut Flower Co., Inc.
WHOLESALERS
111 W. 28th St., NEW YORK
Mention the American Florist when writing

PHONE 2335 2336 FARRAGUT
WM. KESSLER,
WHOLESALE FLORIST
113 W. 28TH STREET
Bet. 6th & 7th Aves. NEW YORK
Mention the American Florist when writing

Phones Farragut 167 3058 Established 1887
J. K. ALLEN
Wholesale Commission Dealer in
CUT FLOWERS
118 W. 28th St., NEW YORK
West of 6th Ave. Open 6 a. m. every morning.

N. Y. Cut Flower Exchange
Coogan Bldg., 6th Av. and W. 26th, New York.
Desirable wall space to rent for advertising.
Open for Cut Flower Sales at 6 o'clock every morning.
V. S. DORVAL, Secretary
Mention the American Florist when writing

The Kervan Co.
Fresh Cut Decorative Evergreens
Highest Standard of Quality.
Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.
119 West 28th St., NEW YORK

GEO. B. HART
WHOLESALE FLORIST
24-30 STONE STREET
ROCHESTER, NEW YORK.
Mention the American Florist when writing

M. C. FORD
121 WEST 28TH STREET
NEW YORK
Tel. 3870-3871 Farragut
The Largest Shipper and Receiver of Cut Flowers
A complete assortment of the best in the market can always be relied upon.
Mention the American Florist when writing

LIBERTY WINDOW BOX SPECIAL

10,000 Extra Strong Wooden Window Boxes

THESE boxes are 24 inches long, 8 inches wide and 6 inches deep. They were made to hold shrapnel. We have camouflaged them with cedar bark slabs into the most strongly built window or porch box we have ever made. Placed end to end they will fill almost any desired space. We are making a special drive on these boxes and offer them net F. O. B. Philadelphia at

$12.00 per dozen.

In advertisement of June 7, we erroneously quoted the price on these boxes as $6.00 per dozen.

Read the Article on Peace and War Boxes in THE AMERICAN FLORIST of June 7, Pages 990-991.

WE HAVE NEVER SENT OUT A BETTER WINDOW BOX.

JOS. G. NEIDINGER CO., 1309-1311 North Second St., Philadelphia, Pa.

in the recent hail storm. Frank Cornell, another small grower, suffered some loss.

There is little building going on but growers are refitting and making over their houses in many cases. The plant trade continues good and the market house florists are doing good business in bedding plants.

The Joy Floral Co. suffered from a very destructive hail storm this week, which caused damage of $5,000 to its range. This firm is building one new house, 24x150 feet. M. C. D.

Pittsburgh.

MARKET IN GOOD CONDITION.

At present, the market is in better condition than at any time since Memorial day. The arrivals are lighter and the demand greater. While prices are not high, they remain firm, and all good stock cleans up at the list figures. There are not many American Beauties, and what there are, are small and off color. Russell is the best rose arriving in this market. The color is almost as good as it was during January and February, and they command a good price for this season. Of the other roses, Hilda, Shawyer and Ophelia are the best and have the largest sales. Carnations are small and of poor quality in general, but are cleaning up daily, owing to the absence of any stock to take their place. Callas are still on the market, but do not arrive in very good condition. Candidum lilies are now at their best and command a good price. Gladiolus is the favorite at present, because it seems to be the only thing that will stand up during the warm weather. Delphinium is more popular than ever this season, and there seems to be more on the market than ever before. Garden flowers, such as coreopsis, gaillardias, phlox and larkspur, have been arriving in large numbers. Smilax is scarce and not of very good quality.

NOTES.

Although the S. A. F. convention is not for some time yet, there seems to be a lot of enthusiasm among the florists and every indication points to a large delegation from here.

Wm. Colligan, formerly of The Pittsburgh Cut Flower Co., of this city, and Poehlmann Bros. Co., of Chicago, is visiting friends here. He has just been mustered out of the service.

The Pittsburgh Cut Flower Co. is figuring on adding several stories to its building in the near future.

M.

REED & KELLER,

122 W. 25th St., NEW YORK

Florists' Supplies

We manufacture all our **Metal Designs, Baskets, Wire Work and Novelties,** and are dealers in **Glassware, Pottery, Decorative Greens and Florists' Requisites.**

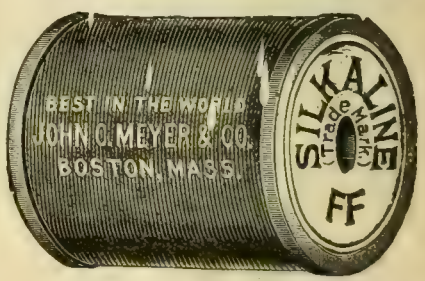
North Shore Horticultural Society.

The monthly meeting of the North Shore Horticultural Society was held at Lake Forest, Ill., June 6, with W. E. Fisher in the chair. The business of the evening consisted in considering the reports of the various committees working in connection with the flower show and picnic. It was decided to hold the summer show at the Art Institute, Lake Forest, July 23. The outing will be held at Round Lake, Ill., July 16. Members and friends are invited and conveyances will be arranged for by the committee in charge.

The exhibits for the evening were as usual very fine and the judges, R. Preston, W. E. Fisher and John Newbore, made the following awards: T. W. Head, 98 points for Cattleya gigas; J. Kiley, 97 points for vase of irises; R. Chalmers, 95 points for calceolarias,; W. Mitchie, 95 points for vase of irises; O. Petterson, 90 points for vase of irises. Cultural certificates were given to T. W. Head for a fine group of pelargoniums, R. Chalmers for group of calceolarias, J. Kiley for gladioli and carnations and O. Petterson for collection of irises. Several members were proposed and elected.

J. H. FRANCIS, Corr. Sec'y.

The Meyer Green Florist Thread



Comes 16 ounces actual thread to the pound. This is the longest and strongest thread made. In case lots of 100 pounds and up, the price is $1.50 per pound; terms, net 30 days. Manufactured by the

John C. Meyer Florist Works,

1500 Middlesex Street, LOWELL, MASS.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.
Established 1857

Wittbold FLORIST

745 Buckingham Place
L. D. Phone, Graceland 1112
Send us your retail orders
We have the Best Facilities in the City

LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street
CITY'S LARGEST FLOWER STORE.

GUDE BROS. CO. FfloristS 1214 F ST. N.W. WASHINGTON, D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS
2953 Broadway, Opp. Columbia College
Member of Florists' Telegraph Delivery.

Chicago.

A. LANGE,

77-79 E. MADISON ST.
Member of Florists' Telegraph Delivery.

For Wisconsin Delivery
OF
"Home Grown Flowers"
Get in touch with
J. E. MATTHEWSON, SHEBOYGAN WISCONSIN
Member of Florists' Telegraph Delivery.

New York.

Louis C. Pajan

FLORIST
2424 Eighth Ave., near 130th St., NEW YORK
Telephone 1994 Morningside.
A choice selection of cut flowers and plants always on hand. My specialty: Artistic Floral Designs of all descriptions. Everything in Flowers. Out-of-town orders promptly filled.

ORDERS IN OR AROUND PHILADELPHIA

J. J. HABERMEHL'S SONS
Flowers and Service
THE BELLEVUE-STRATFORD BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

BRANCHES: RITZ-CARLTON and VANDERBILT HOTELS

KOTTMILLER

426 Madison Ave., NEW YORK

ROANOKE, VA.
FALLON, Florist.

DARDS

FLORIST
Established at N. E. cor. Madison Avenue and 44th Street, NEW YORK, for 44 Years.
Quality, Service, Fair Prices.
Member of Florists' Telegraph Delivery.

Buy War Saving Stamps

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, Cor. 75th St.
Orders By Telegraph Promptly Filled
Phones 1552-1553 Columbus

Mention the American Florist when writing

Chicago.

RONSLEY

17 East Jackson Boulevard
Located in the heart of the Loop. Best equipped to handle telegraph orders in Chicago and vicinity

---

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Brooklyn, N. Y.

JAMES WEIR, Inc.

FLORIST
324 Fulton St. cor. Pierrepont
Telegraph orders receive our usual good care and prompt attention. Phones, 270, 271 Main.

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

J. W. RODGERS

Elks' Building, 4 South Jefferson Street, Dayton, O.
Telegraph orders for Dayton will receive our immediate and careful attention.

El Paso, Texas

Potter Floral Co.

Members of Florists' Telegraph Delivery.

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

MEMBER FTD

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W.Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America. Established 1874. Incorporated 1909.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Send Telegraph, Telephone or Mail Orders for florist service in this vicinity to

The Dominion Floral Co.

484 St. Catherines St., West

Montreal, Que., Canada

Every order receives prompt and careful attention.

New York. Telephone Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Telephones, 6582-6583 Main. LOUIS MICHEL

The Long Island Floral Co.

Wholesale Commission Florists

Consignments Solicited

48 Willoughby St., Brooklyn, N. Y.

Astoria Florist

2188 Broadway, Tel. 9414 Schuyler.

We are in center of residential section, between 77th and 78th streets.

Member of Florists' Telegraph Delivery.

NEW YORK CITY

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyres, 106 State St.
Albany, N. Y.—Danker's.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Alpha Floral Co., 146 S. Wabash.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—Ronsley, 17 East Jackson Blvd.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cincinnati, O.—H. W. Sheppard.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Floral Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Que., Can.—The Dominion Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—The Rosary Foral Co.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Astoria Florist, 2188 Broadway.
New York—Broadway Florist, 2094 Broadway.
New York—Dard's, 44th and Madison Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Hession.
New York—Kottmiller.
New York—Melandre Bros.
New York—Louis C. Pajan.
New York—D. J. Pappas, Inc.
New York—Max Schling.
New York—Thos. F. Galvin, Inc.
New York—G. E. M. Stumpp.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Passaic, N. J.—Edward Sceery.
Paterson, N. J.—Edward Sceery.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Harbermehl's Sons.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Salt Lake City, Utah—Miller Floral Co.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Roland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Terre Haute, Ind.—J. G. Heinl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Blackstone, Inc.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.
High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada

Members of Florists' Telegraph Delivery.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St. PHONES: 1501 and L1582

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Toronto, Can.

Canada's best known and most reliable florist.

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

FLORIST

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation.

Philadelphia, Pa.

Chas. H. Grakelow

Broad St., at Cumberland

Member of Florists' Telegraph Delivery.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

THOS. F. GALVIN
INC.
NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street, 799 Boylston Street
Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.
Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.
Member of Florists' Telegraph Delivery.

Cincinnati, O.
HARDESTY & CO.
150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS
25 Clinton Avenue N
Rochester Phone 506, Long Dist. Bell ph. 2189
Members of Florists' Telegraph Delivery.

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heinl.)
336 Superior St., Toledo, O.
Both Phones, 527
Special attention to mail and telegraph orders.
Member of Florists' Telegraph Delivery.

Springfield, Mass.
Wm. Schlatter & Son
Artistic Designs and Fresh Cut Flowers
422 MAIN STREET
Greenhouses, 437 Bay Street
Mention the American Florist when writing

Tacoma, Wash.
California Florists
will take care of all telegraphic orders.
Mention the American Florist when writing

Buffalo, N. Y.
S. A. ANDERSON
440 Main Street
Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Alpha Floral Company
CHICAGO
146 S. WABASH AVE.
No order for less than $3.00 accepted for delivery. All orders for less than this amount will be absolutely refused.
Send your telegraph orders to us for delivery in Chicago and vicinity.
Member of F. T. D.

EDWARD SCEERY
Passaic, N. J. F. T. D. Paterson, N. J.

Send your Orders for Chicago and Suburbs to
Schiller The Florist
2723 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

W. J. PALMER & SON
Palmer's
304 MAIN STREET BUFFALO, N.Y.
Members Florists Telegraph Delivery Association
Mention the American Florist when writing

New York.
BROADWAY FLORIST
2094 Broadway, S. E. cor. 72d St.
Phone Columbus 5468
Branch: 840 Westchester Ave., Bronx
Phone: Intervale 4990
Mention the American Florist when writing

Washington, D. C.
Louise Flower Shop
Connecticut Ave. at N St., N. W.
Miss Louise W. Daugherty, Proprietress
Phones—Franklin 3579, 3841, 3842.
Mention the American Florist when writing

New York.
D. J. PAPPAS, Inc.
2751 Broadway, at 106th St.
The right place to buy
FLOWERS OF QUALITY
Mention the American Florist when writing

E. W. PEARSON
38 State Street, Newburyport, Mass.
Covers All New England Points
Mention the American Florist when writing

Hession
Madison Ave. and 76th St.
NEW YORK
Quality Flowers
TWO GREENHOUSES ON PREMISES
Plant Specialists Phones 107, 420, 775 Lenox
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Cincinnati.
JULIUS BAER
—FLOWERS—
Mail and Telegraph orders carefully filled.
138-140 Fourth St., East
Mention the American Florist when writing

Denver, Colo.
The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

Milwaukee, Wis.
National Florist
J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.
Mention the American Florist when writing

DAYTON, OHIO
16 and 18 W. 3rd St.
Matthews the Florist
Established in 1883.
Greenhouses and Nurseries in Riverdale.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

New York

Malandre Brothers

2077 Broadway, near 72nd St.

'Phone, Columbus 6883

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing

QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —

Avenue Floral Co.

3442 ST. CHARLES AVENUE

Mention the American Florist when writing

SALT LAKE CITY

Miller Floral Co.

10 EAST BROADWAY

250,000 Square Feet of Modern Glass. First-Class Stock and Service. Usual Discount.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in City and State on short notice.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. We are the center of the great Northwest. Daily deliveries to Superior, Wis.

DULUTH, MINN.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF **HEINL'S**

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

National Florist

CHICAGO

THE NORTH SHORE FLORAL CO. (Not Inc.)

BERNARD J. SHERMAN, Prop.

849-851 Irving Park Blvd. Deliveries in Chicago and Suburbs

KANSAS CITY, MISSOURI.

Rock's Flowers

Members Florists' Telegraph Delivery Ass'n.

Mention the American Florist when writing

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

Mention the American Florist when writing

C. Frauenfelder

FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

WIRE YOUR ORDERS TO HARRY PAPWORTH

The Metairie Ridge Nursery Co. Ltd.

FLORISTS

135 Carondelet St.

NEW ORLEANS

ROSES ORCHIDS VIOLETS

F.T.D.

Mention the American Florist when writing

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O.

The Smith & Fetters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Albany, N. Y.

Danker

FLORIST

The Best Service

MEMBER F.T.D.

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.

801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Kansas City, Mo.

A. Newell

FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

DES MOINES IOWA

ALFRED LOZIER ROSERY

Mention the American Florist when writing

LITTLEFIELD, Florist

WORCESTER, MASS.

Mention the American Florist when writing

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNA & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Mention the American Florist when writing

Max Schling Flowers
Schling Service
Nothing Better
785 Fifth Ave.
NEW YORK CITY
"SAY IT WITH FLOWERS"

Yonkers, N. Y.
New York Floral Co.
Cor. Manor House Square
and North Broadway

Friedman
:::.FLOWERS.:::.
522 So. MICHIGAN BLVD., Auditorium Annex, CHICAGO

San Francisco, Calif.
J. B. BOLAND
Successor to Sievers & Boland
FLORIST
60 KEARNY STREET

CINCINNATI
HENRY W. SHEPPARD
532-534 RACE STREET
Successor to the HILL FLORAL CO.
Good Stock and Good Service.

Cleveland, O., and Vicinity.
BRAMLEY & SON
1181 E. 71st. St.
The Largest Growers of Flowers in the City.

Pittsburgh, Pa.
MRS. E. A. WILLIAMS
621 Penn Ave.
Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT
313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

CHICAGO
Central Floral Co. DETROIT
132 N. State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Best service in both cities and adjoining territory. Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Boston, Mass.
Penn The Florist
"Penn, The Telegraph Florist"
Member of Florists' Telegraph Delivery Ass'n.
124 TREMONT STREET

Worcester, Mass.
Randall's Flower Shop
Member of Florists' Telegraph Delivery.

Orders in or around WASHINGTON, D. C.
Geo. C. Shaffer
FLORIST
900 Fourteenth Street

San Francisco
Podesta & Baldocchi
224-226 Grand Avenue
Mail or telegraphic orders promptly and most carefully executed.
Mention the American Florist when writing

WASHINGTON, D. C.
GEO. H. COOKE
Florist
Connecticut Avenue and L Street
Mention the American Florist when writing

Washington, D. C.
BLACKISTONE, Inc.
14th and H Streets, N. W.
Exceptional Service

For St. Louis.
WIRE
Grimm & Gorly

St. Paul, Minn.
L. L. MAY & CO.
Order Your Flowers for delivery in this section from the
LEADING FLORISTS OF THE NORTHWEST
Mention the American Florist when writing

LOUISVILLE, KY.
AUGUST R. BAUMER,
MASONIC TEMPLE
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

IN THE HEART OF **Newark, N. J.**
The Rosery Floral Co.,
167 Market St., at Broad St.
Everything in Flowers
Prompt Deliveries to any town or city within 150 miles of Newark. Telephone Market 494
Mention the American Florist when writing

"WE NEVER SLEEP"
IDLEWILD GREENHOUSES **Memphis, Tenn.**
89 South Main St.
"Up-to-the-Minute" Service and Execution.
Every Flower in Season
Mention the American Florist when writing

Kansas City, Mo.
Samuel Murray,
1017 Grand Avenue
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

CHICAGO Mangel The Palmer House Florist 17 E. MONROE ST.
Members of Florists' Telegraph Delivery.
Mention the American Florist when writing

AMERICAN SEED TRADE ASSOCIATION.

Thirty-Seventh Annual Convention, Chicago, June 24-26.

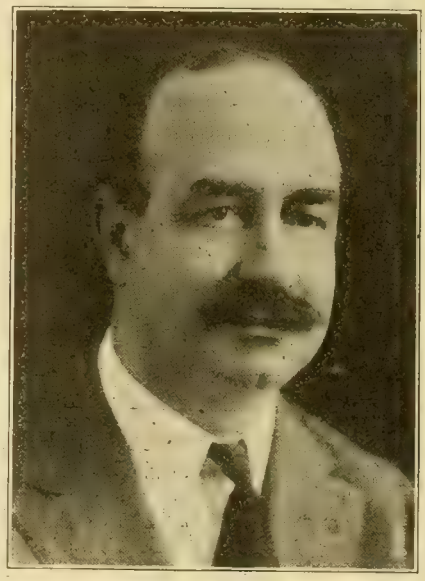
The Opening Session.

The thirty-seventh annual convention of the American Seed Trade Association was another proof that all roads lead to Chicago, the attendance being the largest on any opening day in the history of the association, numbering about 400 by the close of the day. The first session was opened in the Louis XVI room of the Hotel Sherman, Chicago, at about 10 o'clock a. m., June 24, and was called to order by President F. W. Bolgiano, of Washington, D. C., now serving his second term in the presidency. In his preliminary remarks, after calling the convention to order, the room being filled to capacity, and some standing, President Bolgiano congratulated the members on the large attendance of the representatives of an industry that is daily growing to be more and more important. He said that the work that has been done by the organization during the last year was of vital importance to all American seedsmen, and the proceedings of this convention will prove equally important and vital to all attending, so that it would be unwise for any seedsman to miss a single session. He then delivered his annual address.

Secretary-Treasurer C. E. Kendel read his report on the membership, showing a total of active members at present of 231, honorary, 3, making a grand total of 234, and his financial statement, showing balance in the treasury of $1,196.35. On motion, the financial portion of the secretary-treasurer's report was referred to an auditing committee appointed by the chair, composed of Francis Stokes Moorestown, N. J.; M. A. Wheeler, Gilroy, Calif., and T. M. Landrum, San Francisco, Calif.

The membership committee, J. C. Robinson, chairman, presented a report on 15 applicants which were duly posted as provided in the constitution and by-laws for action later. The committee gave notice of time and place where they would receive comments or criticisms, if any to be offered by any member upon the qualifications or eligibility of the applicants for membership in the association. President Bolgiano gave notice that all applications for membership must be in the hands of the membership committee not later than Wednesday, as no eleventh hour applications would be entertained, the desire being to give ample time for examination into the eligibility of all applicants.

Edgar Brown, of the United States department of agriculture, addressed the convention, and incidentally extended an invitation to all seedsmen who wished to attend the seed testing laboratory at Washington during July and August, beginning July 7, to do so, hoping that such as came would stay long enough to really derive some knowledge of the departmental methods of seed testing, and all would be welcome. President Bolgiano asked if any one present desired to ask any questions of Mr. Brown. J. M. Lupton remarked: "The paper by Mr. Brown contains a statement, that after having had what was termed a 'gentleman's agreement' with the department of agriculture, but 10 per cent of the seed trade complied with the agreement. It seems to me that this is a matter which the American Seed Trade Association should recognize, and I would move you, sir, that a committee be appointed to look into this matter and report to this association at its executive session." At once there were several seconds to the motion from various parts of the hall.



F. W. Bolgiano, Washington, D. C.
President American Seed Trade Association

President Bolgiano replied: "I hear seconds from all parts of the house. It has been moved and seconded, gentlemen, that a committee be appointed to investigate the statement made by Mr. Brown that only 10 per cent of the seedsmen lived up to their promise, and that a committee report to the American Seed Trade Association in executive session, Wednesday afternoon. You have all heard the motion, all in favor will say 'Aye,' those opposed, 'No.' The ayes have it and the motion is carried unanimously. It is now in order to take up the proposed amendments to the constitution and by-laws that were brought up at our last meeting in Chicago; if the secretary will read the amendments the chair will be glad to entertain a motion with respect to them."

Secretary Kendel said: "There are two amendments to be voted upon. Notice of one was given at the last year's convention in the discussion that took place with regard to increasing the number of members of the membership committee. Notice was presented at that time by Mr. McCausland that the amendment would be presented for action at this meeting. I read from the minutes of last convention, page 117: 'I move that at the next convention the membership committee be increased from three to five members; that the by-laws be changed so that beginning with June, 1919, the members of the committee be increased from three to five members.' I move the adoption of that amendment." Seconded by Mr. Hastings, and duly carried.

Pieters-Wheeler Seed Company
Growers of High Grade SEED
Gilroy, California
Beet, Carrot, Lettuce, Onion, Radish.
Correspondence Solicited.

THE W. C. PRESSING SEED COMPANY
NORWALK, OHIO.
Growers Exclusively of
Sweet Corn Seed

Alfred J. Brown Seed Co.
Growers of
Peas and Beans
Grand Rapids, Mich.

The Best Color Chart
For Florists, Seedsmen and Nurserymen
PRICE $1.00 POSTPAID.
AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

Braslan Seed Growers Company
Grower for the Wholesale Trade Only. Onion, Lettuce, Carrot, Parsnip, Parsley, Celery, Endive, Salsify, Named and Mixed Grandiflora and Spencer Sweet Pea and Sunflower.
SAN JOSE, CALIFORNIA

We are headquarters for the **BEST OF EVERYTHING** in

VEGETABLE SEEDS

With our Stock Seed Farms at Grass Lake, Mich., and our growing stations in every part of the United States where seeds are grown successfully, all in charge of capable and experienced men, we are equipped for and are producing

PEAS, BEANS, CORN and VEGETABLE SEEDS

of all kinds in quantity and of highest quality.

Glad to quote for present delivery or on growing contract for crop of 1919.

JEROME B. RICE SEED CO., CAMBRIDGE, N. Y

Western Seed & Irrigation Co.

Seed Growers and Dealers

FREMONT, NEBRASKA

SPECIALTIES:
Cucumber, Muskmelon, Watermelon; Pumpkin and Squash; Sweet, Flint and Field Corn.

Write for Special Contract and Spot Prices.

President Bolgiano said: "The next one you have received notice of by mail," to which Secretary Kendel replied that the amendment was offered by E. L. Page subsequent to the executive committee meeting last November, and is as follows: "That a section be added to our by-laws as follows: No appropriation of money shall be made from the treasury of the association until the sum to be expended has first been referred to the executive committee for their consideration and recommendation." Notice of 30 days was sent out to all members in accordance with the provisions of the by-laws relating to amendments. If this were adopted, Article 5 would be changed to Article 6, and the new article, as above be inserted, as Article 5. This would simply be making the articles read in proper sequence. The actual change is, that no appropriation of money shall take place without previous reference to the executive committee. The adoption of the amendment was moved, and seconded by L. L. Olds.

H. G. Hastings asked whether the passage of the proposed amendment would interfere with the ordinary payment of current bills. Secretary Kendel replied that the intention was not to have this apply to minor items of current expenditure, nor to such items as had been ordered and would naturally infer their being paid for when the service was rendered, but to check the voting away of money indiscriminately, without regard to the fact as to whether or not the conditions of the association was such financially as to permit the same.

President Bolgiano warned the members that they should give this matter careful attention, because there might come a time when to meet some sudden emergency, it might be necessary for the president of the association, whoever he might be, to call his advisers together hurriedly, and incur some expense in so doing which there might not be time to consult the executive committee on, and which if this amendment were adopted, would hamper the executive officer of the association, and in a measure tie his hands. Instances of this had been more or less frequent during the last two years. While not opposed to the amendment, President Bolgiano thought all should understand before taking action exactly what they

ENGRAVINGS

—FOR—

Seed Catalogues

Visitors at the Seed Trade Convention this month are invited to visit our office and examine

7 Books of Proofs

showing thousands of cuts available for catalogue work at less than 25 per cent of present costs.

Vaughan's Seed Store

31-33 W. Randolph St., Chicago

PEACOCK BRAND SEEDS STANDARD OF QUALITY

Quality Seed

PEACOCK BRAND SEEDS STANDARD OF QUALITY

FOR THE

MARKET GARDENERS

OF

AMERICA

EVERETTE R. PEACOCK CO.

4013 Milwaukee Ave., (Near Irving Park Blvd.) CHICAGO

C. C. MORSE & CO.

Seed Growers

San Francisco, Calif.

GROWERS OF SELECTED STOCKS OF

Onion, Lettuce, Radish, Carrot, Sweet Peas, Etc.

Wm. G. Scarlett, Baltimore, Md.
Vice-President American Seed Trade Association.

were voting on and what it would mean. He called for a general discussion.

Secretary Kendel said that he admitted that at present money expenditures were pretty well safeguarded, inasmuch as it required that all bills before being paid must be O. K.'d by the president or by committee chairmen, but the point was that last year the association started in spending money, as he had put it to the president in conferring with him, "like drunken sailors," although in so characterizing it, he might have slightly overdrawn the picture. Our funds, however, at the present time, are in pretty good shape. J. C. Robinson inquired whether from the remarks that the president had made, he wished it inferred that a brake was necessary on expenditures? He judged not from the remarks that had been made. President Bolgiano replied that he had not, whenever he felt it necessary, hesitated to ask advice from the executive committee, and this frequently called for expenditure of money. Any man who might be elected to the presidency would perhaps feel under a like necessity for quick action, and he thought it inadvisable that the president be placed, in such a position that he would be handicapped and his usefulness possibly be impaired. The passage of the proposed amendment would mean that the president would probably have to put his hands in his own pocket or be subjected to embarrassment.

J. C. Robinson said he did not think it good policy to throw any obstacles in the way of efficient administration and the doing of those things which might be considered for the best good of the association. The organization had passed through a strenuous period, one that probably none of us will ever see the equal of again, but he believed it best to leave the by-laws as they are now in respect to this question and trust to the good sense of the officers. E. L. Page said that it was the sense of the executive committee when they talked this over, not to curtail the presiding or other officers of the association in any way, but as Secretary Kendel had stated the idea was to stop reckless expenditures of money, regardless of whether the money was on hand and subject to call. The report of the secretary-treasurer showed that he had had to sell a bond to meet the extra expenses of the year.

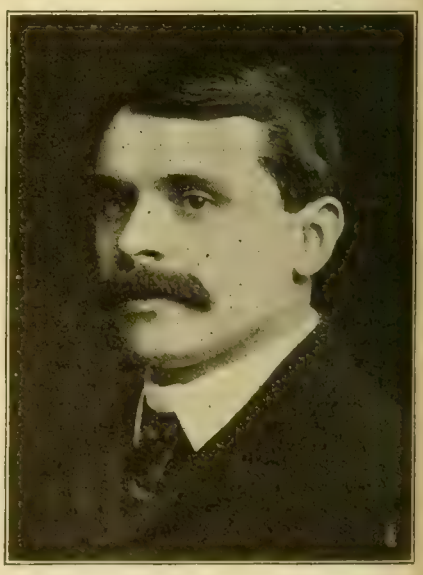
Kirby White said there were times, with all due respect to Mr. Kendel, when the "drunken sailor" was more admirable in his conduct that the "tight wad," but there are also times when a little thought might entirely change the mood of a group of men. Suppose, for example, that some one in the convention proposed that the salary of the hard-working secretary be increased, how many would have the courage to get up in the open meeting and oppose it? On the other hand, such matters could be given attention that they should properly receive in the sessions of a small committee, and the members of the committee would no doubt freely express what they thought as to the wisdom or otherwise of a proposed expenditure of the money of the association. If we are careful in the selection of our presidents, although it must be admitted that sometimes we have made mistakes—this amendment would create no trouble. He could see no possible injurious effect from it. Further, the personnel of the committee had never heretofore been accused of being "tight wads." They could be consulted within a matter of five hours' time.

David Burpee, Philadelphia, Pa.
Second Vice-Pres. American Seed Trade Ass'n.

Secretary Kendel explained that if the executive committee had been consulted many times in the past, and expenditures authorized, it would have saved him from the mortification arising from the fact that many times members of committees and others had made perfectly legitimate expenditures for the benefit of the association, for which they had never sent in any bills, but had paid themselves uncomplainingly, and he felt that they ought to have been reimbursed many times, and that the association was really getting something for which, in such cases, it was not paying as it should; it had at times made him feel uncomfortable. He explained that he had taken it upon himself last winter to send out a little questionnaire with the object of getting the opinions of the members who had been longest in the association as to whether some more equitable method of adjusting the dues of the association might not be arrived at, based upon the amount of gross yearly business done by the various members, and in this way raise more money with which to carry on work that could not be done with the funds as at present. He had had in mind a plan something like this: To establish different classes of members. Class D, those doing a business of $100,000 to $150,000, the dues to be $35 yearly; Class C, doing a business of $150,000 to $250,000, dues to be $50; Class B, those doing a yearly business of $250,000 to $350,000, dues to be $75; and Class A, all over $350,000, dues to be $100. Out of 25 members consulted, replies were received from only 15 or 16. Such a plan would raise a yearly revenue of about $10,000, and had been found practicable in other associations with which the speaker was familiar and had membership in.

President Bolgiano said he did not wish to be misunderstood, and admitted that the executive committee might be consulted by wire and get replies possibly in four to eight hours relative to expenditures, but speaking personally, at times, rather than even be subject to such a necessary delay, he would prefer to pay the bills himself. He had experienced a similar feeling on the part of committeemen who frequently had paid necessary expenses themselves, refusing absolutely to make any bill against the association.

Watson Woodruff thought a pretty good place for the resolution was to lay it on the table, and he would not object if at any time it was desired to take it from the table, but in the meantime it would afford time for some of the members to talk the matter over a little further before acting. He moved it be laid on the table. The motion was seconded, and being put, was lost. A rising vote was called for with the same result. The question was then taken on the original motion to adopt the proposed amendment and the motion was lost by rising vote.



C. E. Kendel, Cleveland, O.
Secretary-Treasurer American Seed Trade Ass'n

VAUGHAN'S GIANT PANSIES

VAUGHAN'S INTERNATIONAL PANSIES

Vaughan's International Pansy Mixture was first offered by us in 1889. We import from all the best European sources. Each year has added to the quality of its flowers and variety of the colors. We buy every year novelties of known merit to improve the mixture; it is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now b y more than 50 per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the **Specialties** that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.
Trade pkt., **50c**; ⅛ oz., **$1.50**; ½ oz., **$5.00**; oz., **$10.00.**

Vaughan's Giant Pansy Mixture.

Embraces, besid s all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate ros and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain.
Trade kt., **50c**; ⅛ oz., **75c.** oz., **$5.00**; ¼ lb., **$18.00.**

Vaughan's Cut Flower Mixture

This mixture is put up by ourselves and contains mostly light colored sorts. We have sold this mixture for several seasons to some of our Chicago cut flower growers, who have realized big returns from the sale of flowers. Pansies are as easily grown as violets, require less care and bring better results. Trade pkt., **25c**; ⅛ oz., **60c**; oz., **$4.00.**

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than other known types. In March, when the old type pansies hardly show any buds, the plants of the new strain bore from 3 to 5 of their giant flowers. **Early-Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed (Four Colors).** Trade pk. (500 seeds), **35c**; ⅛ oz., **70c**; oz., **$5.**

Chicago Parks Bedding Mixture.

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant. Trade Pkt., **25c**; ¼ oz., **60c**; oz., **$2.00.**

Vaughan's P. P. (Popular Price) Mixture of Pansies

This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers. Trade Pkt., **25c**; ⅛ oz., **50c**; oz., **$3.00.**

Pansy—Vaughan's Giant Sorts

	Tr. pkt.	⅛ oz.	oz.
Auricula Colors, metallic shades	$0.25	$0.50	......
Adonis, light blue white center	.25	.50	$3.60
Azure Blue	.25	.50	......
Aurora, pure white without blotches	.25	.50	3.00
Beaconsfield, upper petal light lavender; lower ones deep rich purple	.25	.50	3.00
Black, large true black	.25	.50	3.40
Bugnot, shades of red, bronze and reddish cardinal	.25	.50	3.60
Cassier, 3 and 5 spotted, an A1 strain	.25	.50	3.60
Diana, same color as Marechal Niel rose	.25	.50	......
Emperor William, dark navy blue	.25	.50	3.40
Golden Queen, clear golden-yellow, flowers med. size.	.25	.50	3.40
Indigo King, indigo blue	.25	.60	......
Madame Perret, lovely shades of pink and rose	.25	.50	3.40
Masterpiece—Giant Curled or Spencer. In reality the number of petals is the same as that in other Pansy flowers, but they are crimped and curled in such a fashion that the flowers appear double. Colors are superb, mostly red and brown shades	.25	.70	5.00

	Tr. pkt.	⅓ oz.	oz.
Orchid-Flowered, mixed, the ground color of the flowers is light, the petals being marked with large brown blotches which diffuse into rays and veins toward the edge	$0.25	$0.70	$5.00
Paris Market, an improved strain of Trimardeau, with better flowers and more compact habit	.25	.45	3.00
Pheasant's Eye, sky blue edged, violet	.25	.50	......
Pink, lovely shades of pink, same as Hydrangea	.25	.45	3.00
President Carnot, five blotched white	.25	.60	......
President McKinley, five blotched yellow	.25	.70	5.00
Prince Bismarck, bronze and light brown	.25	.50	3.20
Prince Henry	.25	.50	......
Purple, very large, rich deep purple	.25	.50	3.40
Ruby Red	.25	. 0	......
Striped, mahogany striped and flaked white	.25	.50	3.60
Trimardeau, mixed ......lb., **$32.00**	.25	.40	2.40
Violet Blue, a very pleasing shade	.25	.45	3.00
White, with dark eye, very large	.25	.45	3.00
Yellow, with dark eye, immense flowers	.25	.45	3.00

CHICAGO **VAUGHAN'S SEED STORE** **NEW YORK**

AT THE SEEDSMEN'S CONVENTION, CHICAGO, JUNE 24.

W. F. Therkildson, chairman of committee on postal laws, was now called on to present his report, and did so. He gave notice, that on account of a change in his business relations, and no longer being in the seed business, he felt compelled to resign the chairmanship of the committee, but would hold himself in readiness if called upon to serve on the committee in a minor capacity. He strongly urged the co-operation of all interests opposed to the Raker bill to bring about its defeat. On motion of E. L. Page, the matter was referred to the committee on president's address to be appointed later. Mr. Therkildson suggested that as the nurserymen were to hold concurrent sessions during at least part of the time that this convention is in progress in the same hotel, they should be consulted through their president, and an endeavor made to unite the two associations in opposition to this very dangerous legislation.

J. C. Vaughan suggested that the Society of American Florists' assistance be also invoked and included in Mr. Therkildson's recommendation.

Watson S. Woodruff moved that a committee on the president's address be appointed with recommendation that they report promptly Wednesday morning, the committee to be named by Secretary Kendel. The motion carried and Secretary Kendel named at the opening of the afternoon session this committee, namely, Watson S. Woodruff, J. L. Hunt and E. L. Page.

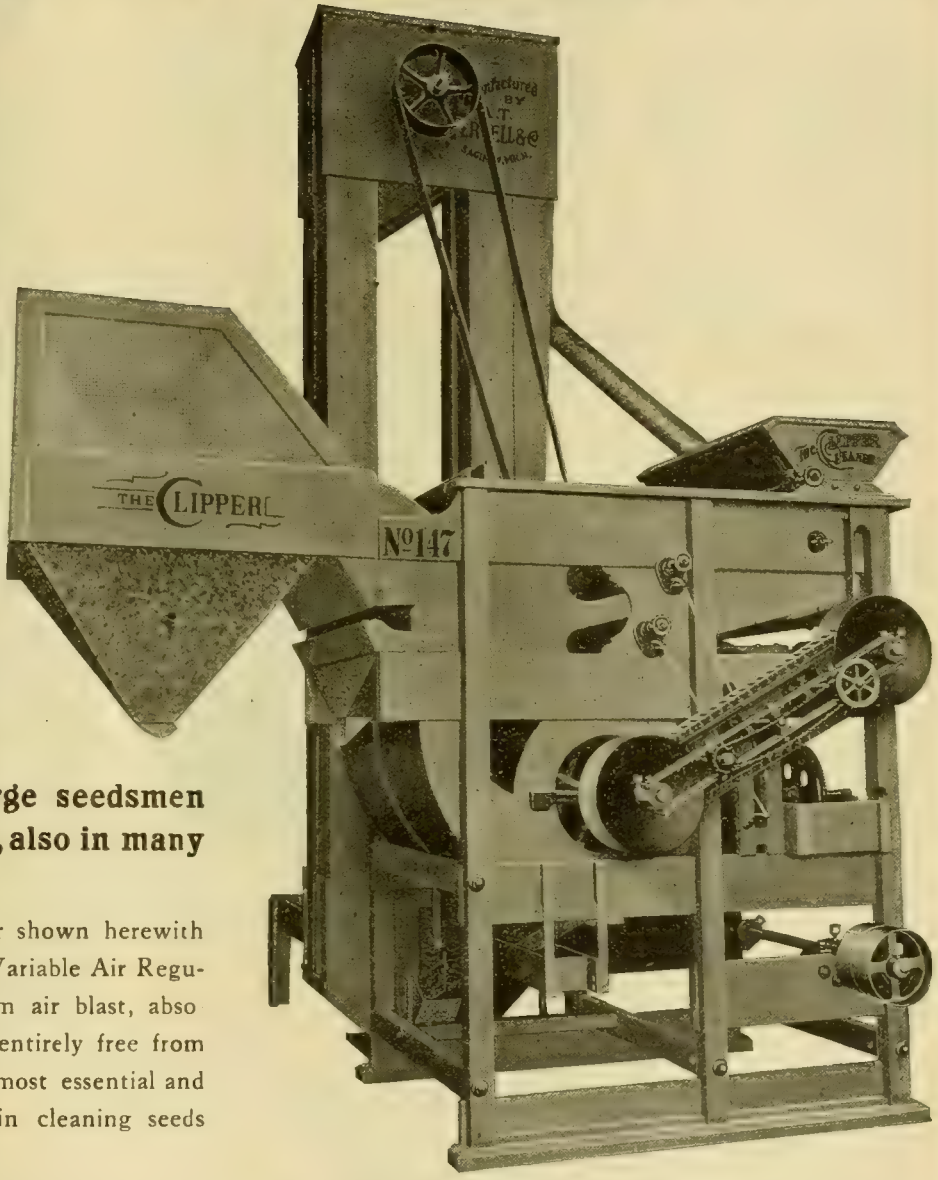
E. C. Dungan, Philadelphia, Pa., submitted samples of catalogue bags and envelopes, which had been prohibited from the mails because the postmaster had construed they came within the prohibition of a ruling of the third postmaster general under date of June 3, 1918. This ruling reads: "Space should be left on the address side of all mail matter sufficient for a legible address and for all directions permissible thereon, for postage stamps, for post-marking, rating and any words necessary for forwarding or return." * * * "It is preferable that all envelopes be made of white paper. When paper of any other color is used, it should be of very light tints of pink, yellow or blue." * * * "In every case, not less than three and a half inches of clear space should be left at the right hand end of the address side of all envelopes in order that there may be ample space for postage stamps, postmarking, address, directions for forwarding or return, etc." * * * The foregoing applies with equal force to the use of advertising cards, folders, and similar matter of unusual size or irregular shape as set forth in the instructions of this office in Article 14, page 4, of the February, 1918, Postal Guide, entitled 'Use of Large Advertising Cards Objectionable.'"

The interpretation to be placed on this paragraph 3, section of the postal laws and regulations, might in some cases subject the sender of catalogues or catalogue envelopes, etc., to great financial loss, and necessitate the destruction of entire issues of such envelopes, and, therefore, Mr. Dungan pointed out the necessity of having a construction placed on proposed catalogue envelopes by sending to postmasters before same are finally printed. In the case of a proposed printing of some 400,000 catalogue bags, Wm. Henry Maule, Inc., had consulted the third assistant postmaster general direct in order that there might be no misunderstanding, enclosing to him samples of proposed printing. The printing was of course held up until a reply was received. Mr. Dungan advised seedsmen to see their postmasters, and if necessary consult the third assistant postmaster general in all such cases. Mr. Therkildson remarked that he had had a case involving quite a little trouble with a local superintendent of mails who could not agree with his interpretation of this section of the postal laws.

R. A. Oakley, of the department of agriculture, having prepared a paper to be read before the convention, and not being on hand to present it personally, it was read by Secretary Kendel. President Bolgiano before the paper was read commented as follows: "I want to make a few remarks relative to the attitude of the department of agriculture in general toward the American seedsmen during the past unpleasantness between the other half of the world. Never in a single instance where we have gone to the department of agriculture with a reasonable request, have they spared either their time or patience to assist us in getting through anything that was reasonable. Last winter, when the coal regulation was in order, there were something like 15,000 or 20,000 representative firms that came to Washington to see about getting coal. It was in reference to the "fuelless Mondays." We went to the department of agriculture and were given every courtesy and had comfortable seats when there were 250 people at one time on the outside of the fuel administration building waiting to be heard on their official complaints. The department of agriculture helped us out, and did telephoning and accomplished what we thought best for the interests of the country, even without taking into consideration the interests of the seed business. Mr. Oakley was one of those who pre-eminently assisted us in getting what we needed. Sometimes during the past year, you gentlemen have called up Washington, either by phone or wire, and asked your president to do something for you, for which he received the credit when he would go to the department of agriculture on your behalf. I was always allowed to go right in without having to go through any circumlocution office, or through lackeys. For that reason, I think that the department of agriculture should have due consideration from us, and from all American seedsmen, and wherein we erred in not living up to what Mr. Brown has thought we did not live up to, we are sorry. We want him to feel that it was not due to any willingness on the part of the American seedsmen to do that which was not square, but when we come to look around and see that a large government department (not the department of agriculture), which has been going on for years so efficiently, the post-office department, failed and fell down so utterly at times, often taking as many as five days for a letter to reach Washington from Baltimore or return, we think that the departments should look with compassion upon the seedsmen, and I feel sure from the results that we received, after sending out a circular this year rela-

Clipper Cleaners

Successfully Handle All Kinds of Field and Garden Seeds, Grains, Beans, Peas, Etc. If you are interested in a machine for screening and grading any kind of seeds, grain, beans, peas or bulbs you might do well to investigate our claims in regard to our machines.



The "Clipper" Cleaners

are used by all large seedsmen in the United States, also in many foreign countries.

The No. 147 Cleaner shown herewith is equipped with our new Variable Air Regulator. A perfectly uniform air blast, absolutely under control and entirely free from fluctuation is one of the most essential and important considerations in cleaning seeds and grains.

Different kinds of seeds and grains, and, different conditions of the seeds or grains, call for varying strength of the air blast used in separating the dust, chaff, and light shrunken seeds or grain from the heavy, perfect seeds and grain. The Clipper Variable Air Regulator gives exact control of the air blast at every desired point. "From a Zephyr to a Hurricane" exactly describes the range of air blast that can be secured by this mechanical device. We can produce a blast strong enough to blow out the heaviest grain, or peas or beans, and by an adjustment requiring but an instant reduce the blast sufficient for handling the lightest seeds such as timothy, red top or blue grass.

Write for full description.

MANUFACTURED BY

A. T. FERRELL & CO.

SAGINAW, W. S., MICH.

tive to the complaint made by Mr. Brown that all of the errors that were made in that respect were owing to lack of ability to get the proper working force into condition like we had previous to the war; and I want the department of agriculture to feel that when a "gentleman's agreement" is made, we are going to try and do by them as they have tried to do by us, and it is with pleasure that I asked our secretary to read the paper by Mr. Oakley.

Leonard H. Vaughan, for the local hosts, announced the entertainment features as follows: Luncheon Wednesday noon for the men in attendance at the convention at Hotel Sherman; luncheon for the ladies at the Edgewater Beach hotel, Wednesday, with song recital, and following, automobiles to leave with the ladies at one o'clock at Clark street entrance to Hotel Sherman. Banquet for all at the Chicago Athletic club, Wednesday night, for which every preparation has been made to insure its being the most complete affair that the A. S. T. A. has ever enjoyed at any of its conventions, many surprises being in store for the guests. There were to be no longwinded speeches, but entertainment of the most pleasing character. It was also guaranteed that the desert will not be dry, but an agreeable oasis provided.

At the suggestion of Past President Watson S. Woodruff, the closing of the morning session was marked by a pleasing feature, the rotary "plan" of each man rising in his place and announcing his name, business and location, in order to facilitate general acquaintance. President Bolgiano and Secretary Kendal modestly brought up the rear in this matter.

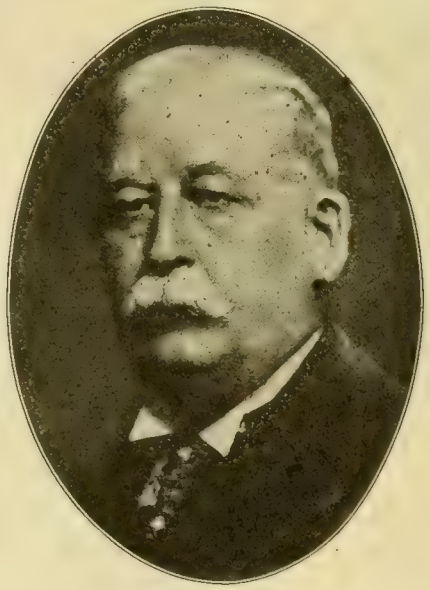
At 12:30 the convention adjourned until 2:00 p. m.

Tuesday Afternoon's Session.

The convention reassembled at two o'clock, President Bolgiano in the chair. He introduced as the first speaker of the afternoon Lester S. Ivins, who delivered his paper on "The Garden Army and its Purposes." "Anything that comes from Washington is O. K.," said President Bolgiano, evoking laughter and applause.

L. L. Olds, Madison, Wis., submitted his report as chairman of the committee on experiment stations, remarking by way of prelude that this is the sixth year that he had the privilege of presenting as chairman the report of this committee, and he was impressed particularly with the fact that the experiment stations were deeply interested in all that seedsmen are doing, and desire in every way to co-operate in our work. It is certainly up to us as seedsmen to pay close attention to what they are doing, and to any advice that they may have to give us, and to show our appreciation of their efforts in helping to introduce the best seeds.

President Bolgiano invited the Canadian seed commissioner, who has heretofore appeared before the association with valuable contributions to its literature, to make a few remarks unless he wished to take up more time, which he would be welcome to do. Commissioner George H. Clark referred to the advisability of using northern grown seeds which are well known to be of superior quality, and are available in Canada, particularly seed grain and seed potatoes. In Canada, they are working away from the type sample basis of merchandising and instead are establishing grades of definite quality. Canadian seed merchants are now able with grass and clover seeds and seed grain and potatoes, to make deliveries with their bills of lading with weight certificates and official inspection certificates covering the grades. Large supplies of seed potatoes are available in the northern areas of Canada which are grown under such climatic conditions as insure the greatest freedom from such potato diseases as leaf curl, mosaic, and blackleg. Mr. Simmers asked the commissioner whether it was the intention of the Canadian government to continue



D. I. Bushnell, St. Louis, Mo.

Elected Honorary Member of the Wholesale Grass Seed Dealers Association at the Chicago Meeting, June 23.

(Report of the Meeting Next Week.)

the merchandising of seed after the war, and Mr. Clark replied that he believed that such merchandising by the government was not a proper function, except under stress of war conditions, a statement which brought forth instant and hearty response from the seedsmen present in a round of applause, which Mr. Clark smilingly acknowledged.

Carl Cropp, of Vaughan's Seed Store, Chicago, read a paper which Leonard H. Vaughan asked might take the place of the one he had intended to read on "Commissions."

Announcement was made by President Bolgiano, that Wednesday afternoon would be devoted strictly to business, and an executive session would be held to which only members would be admitted. He then asked E. L. Page to announce the special entertainment for the members, guests and their ladies. Mr. Page stated that a number of moving picture reels would be displayed showing first, "How plants are born, live and die"; how blossoms open; the culture of bulbless flowers; plants which eat; mushroom culture as carried on in France; views of the Morse seed farms in California, and finally pictures of seedsmen in military service during the recent great war.

President Bolgiano called on J. L. Hunt to make a report for the war service committee, promising the audience that they were about to be entertained by a very eloquent speaker. Mr. Hunt responded by saying that the only report he had to make was that somebody had gone "over there" and stopped the war, and with the stopping of the war the work of the war service committee ceased, and it was now out of business. The president said that after that report, nobody could gainsay Mr. Hunt's eloquence. Mr. Hunt replied that if the war had not stopped, he certainly would have had more to say!

J. C. Vaughan was called on to report as chairman of the regular committee on customs and tariffs, and remarked that the committee had nothing to report at this time directly coming under its assignment; there has been no call for any hearings on matters affecting seedsmen. He understood the fertilizer interests, especially the potash people were anticipating something coming up, and their interests involved something like $50,000,000. The government has, in a recent appropriation, included money for potash to be used by it. So the potash producers are naturally interested in any hearing that may be called. Probably there will be general hearings before long, and our trade will be called as well as others. The last time a hearing was called affecting seed interests, we were fortunate in having combined all organizations of seedsmen, florists, and nurserymen. We secured a hearing and proper consideration that we could not otherwise have secured. The speaker was confident that favorable action might have been had on the recent embargo, if all interests had combined and put their whole aggregate weight of influence back of the protest; but there was a lack of uniformity of action among the nurserymen, seedsmen and florists as a whole. It is very important that all of these great industries be heard as national organizations working together as one unit when occasions like this arise and congressmen or government bureaus cannot and will not disregard their reasonable requests.

J. C. Robinson, chairman of the membership committee, reported several additional applications for membership, which like the others reported previously during the day, were posted for action under the rules, Wednesday. Mr. Robinson again requested that all members knowing anything about the qualifications or eligibility of applicants, make same known to the membership committee, whose desire it was to be fully informed before passing on any applications.

The convention then adjourned until 8:00 o'clock p. m., at which time a large body of ladies and gentlemen assembled in the convention hall to witness the moving pictures as promised by Mr. Page and which proved most entertaining, being in colors and showing actual plant life of weeks or months condensed into as many seconds on the screen. The experiments with the mimosa or sensitive plant were perhaps most interesting of all, showing how the plant instantly responds to a touch, and can be chloroformed like an animal, and afterwards recover from the shock.

Morse's Selected Onion-Yellow Strasburg

Before placing an order for 1919 crop Onion Seed, send for prices for Morse's **Selected Stocks.**

We have the correct types at the right prices.

We can also quote **Selected Stocks** of **Beet, Carrot, Celery, Endive, Leek, Lettuce, Parsley, Parsnip, Radish** and **Salsify.**

C. C. MORSE & CO.

Quality Seed Growers

San Francisco, California

RAFFIA

The Finest Quality Only

We offer c. i. f. New York

at 19c per lb. per bale
(2 cwts.)

Over two tons of same we quote 17c per lb., same conditions.

Terms: Two months' accepted draft on delivery of the bill of lading if it is send European references of preference or irrevocable credit open and confirmed to us at your bankers and payable on delivery of bill of lading.

BERNARD FILS 29 Blvd. Garibaldi
Established 1872
Cable address: Bulbseeds-Marseille **Marseilles, France**

R. C. McGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO CABLE ADDRESS "McGILL-SEED" SAN FRANCISCO CALIFORNIA

Yokohama Nursery Co., Ltd.

Woolworth Building,
NEW YORK CITY
IMPORTERS
Japanese Bulbs, Plants and Seeds

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago

TOMATO SEED

Grown for the Wholesale Seed Trade

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

An invitation to the seed farms of the Everette R. Peacock Co., Chicago, was extended during the evening, to take place Thursday afternoon.

In introducing the moving pictures relating to the soldier boys Watson S. Woodruff said:

"One year ago at the American Seed Trade Association convention, statistics were gathered after taking a census showing the number of members, sons of members and the total number of employes that had entered the service up to that time in the great war. There were 14 members, 46 sons of members and 621 grand total, this compiled up to June 1, 1918. The total number entering the service after that date we have no record of. Invitations were sent to all members and the families of members requesting photographs of those men who had been in the service, and we will now attempt to show you on the screen the faces of the men, together with their ranks, time and branch of service. The screen will show you and tell its own silent story in pictures."

On motion, adjourned to 10:00 o'clock Wednesday morning.

The Exhibits.

American Machinery Co., Inc., Philadelphia, Pa., seed scale.

Beeman Garden Tractor Co., Minneapolis, Minn., garden tractors.

Bemis Bros., Bag Co., St. Louis, Mo., mailing bags.

The Benton Review Shop, Fowler, Ind., horticultural printing.

Brown Portable Conveying Machinery Co., Chicago, portable conveyors.

Danford Chemical Co., Leominster, Mass., insecticides and fungicides.

DeLaMare Co., Inc., New York, horticultural printing.

Feeney Manufacturing Co., Muncie, Ind., Feeney dust gun.

J. E. Gilson Co., Port Washington, Wis., garden tools.

Nathan R. Graves Co., Rochester, N. Y., photographs.

Hamilton Mfg. Co., Two Rivers, Wis., seed cases and flower boxes.

Heller & Co., Montpelier, O., sectional seed cases.

Lake Breeze Motor Co., Chicago, food drier.

J. Horace McFarland Co., Harrisburg, Pa., seed and nursery catalogues.

A. B. Morse Co., St. Joseph, Mich., printing.

The Nitrogen Co., Waterloo, Ia., soil inoculator.

Sutton, Steele & Steele Gravity Cleaners, cleaners.

Toledo Scale Co., Toledo, O., automatic scales.

The Visitors.

James M. Adam, Chicago.
E. F. Adams, Milford, Conn.
J. N. Albright, Des Moines, Ia.
Wm. Albright, Des Moines, Ia.
W. C. Alfred, Minneapolis, Minn.
Frank W. Annin, Toledo, O.
W. H. Annin, Toledo, O.
L. H. Archias, Jr., Sedalia, Mo.
Sam R. Arnett, Minneapolis, Minn.

John E. Bacon, Chicago.
R. W. Baker, Crawfordsville, Ind.
A. E. Barkemeyer, Great Falls, Mont.
Michael Barker, Chicago.
August J. Barnidge, St. Louis, Mo.
W. H. Barrett, Adrian, Mich.
C. S. Barto, Painesville, Ohio.
Herbert Bebb, Chicago.
O. P. Beckley, Harrisburg, Pa.
Donald Belt, Baltimore, Md.
J. E. Benedict, Jr., Washington, D. C.
E. J. Bernet, La Crosse, Wis.
A. A. Berry, Clarinda, Ia.
H. A. Bertholi, Chicago.
T. A. Bixler, Baltimore, Md.
E. A. Blakeslee, St. Joseph, Mich.
W. R. Block, Evansville, Ind.
Louis Bloom, Aurora, Ind.
J. C. Bodger, Los Angeles, Calif.
W. H. Bofferding, Minneapolis, Minn.
Chas. W. Bolgiano, Baltimore, Md.
F. W. Bolgiano, Washington, D. C.
J. Allen Bomm, Baltimore, Md.
Chas. L. Bond, Philadelphia, Pa.
Geo. L. Born, Oshkosh, Wis.
Geo. Bowman, Concordia, Kan.
Charles Boyles, New York.
Ed. Boylon, New York.
A. D. Bradley, Milwaukee, Wis.
G. F. Bradley, Cleveland, O.
T. H. Bremer, Cleveland, O.
Wilbur Brotherton, Detroit, Mich.
A. J. Brown, Grand Rapids, Mich.
B. F. Brown, Fitchburg, Mass.
D. A. Brown, Cincinnati, O.
E. Brown, Washington, D. C.
H. A. Brown, Chicago.
J. C. Brown, Fitchburg, Mass.
T. H. Brown, Grand Rapids, Mich.
J. W. Bruce, Hamilton, Ont.
W. C. Bruce, Chicago.
W. H. Bruce, Hamilton, Canada.
A. R. Bruns, Washington, Iowa.
E. S. Bryan, Norfolk, Va.
S. B. Buchanan, Memphis, Tenn.
R. C. Buchanan, Memphis, Tenn.
H. W. Buckbee, Rockford, Ill.
David Burpee, Philadelphia, Pa.
T. S. Burr, Norwalk, O.
D. I. Bushnell, St. Louis, Mo.
E. D. Bushnell, Chicago.

Burt Calhoun, Marshallville, O.
D. Carmichael, Cincinnati, O.
John C. Caswell, Providence, R. I.
Bert Chadwick, Chicago.
L. S. Chapman, Chicago.
C. R. Chesmore, St. Joseph, Mo.
Charles S. Clark, Chicago.
Geo. H. Clark, Ottawa, Canada.
Theo. Cobb, Detroit, Mich.
C. B. Coe, Detroit, Mich.
H. L. Coffin, Seattle, Wash.
W. E. Collins, Fennville, Mich.
John R. Condon, Rockford, Ill.
Leonard R. Condon, Rockford, Ill.
Arthur R. Cone, Buffalo, N. Y.
E. B. Cooke, Chicago.
James P. Coon, Washington, D.C.
Clifford Corneli, St. Louis, Mo.
L. D. Coulter, Detroit, Mich.
H. B. Courteen, Milwaukee, Wis.
S. G. Courteen, Milwaukee, Wis.
S. J. Courteen, Milwaukee, Wis.
C. O. Coventry, Chicago.
C. C. Cox, Evansville, Ind.
Lawrence Coy, Valley, Neb.
Carl Cropp, Chicago.
Carl Cropp, Jr., Chicago.
W. H. Crossland, Milwaukee, Wis.
Roy Currie, Milwaukee, Wis.

John E. Davis, Delaware, O.
R. P. Dawson, Indianapolis, Ind.
John P. Degnan, Chicago.
E. A. Denison, Ellisburg, N. Y.
Chas. Dickinson, Chicago.
W. C. Dierolf, Philadelphia, Pa.
A. C. Diggs, Richmond, Va.
M. B. Dillon, Chicago.
Edw. W. Dorey, New York.
Harry W. Doughten, New York.
A. C. Drake, Cincinnati, O.
E. C. Dungan, Philadelphia, Pa.
C. E. Duvall, Chicago.

R. L. Eaton, Monticello, Fla.
F. H. Ebeling, Syracuse, N. Y.
L. S. Edgecomb, Buffalo, N. Y.
J. W. Edmundson, San Jose, Calif.
Roy Edwards, Kansas City, Mo.
A. M. Eldridge, Shenandoah, Ia.
Ross Eldridge, Kansas City, Mo.
R. S. Elliott, Roswell, New Mex.
Wm. Emerson, Fremont, Neb.
Newton C. Evans, Chicago.

Joe Faassen, Clarinda, Ia.
A. P. Faber, Detroit, Mich.
C. C. Faber, New York.
R. A. Farber, Chicago.
Frank Field, Shenandoah, Ia.
H. B. Fish, Carpinteria, Calif.
C. Fleeger, Chicago.
E. J. Flood, Philadelphia, Pa.
Alex Forbes, Newark, N. J.
J. H. Ford, Ravenna, O.
Wm. Fosgate, Mountain View, Calif.
E. D. Funk, Bloomington, Ill.

C. A. Gantner, Omaha, Neb.
A. W. Gardiner, Springfield, Mass.
W. A. Garrabrant, Kansas City, Mo.
Chas. Gascon, Chicago.
E. R. Gibbs, Chicago.
J. L. Gillespie, Detroit, Mich.
O. A. Glessner, San Francisco, Calif.
E. H. Goldenstein, Chicago.
C. H. Gordinier, Troy, N. Y.
W. B. Granger, Chicago.
Geo. S. Green, Chicago.
Louis J. Graf, Evansville, Ind.
W. B. Griswold, Lincoln, Nebr.
Sam E. Grodsky, St. Louis, Mo.
S. Groot, Enkhuizen, Holland.
W. H. Grubbs, Chicago.
Chas. P. Gnelf, Cambridge, N. Y.
L. P. Gunson, Rochester, N. Y.
F. C. Gunther, Chicago.
Albert Guttmann, Manitowoc, Wis.
K. Gunderstrup, Chicago.

J. F. Hain, Memphis, Tenn.
George Hall, Waterloo, Ia.
W. P. Hall, Louisville, Ky.
L. V. Halter, Independence, Ia.
W. L. Hamilton, Manitowoc, Wis.
E. J. Hanks, St. Louis, Mo.
H. A. Harmon, Chicago.
G. A. Harris, Mitchell, S. Dak.
A. L. Hart, San Francisco Calif.
Chas. C. Hart, Wethersfield, Conn.
Leon Harris, Birmingham, Ala.
Yens Harving, Chicago.
H. G. Hastings, Atlanta, Ga.
A. B. Haven, Santa Ana, Calif.
L. D. Haven, Santa Ana, Calif.
L. S. Haven, Santa Ana, Calif.
Chas. E. Heckle, Memphis, Tenn.
H. M. Hedges, Cambridge, N. Y.
J. F. Heide, Memphis, Tenn.
N. C. Helms, Chicago.
C. P. Hooker, Chicago.
A. Henderson, Chicago.
Maxim Hershey, New York.
F. C. Herzog, Rochester, N. Y.
C. A. Higbee, Rochester, N. Y.
C. A. Hill, Nashville, Tenn.
W. P. Hilton, Chicago.
H. S. Hoard, Cambridge, N. Y.
Fred L. Hogue, Ventura, Calif.
W. W. Hoisington, Chicago.
Peter Hollenbach, Chicago.
Chas. Hollenbach, Chicago.
H. L. Holmes, Jr., Canton, O.
Frank N. Howard, Crawfordsville, Ind.
H. B. Howard, Chicago.
R. B. Howe, Chicago.
W. K. Hoyer, Rochester, N. Y.
B. F. Hubbard, Chicago.
W. H. Huffman, Chicago.
August Hummert, St. Louis, Mo.
G. H. Hunkel, Milwaukee, Wis.
J. L. Hunt, Cambridge, N. Y.
F. H. Huyck, Chicago.

A. C. Johnson, Chicago.
J. Oliver Johnson, Chicago.
C. K. Jones, Baltimore, Md.

W. J. C. Karle, Rochester, N. Y.
J. Kaufmann, Chicago.
Maurice Keating, Salt Lake City, Utah.
C. N. Keeney, Le Roy, N. Y.
Z. C. Keeney, Chicago.
P. F. Keil, Raleigh, N. C.
N. L. Kelley, Dallas, Texas.
F. W. Kellogg, Milwaukee, Wis.
Thos. J. E. Kemp, Chicago.
Edwin J. Kieknapp, Faribault, Minn.
E. G. Kieknapp, Faribault, Minn.
H. E. Kiester, Waterloo, Ia.
H. C. King, Battle Creek, Mich.
S. W. King, Minneapolis, Minn.
Norval E. Kirby, Philadelphia, Pa.
Wm. Kueker, Faribault, Minn.
L. A. Koch, Chicago.
C. J. Koepke, Muskogee, Okla.
C. E. Kendel, Cleveland, O.
L. M. King, Minneapolis, Minn.
L. A. Kiping, Sedalia, Mo.
Axel Knudsen, Minneapolis, Minn.
Albert Koehler, Chicago.
Roy Kroeschell, Chicago.
Adolph Kruhm, Pittsburgh, Pa.
L. Kunz, Manitowoc, Wis.

Burnet Landreth, Jr., Bristol, Pa.
B. Landreth, Jr., Philadelphia, Pa.
F. Lautenschlager, Chicago.
T. D. Long, Chicago.
T. N. Landrum, San Francisco, Calif.
Frank Leckenby, Seattle, Wash.
Edw. S. Leonard, Chicago.
J. C. Leonard, Chicago.
S. F. Leonard, Chicago.
J. B. Leveille, Winona, Minn.
A. W. Liefgreen, Phoenix, Ariz.
Farwell, Lilly, Seattle, Wash.
H. N. Lines, Sabetha, Kan.
A. W. Livingston, Columbus, Ohio.
Josiah Livingston, Columbus, O.
Chas. Loechner, New York.
W. A. Lohr, Milwaukee, Wis.
F. Love, Montgomery, Ala.
R. F. Lyon, Atlanta, Ga.
W. B. Lucas, Sheboygan, Wis.
A. H. Luck, Jackson, Mich.
E. C. Luck, Kansas City, Mo.
J. M. Lupton, Mattituck, N. Y.
J. R. Lurain, Chicago.
Jno. W. Luscombe, Toledo, O.

J. B. McCausland, Wichita, Kan.
J. Chas. McCullough, Cincinnati, O.
H. Trimble McCullough, Cincinnati, O.
J. Horace McFarland, Harrisburg, Pa.
J. A. McGloskey, Baltimore, Md.
Edward B. McKay, Philadelphia, Pa.
A. E. McKenzie, Brandon, Man., Can.
Chas. H. MacKubbin, Philadelphia, Pa.
H. D. McPherson, Chicago.
Albert Mangelsdorf, Atchison, Kans.
August Mangelsdorf, Atchison, Kans.
E. F. Mangelsdorf, St. Louis, Mo.
Frank Mangelsdorf, Atchison, Kans.
Chas. Manthey, Sr., Cincinnati, O.
Joseph Marks, Chicago.
W. C. Marlow, Wichita, Kans.
C. C. Massie, Minneapolis, Minn.
Alex. Mathers, Milford, Conn.
Fred Mayer, Toledo, O.
H. E. Menzel, Oshkosh, Wis.
J. S. Michael, Sioux City, Ia.
H. H. Miller, Bloomington, Ill.
L. Harry Mixson, Charleston, S. C.
George Mohn, Chicago.
C. O. Monahan, Chicago.
A. B. Morse, St. Joseph, Mich.
James Morton, Chicago.
J. L. Mosby, Memphis, Tenn.
M. R. Myers, Chicago.

C. A. Neal, Philadelphia, Pa.
Robt. Nicholson, Dallas, Tex.

F. Y. O'Bannon, Claremore, Okla.
J. V. Odil, Chicago.
L. L. Olds, Madison, Wis.
Geo. Ostrander, Fredonia, N. Y.
John F. Otto, Chicago.
J. T. Oxley, Chicago.

Register your name for our Wholesale Catalogue of French and Holland Bulbs, ready shortly.

Also **PERENNIALS** for Florists, Ask for special prices.

J. M. THORBURN & CO.

53 Barclay Street, thru to 54 Park Place

NEW YORK CITY

E. L. Page, Greene, N. Y.
H. H. Parke, Genoa, Ill.
D. A. Parks, Jackson, Mich.
G. A. Patten, New York
W. S. Patts, Clarinda, Ia.
F. L. Paul, Chicago.
E. R. Peacock, Chicago.
J. R. Peay, Nashville, Tenn.
H. G. Pedrick, Pedrickstown, N. J.
J. L. Peppard, Kansas City, Mo.
Wm. T. Phillips, Toledo, O.
Francis S. Pigott, Rochester, N. Y.
F. S. Plant, St. Louis, Mo.
W. M. Plant, Chicago.
R. W. Pommer, St. Louis, Mo.
C. D. Potter, Chicago.
Harry J. Powers, Chicago.
W. C. Pressing, Norwalk, O.
H. C. Pritchett, Indianapolis, Ind.
F. G. Pulley, Chicago.
Guy M. Purcell, Evansville, Ind.

F. P. Quick, Lincoln, Nebr.

F. S. Radway, New York.
D. L. Ramsey, Auburn, N. Y.
J. H. Rankin, Evansville, Ind.
L. R. Reed, Grand Rapids, Mich.
William Reed, Chicago.
E. K. Reithmiller, Jackson, Mich.
Louis, B. Reuter, New Orleans, La.
A. E. Reynolds, Crawfordsville, Ind.
W. A. Rice, Jerseyville, Ill.
Wm. W. Rich, New York.
F. G. Ricketts, Springfield, Mo.
R. R. Ricketts, Springfield, Mo.
Theo. Rimpau, New York.
Arnold Ringier, Chicago.
H. S. Robilliard, Faribault, Minn.
E. T. Robinson, Waterloo, Neb.
J. A. Robinson, Rocky Ford, Colo.
J. C. Robinson, Waterloo, Neb.
L. R. Robinson, Waterloo, Neb.
Geo. L. Roby, Fowler, Ind.
F. F. Rockwell, New York.
E. F. Roe, Harrisburg, Pa.
A. L. Rogers, Alpena, Mich.
Waldo Rohnert, Gilroy, Calif.
O. R. Rohr, Rochester, N. Y.
I. Rosnosky, Chicago.
Chas. D. Ross, Louisville, Ky.
John Ross, Memphis, Tenn.
J. W. Ross, Centralia, Ill.
E. Fred Rowe, Harrisburg, Pa.
D. D. Rowland, Sheboygan, Wis.
Harry Rowley, Two Rivers, Wis.
A. G. Rudolph, Chicago.
Frank E. Rue, Peoria, Ill.

Kenneth E. Salzer, La Crosse, Wis.
A. T. Sass, Chicago.
G. C. Sauter, Baltimore, Md.
Raymond G. Scarlett, Baltimore, Md.
W. G. Scarlett, Baltimore, Md.
Wm. G. Scarlett, Jr., Baltimore, Md.
Walter S. Schell, Harrisburg, Pa.
A. W. Schisler, St. Louis, Mo.
E. G. Schoff, St. Joseph, Mich.
John A. Schrenker, Jr., Cincinnati, O.
Rowell Schupp, Chicago.
D. G. Scott, Marysville, O.
Alex Setterberg, Chicago.
R. S. Sheldon, Toledo, O.
H. A. Shepard, Chicago.
Dudley A. Sherwood, San Francisco, Calif.
G. L. Shideler, Cambridge, N. Y.
M. R. Shumway, Rockford, Ill.
H. J. Simmers, Toronto, Can.
J. F. Sinn, Clarinda, Ia.
W. C. Slate, Sr., South Boston, Va.
W. H. Small, Evansville, Ind.
A. H. Smith, Jackson, Mich.
Albert H. Smith, Chicago.
Curtis Nye Smith, Boston, Mass.
Herbert W. Smith, Chicago.
John A. Smith, Toledo, O.
L. M. Smith, Chicago.
Morris S. Smith, Chicago.
Ray L. Smith, Chicago.
W. A. Smith, Rochester, N. Y.
W. E. Smith, St. Louis, Mo.
J. H. Smythe, Jr., Chicago.
E. L. Sonderegger, Beatrice, Neb.
C. A. Sperco, New York.
Jos. H. Steckler, New Orleans, La.
E. Steckler, New Orleans, La.
W. A. Stewart, Rochester, N. Y.
Francis C. Stokes, Moorestown, N. J.
Walter E. Stone, Toledo, O.
J. A. Stricher, Toledo, O.
J. Carver Strong, Chicago.

CINERARIA HALF DWARF

Finest mixed, reselected and improved strain.
New crop now ready, orders will receive prompt attention.

The increasing demand this spring for

ASTERS AND ZINNIAS

has compelled us to buy another farm at El Monte, California.

We have planted this farm to these popular annuals, and hope to be able now to take care of all contract orders placed with us.

Now is the Time to Place Orders for 1919 Delivery, both Flower and Vegetable Seeds.

JOHN BODGER & SONS CO.

Contract Seed Growers, LOS ANGELES, CALIFORNIA

Seed Packets

FLOWER SEED SIZES TO CATALOGUE ENVELOPES—RETURN ENVELOPES

Brown Bag Filling Machine Co.

FITCHBURG, MASS., U. S. A.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.
All seasonable varieties.
Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

JAP LILY BULBS

French Bulbs
Dutch Bulbs
Freesia, Calla Bulbs, Etc.
Ferns in Flats

Write for F. O. B. New York prices.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

General Bulb Company

(Westerbeek & Klyn, re-organ.)

110 Water St., New York, N. Y.

BUY QUALITY. IT PAYS.

Ask for our quotations on

Holland and French Bulbs

W. P. Stubbs, Louisville, Ky.
J. F. Summers, Chicago.
W. B. Sutton, Dayton, O.

E. S. Taylor, Montpelier, O.
R. I. Templin, Cleveland, O.
Hugo Teweles, Milwaukee, Wis.
Max Teweles, Milwaukee, Wis.
W. F. Therkildson, Philadelphia, Pa.
J. H. Thomas, Chicago.
Geo. C. Thomson, Minneapolis, Minn.
A. W. Tibbitts, Chicago.
Thomas Tobin, Kansas City, Mo.
A. A. Totman, Fitchburg, Mass.
J. E. W. Tracy, Washington, D. C.

J. C. Vaughan, Chicago.
Leonard H. Vaughan, Chicago.
C. de Vries, Chicago.

L. V. Walter, Independence, Ia.
F. W. Walton, Salt Lake City, Utah.
A. R. Ward, St. Louis, Mo.
F. O. Ward, Sacramento, Calif.
W. A. Ward, Sacramento, Calif.
J. H. Warren, Evansville, Ind.
S. C. Watkins, Detroit, Mich.
John R. Watts, Milwaukee, Wis.
O. T. Watts, Louisville, Ky.
F. S. Webb, Chicago.
H. P. Webster, Independence, Ia.
Howard Webster, Independence, Ia.
W. D. Weedey, La Crosse, Wis.
H. Weezenaar, Chicago.
H. Weezenaary, Jr., Chicago.
Henry Weiler, Jr., Rochester, N. Y.
J. H. Welcome, Chicago.
Gustav H. Werner, New York.
L. W. Wheeler, Gilroy, Calif.
W. A. Wheeler, Washington, D. C.
Kirby B. White, Detroit, Mich.
James A. Wiebens, Rochester, N. Y.
Richard Williams, Chicago.
C. O. Wilcox, Louisville, Ky.
George F. Will, Bismarck, N. D.
Lyons H. Williams, Norfolk, Va.
Carl Grant Wilson, Cleveland, O.
S. A. Wilson, Madison, Wis.
Henry G. Windheim, Jr., Omaha, Neb.
H. G. Windheim, Omaha, Neb.
J. H. Withey, Minneapolis, Minn.
M. H. Wolfe, Chicago.
O. E. Wolter, Aberdeen, S. Dak.
C. F. Wood, Chicago.
L. C. Wood, Chicago.
Alling Woodruff, Seattle, Wash.
Frank T. Woodruff, LeRoy, N. Y.
Stiles D. Woodruff, Orange, Conn.
S. D. Woodruff II, Orange, Conn.
Watson S. Woodruff, Orange, Conn.
W. H. Woodruff, Milford, Conn.
Rudolf Wriedt, Chicago.
E. A. Wright, St. Louis, Mo.
F. J. Wright, Des Moines, Ia.

J. A. Young, Brandon, Man., Can.
J. C. Younghans, Cincinnati, O.
M. J. Yopp, Paducah, Ky.

Allie Zech, Chicago.
P. L. Zimmermann, St. Louis, Mo.

The Ladies.

Mrs. J. N. Albright, Des Moines, Ia.
Miss Berry, Clarinda, Ia.
Miss Clara Brice, Chicago.
Mrs. T. H. Brown, Grand Rapids, Mich.
Mrs. J. C. Caswell, Providence, R. I.
Mrs. C. R. Chesmore, St. Joseph, Mo.
Mrs. Lawrence Coy, Valley, Neb.
Mrs. J. E. Davis, Delaware, O.
Mrs. J. H. Dean, Chicago.
Mrs. E. C. Dungan, Philadelphia, Pa.
Miss Fennessy, Chicago.
Mrs. E. J. Flood, Philadelphia, Pa.
Mrs. Nathan Graves, Rochester, N. Y.
Mrs. Charles E. Heckle, Memphis, Tenn.
Mrs. Chas. Hollenbach, Chicago.
Mrs. Peter Hollenbach, Chicago.
Mrs. M. W. Johnasen, El Monte, Calif.
Miss Leckenby, Seattle, Wash.
Mrs. A. W. Liefgreen, Phoenix, Ariz.
Mrs. A. H. Luck, Jackson, Mich.
Mrs. W. C. Marlow, Wichita, Kans.
Mrs. J. S. Michael, Sioux City, Ia.
Mrs. L. L. Olds, Madison, Wis.
Mrs. E. R. Peacock, Chicago
Miss Maye Penchic, Chicago.
Mrs. W. T. Phillips, Toledo, O.
Mrs. F. P. Quick, Lincoln, Neb.
Mrs. F. S. Radway, New York.
Miss Rahm, Chicago.
Mrs. Louis B. Reuter, New Orleans, La.
Miss Grace Robinson, Waterloo, Neb.
Mrs. J. C. Robinson, Waterloo, Neb.
Mrs. A. L. Rogers, Alpena, Mich.
Mrs. M. R. Shumway, Rockford, Ill.
Mrs. J. F. Sinn, Clarinda, Ia.
Mrs. W. A. Stewart, Rochester, N. Y.

BRITISH SEEDS

KELWAY'S

LEADING HOUSE FOR

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for Our SPECIAL PRICES, stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON, Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Carrot, Spinach, Etc.

Branches: Wisconsin, Colorado, Montana, Idaho, W ashington. **Milford, Conn.**

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm. **Bristol, Pa.**

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1919 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties:

Beet, Carrot, Endive, Lettuce, Onion and Radish.

Correspondence Solicited.

Miss Marie Straus, Chicago.
Mrs. R. L. Templin, Cleveland, O.
Mrs. J. C. Vaughan, Chicago.
Mrs. Leonard H. Vaughan, Chicago.
Mrs. W. D. Weedey, La Crosse, Wis.
Mrs. L. W. Wheeler, Gilroy, Calif.
Mrs. C. O. Wilcox, Chicago.
Mrs. S. A. Wilson, Madison, Wis.
Mrs. S. D. Woodruff, Orange, Conn.
Mrs. W. S. Woodruff, Orange, Conn.

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House

75 YEARS UNRIVALLED REPUTATION

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High-Grade Seed.

TOMATO, Pepper, Eggplant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn on contract.

CORRESPONDENCE SOLICITED

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Sweet Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar Flint and Field Seed Corns.

GEORGE R. PEDRICK & SON

PEDRICKTOWN, N. J.

Pepper, Egg Plant, Tomato, Okra, Asparagus, Rhubarb, Celery, Spinach, Beet, Onion, Beans, Cabbage, Cauliflower, Sweet Corn and Vine Seeds.

Correspondence Solicited.

WHOLESALE SEED GROWERS

R. & M. GODINEAU

SEED GROWERS

Angers, - - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.

Growing Crops Given Personal Attention.

Michell's Flower Seeds

Cineraria	½ Tr. Pkt.	Tr. Pkt.
Grandiflora Prize Dwarf	$0.60	$1.00
Grandiflora Prize Med. Tall	.60	1.00

Daisy, Double English	Tr. pkt.	Oz.
Monstrosa Pink ...¼ oz., $1.50	$0.50	
Monstrosa White ..¼ oz., 1.50	.50	
Monstrosa Mixed..¼ oz., 1.25	.50	
Longfellow Pink..	.40	$2.00
Snowball White	.40	2.00
Mixed	.30	1.50

Myosotis		
Alpestris Victoria	.25	1.00
Eliza Fanrobert	.25	1.00

Pansy Seed

Michell's Giant Exhibition, Mixed, a giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $7.00 per oz. **Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt., 30c; $1.25 per oz.

Also Giant Prize and Regular sorts in separate colors.

Primula Chinensis		
Alba Magnifica	$0.60	$1.00
Chiswick Red	.60	1.00
Duchess	.60	1.00
Holborn Blue	.60	1.00
Kermesina Splendens	.60	1.00
Rosy Morn	.60	1.00
Prize Mixture	.60	1.00

Primula Obconica Gigantea	
Lilacina, Lilac	$0.50
Kermesina, Crimson	.50
Rosea, Pink	.50
Alba, White	.50
Hybrida Mixed	.50

Also all other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Catalog.

Henry F. Michell Co.
518 Market St., Philadelphia, Pa.

Holland Bulbs

Prices on application.

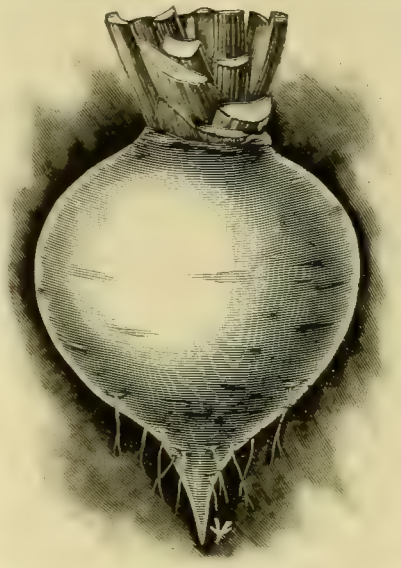
R. A. VANDERSCHOOT,
299 Broadway, NEW YORK CITY
Phone: Worth 4677.

Atascadero Seed Company

ATASCADERO, CALIF.,
Wholesale Growers of
HIGH GRADE SEEDS

We specialize in **Beans, Carrots, Lettuce, Onions, Parsnip, Radish, Salsify, Spinach,** and **Named** and **Mixed Nasturtiums,** and **Grandiflora** and **Spencer Sweet Peas.**

Write for Our Growing Contract Price List.



SEEDS

RUTABAGA

Crop Season 1919

Ready for shipment about August 1st.

Our stock is pure and true to name, and we grow seeds of specially strong germination.

Upper Columbia Co.
MARBLE, WASH.

The J. Chas. McCullough Seed Co.

228-230-232 E. Fourth St.
CINCINNATI, O.

Long Distance Telephone, Private Exchange, Canal 2603.

SEEDS OF EVERY DESCRIPTION

Fifty Years' Personal Experience in Seeds

JOHN H. ALLAN SEED CO.

Growers of Choice Varieties

Peas and Beans

Sheboygan, Wis.

We have the following plants ready for shipment:

Coleus in rooted cuttings.
Heliotrope in 2½-inch and rooted cuttings.
Moonvines in 2½-inch and rooted cuttings.
Salvia in 2½-inch and rooted cuttings.
Sander and Marguerite Daisies, 2½-inch and rooted cuttings.
Rose and Ivy Geraniums, 2½-inch and rooted cuttings.
Sprengeri, 2½-inch, 3-inch and 4-inch.
Begonias, Chatelaine, 2½-inch, 3-inch and 4-inch. Luminosa, 2½-inch and 4-inch.

GEO. A. KUHL, Pekin, Ill.

Mention the American Florist when writing

Jos. Heacock Co.,

Wyncote, Pa.

Grower of Kentias.

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

WASHINGTON, D. C.—Charles J. Brand, chief of the bureau of markets, United States department of agriculture, since its inception in 1913, has resigned to become vice-president and general manager of a commercial firm in Pittsburgh, Pa.

THE New York agricultural experiment station, Geneva, has issued Bulletin No. 459, entitled "Missing Hills in Potato Fields; Their Effect Upon the Yield." The experiments described are designed to show how much of the loss due to missing hills is made up by the increased yield of adjoining plants.

Prices of Indoor Fruits and Vegetables.

Chicago, June 24.—Cucumbers, 2-dozen boxes, $1.50 to $2.25; celery, Michigan, crate, 50 to 75 cents; leaf lettuce, per box, 15 cents; radishes, per doz. bunches, 12 to 18 cents; tomatoes, 6 baskets, $8.00 to $8.50.

New York, June 23.—Celery, per crate, $1.75 to $8.00; cucumbers, $1.00 to $1.25 per dozen; mushrooms, 50 cents to $2.00 per three-pound basket; tomatoes, per pound, 12 to 25 cents; lettuce, per package, 50 cents to $1.75; radishes, per 100 bunches, $1.00 to $2.00.

Aphis and Nitrates.

IN THE AMERICAN FLORIST of June 21, page 1122, under the caption, "Spraying," we called attention to the vicious attack on all the vegetation in Ohio, by aphis, and gave some general rules for combating these insects. This time, however, we wish to view the subject entirely from the theoretical side. We wish to state right here that we have no proof whatever that what we will say is based on facts. The case is simply this, that for many years we have had an idea grow on us, that there is some relation between aphis attack and nitrate. The facts are that aphis do come and go in a marvelous way, for which condition it is hard to find an explanation. Yet the careful observer will notice that aphis increase as conditions for growth become unfavorable; and we do now believe that the absence or shortage of nitrates has a great deal to do with this trouble. We are all familiar with the saying "outgrow insect attack." By outgrow, we mean rapid growth caused by favorable conditions. If this is true, then the opposite is true also—that unfavorable conditions tend to increase insect trouble. We also know that a cold wet spring retards nitrification in the soil, and that excessive rains deplete the soil of available nitrogen. We can prove this by permitting ventilators in greenhouses to remain open during heavy rains. Very soon these over-soaked spots can be noticed by their lack of productivity, caused mainly by the lack of nitrates. To prove this we have made many experiments. A proper application of ammonia has always recovered these spots. The question arises, can we control aphis attack by adding nitrates? We say, to some extent, yes. Maybe we could be more positive, but we wish to be conservative.

Recently, we nitrated a field of staked tomatoes that were covered with aphis, and now the fruit is practically clean and the picture of health. We are now considering the application of nitrate of soda to our potato fields rather than spray with nicotine. At the present rate of prices for nicotine, field spraying is too expensive. If we could accomplish our aim by nitrating the fields, it would be much better than spraying.

Maybe the readers will think we have this season put too much emphasis on nitrates. We think not. We believe this subject is of the utmost importance to market gardening, more so than is generally understood. Right here is the point why many gardeners fail with commercial fertilizers—they buy farm brands, which with their one or two per cent nitrogen, are not suited to our needs, and it is not only the amount of nitrogen but the form of nitrogen. We want at least four per cent, and often six per cent would be better and we want it immediately available to rush our crops. Therefore, we must demand either ammonia or nitrate of soda, and the cooler the season, the more important this subject becomes. There is in this article food for thought for any market grower. MARKETMAN.

Southern New Potato Losses.

Very large losses of southern potatoes result from injurious practices at digging time, when through carelessness, lack of labor or other causes they are allowed to lie exposed to the hot sun for many hours after they are dug, resulting in potato scald, according to Farmers' Bulletin 1050 of the United States department of agriculture. Although the damage may not be evident at time of packing, the injured potatoes usually develop soft rot and become mushy and worthless during transit or soon after arrival at destination.

Potatoes should not be dug more rapidly than they can be picked and placed in the shade. If possible, it is even better to dig only during the cooler parts of the day, so that they can be placed in a shady spot without any exposure to severe heat. This is a general practice in some sections of the country. Whether potatoes are dug with hoes, plows, or machines, care should be taken to reduce the number of field cuts. These offer an entrance for disease, besides damaging the appearance and causing waste. The majority of the fungous diseases that cause decay of potatoes and other vegetables can not develop when the skin is free from cuts and bruises. Careful handling is fundamental, therefore, for the prevention of deterioration and waste. In this respect probably no single factor is equal in importance to proper handling, and none is more generally ignored by the average grower, or by the labor which he employs.

Bruising is a very common cause of loss in new potatoes. This may be caused either by poor handling methods or by poor containers.

The double-headed ventilated barrel appears to be the most satisfactory package now in general use for potatoes. If properly made, it is sufficiently strong to carry the weight of its contents and fully protect the potatoes. Investigation shows that there is much less breakage in cars where the barrels are loaded on end than when loaded on the bilge.

The cloth-topped barrel carries best when loaded on end as described for double-headed barrels, but when the second layer is placed on top there is, of course, a good deal of bruising of the top potatoes of the lower barrels. When the cloth-topped barrel is loaded on its bilge, the weight of the load is thrown upon the potatoes themselves, resulting in considerable crushing and bruising. The top layer of barrels, however, may safely be loaded on bilge. When this is done, the cloth top should face the inside of the car, particularly in the doorway. This lessens danger of injury by the sun and loss by pilfering.

The sack is not as suitable a container for tender new potatoes as the barrel. It offers less protection from bruising and makes a load that is difficult to ventilate, but has the advantage of being lower in cost than barrels or crates.

Hampers are not suitable packages for potatoes. They do not have the necessary strength for the weight of their contents and afford little protection. As long as hampers are used for potatoes and other heavy produce, severe losses from breakage in transit will ensue. If hampers for any reason must be used, they should be loaded on end with alternate baskets inverted. Great care should be taken to make the load tight, with no slack space either endwise or across the car. This precaution will lessen but not entirely prevent shifting. The practice of loading hampers on their sides can not be too severely condemned. Complete and careful inspections show that in cars loaded in this manner an average of fully 60 per cent of the hampers are more or less crushed and broken on arrival at market, with consequent severe damage to their contents.

Vegetable Markets.

Reports to the bureau of markets of the United States department of agriculture for the period June 17-23, show a slightly downward price trend, with movements active. Old potatoes remained conspicuously weak, with stock offered for sale generally inferior and hard to move at any price. Several markets reported demoralized conditions. Chicago carlot sales declined 15 cents further to $1.25-$1.40, closing unsettled. No. 1 northern sacked white stock in northwestern markets covered a wide range of $1-$2. New York round whites were $1-$1.50 in New York and Philadelphia. New potatoes were fairly steady, with average prices slightly lower than the previous week, but general market conditions were fairly steady. Eastern shore of Virginia stock closed unchanged at $5-$5.50 per barrel f. o. b. Consuming markets averaged $5-$7. North Carolina Cob-

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations, by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N.M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

Daisies

	100	1000
Boston Yellow, 2¼-in.	$ 7.00	$60.00
Mrs. Sanders, 2 in.	4.00	35.00
White Marguerites, 2¼-in.	6.00	50.00
Giant White, 2¼-in	6.00	50.00
White Marguerites, 5-in.	35.00	

Snapdragons

Ramsburg's Silver Pink, 2½-in.	6.00	50.00
Phelps' White, 2½-in.	6.00	50.00
Phelps' Yellow, 2½ in.	6.00	50.00
Giant Yellow, 2½-in.	6.00	50.00
Nelrose, 2½-in.	6.00	55.00
Keystone, 2½-in.	6.00	55.00
Enchantress	6.00	50.00

C.U. LIGGIT, Office: 303 Bulletin Bldg., PHILADELPHIA, PA.

Mention the American Florist when writing

CHRYSANTHEMUM
SPECIALISTS
Elmer D. Smith & Co.
Adrian, Mich.

Mention the American Florist when writing

CARNATIONS R. C.
LADDIE
$75.00 per 1000.
Orders booked now for January 1920 delivery.
F. DORNER & SONS CO.
LAFAYETTE, - - - INDIANA

Mention the American Florist when writing

Orchids

If you want Orchids for any purpose whatever, we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties My Specialty

blers followed a weaker range than the preceding week at $4.50-$5.50 in northern markets. Oklahoma Bliss Triumphs declined 50 cents at shipping points, ranging $1.75-$2 per 100 pounds. Onion markets continued firm. Texas Yellow Bermudas included some inferior stock and averaged slightly lower, going at $4-$4.25 per crate in eastern consuming markets and $3-$3.75 in the northwest. California Yellow Bermudas were weak in New York, but steady in most other markets. Cabbage made fair recovery to a jobbing range of $1.50-$2, with a wide range of quality and conditions. Mississippi Wakefields recovered fully 50 cents, reaching $2.75-$3.75 per barrel crate in consuming sections. Tennessee Wakefields continued steady at $1.25 per 50 pound crate f. o. b. shipping points, and were firm in terminal points at $1.75-$2, and $2-$2.25 at Chicago. There was little change in tomatoes.

CALIFORNIA FREESIAS
NOW READY

PURITY (Improved)	1000	PURITY (Improved) Vaughan's Special Strain.	1000
⅜-½ inch...	$ 5.00	⅜-½ inch...	$ 6.00
½-⅝ inch...	8.50	½-⅝ inch...	10.00
⅝-¾ inch...	12.50	⅝-¾ inch...	15.00

CHINESE "JOSS" LILIES
Write for Prices.

Vaughan's Seed Store
CHICAGO NEW YORK

Mention the American Florist when writing

ROSE PLANTS
2-INCH POTS
Place your order here immediately to avoid disappointment.
3000 **Sunburst**.....per 1000, $60.00
PETER REINBERG
WHOLESALE FLORIST
30 East Randolph Street, CHICAGO

Mention the American Florist when writing

GERANIUMS
S. A. Nutt in almost any quantity for July a few for August and none for September or early October, so it is wise to make yourself safe by buying right now.

Price $15.00 per 1000 with postage added if by parcel post. Please state which, post or express.

ALBERT M. HERR, LANCASTER, PA.

Robert Craig Co...
High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Counsel; J. W. Hill, Des Moines, Ia., Treasurer; Chas. Sizemore, Louisiana, Mo., Secretary. Forty-fourth annual convention will be held at Chicago, June 25-27, 1919.

THOMAS SMITH, the well known nurseryman of Newry, Ireland, died May 23, age 79 years.

BLOOMINGTON, ILL.—Saddler Bros. have disposed of the nursery business here, which they have conducted since 1903, to F. W. Glenn of Chicago.

American Association of Nurserymen.

THE OPENING SESSION.

As we go to press, the American Association of Nurserymen is holding its forty-fourth annual convention at the Hotel Sherman, Chicago, the meeting opening June 25 and continuing three days. The attendance at the first session was large, and the interest manifested in the proceedings from the start indicates that the programme, timely and well-balanced, will be followed with more than usual interest throughout, and that the meeting will go on record as one of much accomplishment.

The opening session was attended by about 200 members, and was called to order by the president, J. R. Mayhew, of Waxahachie, Tex., promptly at 10 o'clock. There was an invocation by Rev. G. L. Robinson, of McCormick Seminary, Chicago, and an address of welcome by Wm. R. Moss, of the Chicago Association of Commerce. M. R. Cashman, Owatonna, Minn., responded, saying that Chicago was selected as the meeting place of the association because of its geographically central location, and expressed the opinion that it would probably be chosen as the permanent meeting place.

President Mayhew, in his address, laid special stress upon the necessity for thorough organization, stating that the aim of the association should be to make its organization so thorough that no nurseryman in the United States could afford not to be a member.

A committee to present greetings to the American Seed Trade Association, in session in Chicago at the same time, was appointed, consisting of J. W. Hill, Peter Youngers, M. R. Cashman, W. B. Munson and John Dayton.

The president then introduced Mr. Letshell, of the Butterick publications, who spoke as an advertising man. He said that publicity was first started by the fakir, then used in selling specific, tangible articles, and now we are entering into the third phase, that of selling ideas, and this has led to the practice now being adopted by many organizations, of national advertising.

A report was presented by the joint committee, consisting of the directors of the national organization for market development and the executive committee of the American Association of Nurserymen, and this committee presented the following resolutions:

Whereas, it is deemed expedient that all association activities should be under the direction of the officers of the association, and,

Whereas, the problem of financing the plans of a national market development campaign can best be met by making this one of the activities of the association rather than separate therefrom, be it

Resolved (1) that amendment to constitution Act 7 be amended to read as follows:

Resolved, that the American Association of Nurserymen shall take over from the national organization for market development, their subscription pledges, amounting to approximately $20,000 per year, until June 1, 1920, with their money on hand and other effects, on condition that the American Association of Nurserymen shall assume all responsibility of conducting the work of the Nurserymen's National Service Bureau.

J. R. Mayhew, Waxahachie, Tex.
President American Association of Nurserymen

Resolved, that the annual membership fees shall be $10 per annum, and additional dues for members of one-fourth to one per cent, based upon annual volume of business, provided the maximum dues shall not exceed $500 in any one year.

A motion to adopt the resolutions as presented was made and seconded, and the president declared the subject open for discussion.

J. W. Hill expressed the view that it was not quite fair to place the maximum dues at $500, as there were firms whose business amounts to from $250,000, $500,000 up to $1,500,000, and the man with a business of $200,000 would be paying just as much as these. J. Horace McFarland thought the provision was a fair one, because the smaller men are closer to the 7,000,000 families who constitute the bulk of the consumers, and would profit more in proportion by the publicity gained through the association. F. E. Griesa, Lawrence, Kan., made a motion to strike the provision for maximum dues from the resolution. J. Edward Moon, Morrisville, Pa., said he hoped this motion would not prevail, as the committee had given the matter very careful thought, and had come to the conclusion that the publicity work so far done by the large corporations in their own behalf had helped the smaller dealers; also that the smaller men were in the majority, and in a position to vote on the disposition of funds which the larger men would be obliged to contribute, and it might result in some of these men withdrawing from the association.

A motion by Alvin Nelson, Chicago, to make the maximum $750 a year was

VIBURNUM PLICATUM

Also **Berberris Thunbergii. Hydrangea Paniculata, Weigelia, Spireas, Etc.**

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO — Robert Pyle, Pres.

WEST GROVE PENN'A. — Ant. Wintzer, Vice-Pres.

— THE —

Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists Free on Application.

PAINESVILLE, - OHIO

VERBENAS

Mammoth mixed, cool grown seedlings ready to pot. $1.00 per 100; $8.00 per 1000.
Salvia Bonfire (seedlings), $1.00 per 100, any quantity.
Alyssum Double Giant, 2-inch, $2.00 per 100.
Geraniums, all booked ahead at this time.
Tradescantia, Dark Var., from 2-in. pots, $2.00 per 100.

Elmer Rawlings, Allegany, N. Y.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists — Largest Growers in America

Box 404. DUNDEE, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. Y.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price $1.75.

American Florist Co.

440 S. Dearborn St., Chicago

IBOLIUM The new Hybrid **HARDY PRIVET.** (L. Ibota x Ovalifolium)

To be sent out in the Fall of 1919. More about it later.

THE ELM CITY NURSERY CO., WOODMONT NURSERIES, Inc., Introducers of BOX-BARBERRY NEW HAVEN, CONN.

voted down. William Pitkin then made the suggestion, that inasmuch as the whole matter of policy of the association in this regard would come up at the afternoon session, that action be deferred, and it was so voted.

PROGRAMME OF THE FOLLOWING DAYS.

The programme announced for the morning of the second day, beginning at 9:00 o'clock includes a number of topics in the hands of well known authorities, and which should prove of unusual interest, among them the following: "The Propagation and Growing of the Rose," by E. G. Hill, Richmond, Ind.; "The Propagation and Growing of Nursery Stock," by Robert George, Painesville, O.; "The Growing and Preparation of Evergreens for Landscape Planting," by Chas. L. Seybold, forester, department of parks, Wilkes-Barre, Pa., and "The Nurserymen's Opportunity in Reconstruction," by Dr. A. F. Woods, president of the Maryland State College of Agriculture, College Park. The afternoon session beginning at 2:00 o'clock will be devoted to executive business at which time the reports of the various committees will be received. A meeting of the state vice-presidents will be held at 8:00 p. m.

At the Friday morning session, beginning at 9:00 o'clock the report of the subscribers' organization for market development will be the principal feature. The afternoon meeting will open at 2:00 o'clock with the reports of the state vice-presidents, followed by the election of officers for the ensuing year and the selection of the place for the 1920 meeting.

PRESIDENT MAYHEW'S ADDRESS.

President Mayhew ably reviewed the activities of the association during the past year, showing that he had given careful thought to the numerous problems that confront the trade today in the trying times of restriction and reconstruction. He expressed his opinion that during the coming fall and the spring of 1920, nursery stock will command prices never before known; in fact, it was no longer a matter of prices, but the question of procuring stock, and it was the duty of nurserymen to co-operate with each other to make the shortage serve the unprecedented demand. He urged that the present schedule of dues be maintained, as it would not be long before the advantages of a connection with the association, and the high standard of its membership, would be appreciated by every eligible nurseryman of the country, regardless of cost. He called attention to the good work accomplished by the credit and collection bureau, at the same time regretting the fact that more members of the society did not avail themselves of this service, which is free.

President Mayhew spoke at some length on legislation, especially Plant Quarantine No. 37, saying that while a number of small nurserymen throughout the country were not members of the national association, he felt that the organization has a right to speak for the trade in general, as its membership represents probably 90 per cent of the money invested in the industry in America. He said, in the light of this reasoning, a number of unfortunate statements had appeared in the press, and unfair criticisms had been made. He called to mind the fact that in 1917 a resolution was unanimously adopted that the association does not approve of the exclusion of foreign grown nursery stock; the executive committee and the legislative committee were given power to act accordingly, and it was understood that until such authority was otherwise delegated, no individual or corporation had authority to speak for the organization. He added, in dealing with the questions of legislation in general, that he believed some improvements could be made, one in particular, as regards the feeling among some that our law-making bodies are antagonistic to the industry, which is as untrue as it is unfair. If what is wanted is right, and is gone after in the right way, there are not many times it is not granted. Some things that have been asked for, should have been, and were, denied. The reason that legislation such as the Arkansas fraud act has to be fought, is because of fraudulent practices on the part of a large number of dealers in nursery products. With the membership of the association representing 100 per cent efficiency, character and service, a committee sent to Washington, or into the legislative halls of any state, would always be heard, not so much for its speaking, but for its honesty of purpose.

J. W. Hill, Des Moines, Ia.
Treasurer American Association of Nurserymen.

In speaking of the labor situation, he said it was probably the greatest problem confronting the world today, and none were more vitally interested in it than the nurserymen. While for a number of years there has been growing up throughout the land, an unfortunate antipathy between capital and labor, there was no industry where the rights of the employe were as well regarded as in the nursery trade, and he urged that time might be found at this convention for a full discussion of this important question.

He mentioned the progress made during the past two years in the matter of market development, and added that while at present the stock on hand was limited in quantity, within three years the surplus list will exceed the want list, and that the work so auspiciously begun should be continued. Determine as nearly as possible the normal needs in all items, together with the supply, present and contemplated, and endeavor through educational campaigns to keep the supply well within the demand, and if it is possible to accomplish this, in even a measure, the trade will be greatly benefited. In his closing remarks, President Mayhew urged his hearers to be conservative, but to prepare today to make the prosperity of the present permanent by stabilizing the business.

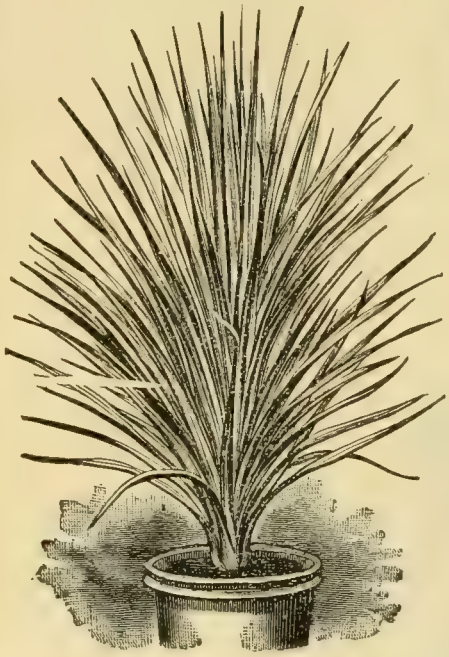
EARLY ARRIVALS.

The following were among the early arrivals at headquarters:

N. E. Averill, Dundee, Ill.
O. P. Beakley, Harrisburg, Pa.
W. H. Bell, Huntsville, Ala.
E. Hoston Bowden, Geneva, N. Y.
C. R. Burr, Manchester, Conn.
C. D. Campbell, Paw Paw, Mich.
Thos. J. Carron, Geneva, N. Y.
M. R. Cashman, Owatonna, Minn.
W. E. Chandler, Rosedale, Kans.
Henry B. Chase, Chase, Ala.
John C. Chase, Derry, N. H.
Robt. C. Chase, Chase, Ala.
W. B. Cole, Painesville, O.
W. W. Coles, Kokomo, Ind.
W. E. Collins, Fennville, Mich.
Carl Cropp, Chicago.
S. W. Crowell, Roseacres, Miss.
A. J. Cultra, Onarga, Ill.
Joe Davis, Baltimore, Md.
E. W. Dorey, New York.
Earl Dreedham, Des Moines, Ia.
R. A. Farber, Chicago.
C. G. Ferguson, Shenandoah, Ia.
T. J. Ferguson, Wauwatosa, Wis.
Frank Field, Shenandoah, Ia.
P. V. Fortmiller, Newark, N. Y.
Wm. H. Gibbs, Normal, Ill.
F. E. Griesa, Lawrence, Kans.
George A. Harrison, Berlin, Md.
G. Hale Harrison, Berlin, Md.
Henry C. Harrison, Berlin, Md.
Orlando Harrison, Berlin, Md.
W. H. Harrison, York, Neb.
E. G. Hill, Richmond, Ind.
H. H. Hill, Dundee, Ill.
J. W. Hill, Des Moines, Ia.
George W. Holsinger, Rosedale, Kans.
W. T. Hood, Richmond, Va.
Wilmer W. Hoopes, West Chester, Pa.
O. Joe Howard, Pomona, N. C.
L. E. Ilgenfritz, Monroe, Wis.
Ernest Johnson, Shenandoah, Pa.
F. B. Kelley, Princeton, N. J.
L. L. Kumberlin, Dundee, Ill.
A. F. Lake, Shenandoah, Ia.
Ralph S. Lake, Shenandoah, Ia.
C. L. Leesley, Chicago.
Paul C. Lindley, Pomona, N. C.
J. Horace McFarland, Harrisburg, Pa.
W. G. McKay, Madison, Wis.
G. A. Marshall, Arlington, Neb.
E. E. May, Shenandoah, Ia.
C. C. Mayhew, Sherman, Tex.
J. R. Mayhew, Waxahachie, Tex.
S. Mendelson Meehan, Philadelphia, Pa.
W. H. Moon, Morrisville, Pa.
A. B. Morse, St. Joseph, Mich.
Milton Moss, Huntsville, Ala.
Alvin Nelson, Chicago.
L. E. Nelson, Rosedale, Kans.
S. G. Nelson, Chicago.
John Nordine, Lake City, Mo.
George Parker, Fayetteville, Ark.
C. H. Perkins, 2nd., Newark, N. Y.
G. H. Perkins, 2nd, Newark, N. Y.
Stuart Perkins, Newark, N. Y.
Chas. M. Peters, Salisbury, Md.
Wm. A. Peterson, Chicago.
Wm. Pitkin, Rochester, N. Y.
Robert Pyle, West Grove, Pa.
E. Reed, St. Paul, Minn.
H. L. Reed, Shenandoah, Ia.
W. C. Reed, Vincennes, Ind.
J. B. Rice, Geneva, N. Y.
Wm. W. Rich, New York.
A. S. Riley, Pardeeville, Wis.
A. S. Ringler, Chicago.
F. F. Rockwell, New York.
E. F. Roe, Harrisburg, Pa.
J. W. Root, Manheim, Pa.
J. W. Ross, Centralia, Ill.
Walter Schwols, Dundee, Ill.
C. H Shuman, Painesville, O.
H. M. Simpson, Vincennes, Ind.
Chas. Sizemore, Louisiana, Mo.
E. H. Smith, York, Neb.
H. Smith, Dundee, Ill.
Theo. J. Smith, Geneva, N. Y.
P. C. Stark, Louisiana, Mo.
E. C. Stoehr, Dayton, O.
J. C. Vaughan, Chicago.
F. A. Weber, Nursery, Mo.
E. S. Welch, Shenandoah, Ia.
Thos. F. Welch, Geneva, N. Y.
F. B. West, Perry, O.
George F. Will, Bismarck, N. D.
A. E. Willis, Ottawa, Kans.
C. V. Wilson, Des Moines, Ia.
J. S. Wilson, Des Moines, Ia.
Otto Wittbold, Chicago
C. C. Yaky, Rochester, N. Y.
J. A. Young, Aurora, Ill.

THE LADIES.

Mrs. Baumhoefer, Cedar Rapids, Ia.
Miss Florence Hill, Dundee, Ill.
Mrs. W. H. Moon, Morrisville, Pa.
Mrs. W. C. Reed, Vincennes, Ind.



Dracaena Indivisa

We Have a Very Large and Fine Supply

4-inch.....$1.50 per dozen; $12.00 per 100
5-inch..... 3.75 per dozen; 30 00 per 100
6-inch.....$6.00 per dozen
7-inch ..... 7.20 per dozen

GEORGE WITTBOLD CO.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Mention the American Florist when writing

IVIES (English)

30 inches long, 3 to 4 branches, 4-in. pots, $20.00 per 100; $180.00 per 1000.

J. EBB WEIR & CO.
Ft. Hamilton Ave., BROOKLYN, N. Y.

Mention the American Florist when writing

Nursery Stock Improvement Bill.

The sum of $30,000 is to be appropriated under a bill just introduced into congress by Representative Gould of New York, to be expended by the secretary of agriculture in assembling, growing and testing plant material deemed desirable or suitable for use in propagating fruit, nut and ornamental trees and other plants, for the purpose of determining stocks better adapted to the climatic soil and other conditions under which they are grown. The secretary is authorized by the measure to establish and maintain mother orchards or plantations for the purpose of providing domestic sources of seeds, cuttings or other progagating material, in order that the future of the American fruit, nut and ornamental plant interests may be insured and placed under domestic control.

B. F. L.

A FAVORABLE report was ordered June 18 by the senate public lands committee on a bill by Senator Smoot of Utah to establish Zion national park, comprising 76,000 acres in the southern part of that state.

THE New York agricultural experiment station, Geneva, in Bulletin No. 451, entitled "Leaf-hoppers Injurious to Apple Trees" states that apple trees in the state are especially subject to the attack of three species of this pest and tells of methods of control.

Standard Bay Tree.

BAY TREES

New Stock, Scarce

Now Ready. F. O. B. Chicago

Standards.

Stem	Crown	Per Pair	Stem	Crown	Per Pair
24 to 30 in.	30 to 32 in.	$24.00	48 in.	32 to 34 in.	$32.50
36 in.	24 to 28 in.	22.00	48 in.	36 to 38 in.	45.00
45 in.	20 in.	23.00	48 in.	40 to 42 in.	50.00
45 in.	30 in.	25.00	48 in.	46 to 48 in.	60.00

Pyramids.

Height	Base	Per Pair	Height	Base	Per Pair
4½ to 5 ft.	22 to 24 in.	$23.00	5½ to 6 ft.	24 in.	$25.00

Crating (if ordered) extra at cost.

BOXWOODS

PYRAMIDS	Each	GLOBE SHAPED	Each
30 inches high	$2.25	15 x 15 inches high	$3.50
42 inches high	4.50	18 x 18 inches high	6.00
48 inches high	5.00		

Packing at cost. Tubs 50 to 75 cents extra.

Vaughan's Seed Store, Chicago

Mention the American Florist when writing

Alonzo J Bryan

WHOLESALE FLORIST

Abundance of Plants Always on Hand.

See our display adv. in June 7th issue.
Correspondence solicited.

WASHINGTON, NEW JERSEY

Mention the American Florist when writing

Chrysanthemum Stock

The three best standard varieties,

Unaka, Bonnaffon, Polly Rose,

2¼-inch, $4.00 per 100; $35.00 per 1000.

EDWARD J. TAYLOR, Green Farms, Conn.

Mention the American Florist when writing

Ready Reference Section.

12 CENTS, NET, PER LINE.

ALYSSUM.

Alyssum, Double Giant, 2-inch, $2.00 per 100. Elmer Rawlings, Allegany, N. Y.

ASPIDISTRAS.

Aspidistra, green, 10-in. tubs, 20 to 24-in. high, $5 to $8; 12-in. tubs, 22 to 28-in. high, $8 to $10 each. Vaughan's Seed Store, Chicago and New York.

ASTERS.

Asters, Queen of the Market, Vick's Royal and Henderson's Invincible, in white, shell pink, rose pink, lavender and purple; strong plants, $6.00 per 1,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

BAY TREES.

Bay Trees. New stock, now ready. F. O. B. Chicago. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BEDDING PLANTS

Dracaena Indivisa, 4-in., good plants, 25c each.
Dracaena Indivisa, 5-in., good plants, 35c each.
Dracaena Indivisa, 6-in., good plants, 50c each.
Variegated Vincas, 4-in., good plants, $15.00 per 100.
Variegated Vincas, 3-in., good plants, $12.00 per 100.
Sprengeri, 3-in., $ 8.00 per 100.
Sprengeri, 4-in., $15.00 per 100.
Sprengeri from flats, $ 2.50 per 100.
$20.00 per 1000.

CANNAS.

Yellow King Humbert, 4-in., $12.00 per 100.
Florence Vaughan, 4-in., $10.00 per 100.
Express, 4-in., $10.00 per 100.
English Ivy, 2½-in., $4.00 per 100.
Salvia Splendens, 4-in., $10.00 per 100.

ELI CROSS
Grand Rapids, Mich.

BEGONIAS.

Begonias. Xmas Red and Prima Donna, $6.00 per 100; $50.00 per 1,000. Wm. F. Kasting Co., Buffalo, N. Y.

BOXWOOD.

Boxwood. Pyramids and globe shaped. For sizes and prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Lil Giganteum, 7-9 and 9-10 in., for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, Jap Lily, French, Dutch, Freesia, and Calla. Write for prices. McHutchison & Co., 95 Chambers St., New York.

Bulbs. Holland and French. Ask for our quotations. General Bulb Co., 110 Water St., New York.

BULBS.

Holland Bulbs. Prices on application. R. A. Van Der Schoot, 299 Broadway, New York.

CANNAS.

For the best up-to-date Cannas, get new price list. The Conard & Jones Company, West Grove, Pa.

CARNATIONS.

Carnations, rooted cuttings, Laddie, $75 per 1,000. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS

White	Golden Queen
Chas. Razer	Pink
Smith's Ideal	McNiece
Yellow Chrysolora	Dr. Enguehardt
Marigold	R. E. Loeben
Mrs. Morgan	

2½-in. pots .... 4.50 per 100; 42.50 per 1000

POMPONS

Mike Gabel	Bronze
Pink	Md. LaPorte
Queen Marie	Mrs. Beu
Lillian Dotty	Red
	La Gravere

2½-in. pots ...... 5.00 per 100; 48.00 per 1000

POEHLMANN BROS. CO.,
Morton Grove, Illinois

POMPONS.

AN EARLY VARIETY OF DOUBLE WHITE FLOWERS READY ABOUT OCTOBER 15TH.

This Pompon is the only early white on this market, and has the field to itself. Plants, 2½-in. pots, $5.00 per 100.

BASSETT & WASHBURN,
178 N. Wabash Ave. CHICAGO.

Chrysanthemum stock. Unaka, Bonnaffon, Polly Rose, 2¼-in., $4.00 per 100; $35.00 per 1,000. Edward J. Taylor, Green Farm, Conn.

Chrysanthemums in all leading varieties. Write for list. Elmer D. Smith & Co., Adrian, Mich.

COLEUS.

COLEUS. Twenty best bedding varieties, including Golden Bedder, Beckwith Gem, Firebrand, and all the other good standard varieties; out of 2¼-in. pots, $3.00 per 100. THE REESER PLANT CO., Springfield, Ohio.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Indivisa, 4-in., $1.50 per doz.; $12.00 per 100; 5-in., $3.75 per doz.; $30.00 per 100; 6-in., $6.00 per doz.; 7-in., $7.20 per doz. George Wittbold Co., 745 Buckingham Place, Chicago.

FERNS.

Ferns. A splendid lot for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

Fancy Ferns, special picked. O. A. Kuehn, 1312 Pine St., St. Louis, Mo.

ERICAS.

Ericas—President Felix Faure, President Carnot, Persoluta rosea, Cupressoides. Strong 2-in. stock, $12 per 100. Persoluta alba, mediterranea, Condonodes Veitchi, $10 per 100. Kindly send cash with order. COOLIDGE RARE PLANT GARDENS, Pasadena, Calif.

FREESIAS.

Freesias, California. Purity (Improved), ⅜-½-in., $5.00; ½-⅝-in., $8.50; ⅝-¾-in., $12.50 per 1000. Purity (Improved), Vaughan's Special Strain, ⅜-½-in., $6.00; ½-⅝-in., $10.00; ⅝-¾-in., $15.00 per 1000. Vaughan's Seed Store, Chicago and New York.

Freesia Purity. ⅜ to ½-in., $6; ½ to ⅝-in., $9.50; ⅝ to ¾-in., $15; ¾-in., $18 per 1,000. American Bulb Co., 172 N. Wabash Ave., Chicago.

GERANIUMS.

Geraniums. Fine 2-in. stock, ready for immediate shipment. Beauty Poitevine, Alph. Ricard, Abbie Schaffer, Miss F. Perkins, etc., $2.75 per 100; $25.00 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Geraniums. 75,000 at reduced price. Nutt, Castellane and others; extra strong plants, 4-in., 12½c; 3½-in., 9c; 3-in., 7½c; 2½-in., 4½c; 2¼-in., 3½c. L. J. ROWE, Titusville, Pa.

Geraniums, 5000 bushy plants. 4-in. pots. Nutt, Ricard, Dbl. White and ten other sorts. $15.00 per 100. Speak quick. **BUTZ BROS.**, New Castle, Pa.

Geraniums. S. A. Nutt. $15.00 per 1,000. Albert M. Herr, Lancaster, Pa.

HYDRANGEAS.

Hydrangeas, for fall delivery. Pot grown, 4-in., $30.00 per 100; 6-in., $60.00 per 100. S. S. Skidelsky & Co., 50 Park Place, New York City.

IVIES.

Hardy English Ivy. Good strong 2-in. stock, $2.50 per 100; $22.50 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

KENTIAS.

Kentia Belmoreana. Average in 3 and 4 leaves, good strong plants out of 2¼-in. pots at $15.00 per 100. Prices on larger quantities on application. J. H. FIESSER, 711-741 Hamilton Ave., North Bergen, N. J.

MAGNOLIA LEAVES.

Magnolia leaves; non-mouldy, flexible and of uniform size, $2.00 per carton; in 100-lb. cases, $22.00 per case. Ove Gnatt Co., La Porte, Ind.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England, Cattleyas, Laelio-Cattelyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Phoenix Roebelenii. 10-in. and 12-in. tubs, 30 to 36-in. high, 30 to 36-in. spread, $15.00 to $20.00 each. Vaughan's Seed Store, Chicago and New York.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PRIMULAS.

Primula Obconica. Assorted, ready now, $6.00 per 100; $50.00 per 1,000. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

RAFFIA.

Raffia. The finest quality only. Offered c. i. f. in New York at 19c per lb., in bale lots of two cwts. Bernard Fils, 29 Blvd. Garibaldi, Marseilles, France.

ROSES.

ROSES. Owing to a change of our plans we offer the following, very fine stock:

	100
125 Columbia, 3-in.	$15.00
250 White Killarney, Pierson stock, 3-in.	12.00
100 One-year-old White Killarney, 4-in.	12.00
200 Richmond, 3-in.	8.00
250 Ophelia, 3-in.	8.00
50 Ophelia, 4-in.	12.00
250 Grafted bench plants, White Killarney	8.00
350 Grafted bench plants, Ophelia	8.00

Cash, please.
JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ROSE STOCK.
Good 2½-in. plants.

	100	1000
Sunburst	$7.00	$60.00
Pink Killarney	6.00	50.00
White Killarney	6.00	50.00

GEORGE REINBERG,
162 N. Wabash Ave. Chicago.

Roses. Own root. For varieties and prices see display advertisement elsewhere in this issue. C. U. Liggit, 303 Bulletin Bldg., Philadelphia, Pa.

Roses, own root, 3-in. For varieties and prices see advertisement on front cover page of this issue. A. N. Pierson, Inc., Cromwell, Conn.

SEEDS.

Seeds. High grade. We specialize in beans, carrot, lettuce, onion, parsnip, radish, saisify, spinach, named and mixed nasturtiums, and Grandiflora and Spencer Sweet Peas. Atascadero Seed Company, Atascadero, Calif.

Seeds. Flower for summer sowing. Cineraria, Calceolaria Hybrida, Gypsophila, Dracaena, Primula, Pansy. For prices see display advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Cineraria, Half Dwarf, finest mixed, re-selected and improved strain, trade packet $1.00; oz., $50.00. John Bodger & Sons Co., Los Angeles, Calif.

Seeds. Morse's selected onion-yellow Strasburg. Also beet, carrot, celery, endive, leek, lettuce, parsley, parsnip, radish and salsify. Write for prices. C. C. Morse & Co., San Francisco, Calif.

SEEDS.

Seeds. Specialties in variety. Onion, carrot, beet, radish and parsnip. Contract prices mailed on request. R. C. McGill & Co., wholesale seed growers, San Francisco, Calif.

Seed. Michell new crop flower. For varieties and prices see display advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Surplus Stocks.

The new plant quarantine gives greatly increased value to many kinds of surplus stock heretofore considered of little account, especially bulbs and plants.

You can quickly turn such surpluses into cash by advertising here.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet, flint and dent corn, cucumber, musk and watermelon, pumpkin and squash. Western Seed & Irrigation Co., Fremont, Neb.

Seeds, specialties: Pepper, eggplant, tomato, vine seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seed. Best, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Peas, beans, corn and vegetable of all kinds in quantity and of highest quality. Jerome B. Rice Seed Co., Cambridge, N. Y.

Seeds. Wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

SEEDS.

Seeds. Specialties: Lettuce, onions, sweet peas, aster, cosmos, migonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison Street, Chicago.

Seeds. Garden of all kinds. Write for catalogue. Everette R. Peacock Co., 4013 Milwaukee Ave., Chicago.

Seeds. Specialties: Beets, mangos, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seed. Flower and Garden seeds. Sweet pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Growers of selected stocks of onion, lettuce, radish, carrot, sweet peas, etc. C. C. Morse & Co., San Francisco, Calif.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Peas and Beans. Growers of choice varieties. John H. Allan Seed Co., Sheboygan, Wis.

Seed. For the wholesale trade only. Brastan Seed Growers' Co., San Jose, Calif.

Seed. Flower, vegetable and farm. Wholesale only. Kelway, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden Seeds. All varieties. I. N. Simon & Son, 438 Market Street, Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

Sweet corn seed. Grown exclusively by The W. C. Pressing Seed Co., Norwalk, Ohio.

SOLANUM

Cherries. Cleveland, 2½-in., $8.00 per 100; New Yellow, Orange Queen, 2¼-in., $10.00 per 100. Wm. F. Kasting Co., 568-570 Washington st., Buffalo, N. Y.

STOCK WANTED.

Wanted—Small Kentia Forsteriana from flats or bench. The City and Kentia Nurseries, Santa Barbara, Calif.

VEGETABLE PLANTS.

Celery plants, Easy Blanching, now grown exclusively by 90% of Kalamazoo growers in place of Golden Self-Blanching. Strong plants, ready for the field, $2.25 per 1,000; $6.00 per 3,000. Cash.
BRILL CELERY GARDENS, Kalamazoo, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

VEGETABLE PLANTS.

CELERY PLANTS, $2 50 per 1000 here. Full grown trimmed celery ready soon, 25c and up per dozen. Orders solicited. EAGLE CELERY CO., Kalamazoo, Mich.

Sweet potato plants. Yellow Jersey, Big Stem Jersey, Red Jersey and Yams, $2 per 1000. Prompt shipment. H. AUSTIN, Felton, Del.

VERBENAS.

Verbenas. Mammoth mixed, cool grown seedlings ready to pot, $1 per 100; $8 per 1,000. Elmer Rawlings, Allegany, N. Y.

VINCAS.

50,000 Variegated Vinca rooted cuttings. Fine summer rooted stock, many now making shoots from underground buds. Just right for potting, $2.00 per 100, $18.00 per 1,000. Cash. I. N. KRAMER & SON, Cedar Rapids, Iowa.

MISCELLANEOUS.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogue, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Zenke's New Plant Life. A concentrated chemical compound containing all of the elements of plant fertilization. Per gal., $3.00. The Excell Laboratories, 115 E. South Water St., Department A, Chicago.

Window boxes. Extra strong wooden window boxes, 24-in. long, 8-in. wide and 6-in. deep. $12.00 per dozen, f. o. b. Philadelphia. Jos. G. Neidenger Co., 1309-1311 N. 2nd St., Philadelphia, Pa.

Master Brand pulverized sheep manure; vine and plant manure. Quotations on any quantity upon application. The Proto-Feed and Guano Co., 4121 S. LaSalle St., Chicago.

Best quality prepared Cycas, pliable perfect color and full length. 100 assorted up to 40 inches in length, $6.50. Geo. H. Angermueller Co., 1320 Pine St., St. Louis, Mo.

Seasonable stock. All high grade and healthy. For varieties and prices see display advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Jmp Soap Spray. Sure insect killer. For full description and prices see display advertisement elsewhere in this issue. F. E. Atteaux & Co., Inc., Props., 176 Purchase St., Boston, Mass.

Hanging baskets, plain wire, 10-in., $1.75; 12-in., $2.25; 14-in., $3.00; 16-in., $4.50. Michigan Cut Flower Exchange, 264-66 Randolph St., Detroit, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., Room 731, 11 S. La Salle St., Chicago.

Cards for all occasions. Labels, stickers, seals, tags. Printing for florists. The John Henry Co., Lansing, Mich.

Hill's Evergreens. Best for over half a century. Price list now ready. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

MISCELLANEOUS.

Magic fertilizers for the florist. Write for prices. Chicago Feed and Fertilizer Co., 809 Exchange Ave., U. S. Yards, Chicago.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, Ohio.

The perfect weeder. Stirs up the soil and cuts out the weeds at the same time. By mail 60c. Theo. Niemoth, Estherville, Ia.

1,000 letterheads and 1,000 envelopes, $6.00. Good stock. Cash, please. Gorham Printery, Inc., 542 S. Dearborn St., Chicago.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 90c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, $2.00; 50,000, $8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers, Kroeschell Bros. Co., 452 W. Erie St., Chicago.

MISCELLANEOUS.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia, Pa.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago.

We are the largest florist supply house in the east. Send for price list. BOSTON FLORAL SUPPLY CO., 15 Otis St., Boston, Mass.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Everything in florist supplies and staples. The McCallum Co., 137 Seventh St., Pittsburgh, Pa.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Callahan Cut-to-Fit greenhouses. Made of selected Louisiana Red Gulf Cypress, best to withstand heat and moisture. Write for booklet. Callahan Duo-Glazed Sash Co., 3921 Fourth St., Dayton, O.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in luumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, Ohio.

Greenhouse glass, paints and putty. It will pay you to get our estimates. The Dwelle-Kaiser Co., 251 Elm St., Buffalo, N. Y.

Sash operators and greenhouse fittings. Write for catalogue. Advance Co., Richmond, Ind.

POTS AND PANS.

We have a half million pots in the following sizes that we will dispose of at less than regular prices: 2¼-in., $5.53; 2½-in., $6.50; 3-in., $8.45; 3½-in., $10.40; 4-in., $13.00 per 1,000; less 25 per cent. No charge for packing. THE GEO. WITTBOLD CO., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS

NEPONSET PAPER POTS. Light, unbreakable. At small cost make safety sure for shipping plants. Leading sizes 2½-inch, 1,000 $4.30; 3-inch, 1,000, $6.25; 4-inch, 1,000, $9.85; 5-inch, 1,000, $17.50; f. o. b. Chicago. Vaughan's Seed Store, Chicago.

Nebraska red pots. Made of high grade material by skilled workmen in a modern plant. Write for prices. Kahler Pottery Co., Omaha, Neb.

Red pots, hanging baskets, lawn vases, jardinieres and specialties. Write for catalogue and prices. Florist Specialty Co., Idaville, Ind.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, $1 per qt.; $2.50 per gal. Fungine, $1 per qt.; $3.50 per gal. Vermine, $1 per qt.; $3 per gal. Aphine Manufacturing Co., Madison, N. J.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far; 35c for 1,000; 3,000 for $1.00, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph Street. Detroit, Mich.

Carnation staples, 35c per 1,000, 3,000 for $1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for $1. I. L. Pillsbury, Galesburg, Ill.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WIRE STAKES.

WIRE STAKES, galvanized.
Mfg. of wire and wire goods of all descriptions.

THOMAS HAMILTON,
127 N. Gross St., Phila., Pa.

WHOLESALE CUT FLOWERS.

Allen, J. K., New York.
Amling Co., E. C., Chicago.
Angermueller Co., Geo. H., St. Louis, Mo.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong Co., J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Conn, J. J., Inc., New York.
Erne & Company, Chicago.
Foerster Co., Joseph, Chicago.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Futterman Bros., New York.
Goldstein, I., New York.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
Hentz & Nash, Inc., New York.
Holton & Hunkel Co., Milwaukee, Wis.
Jones, Percy, Inc., Chicago.
Kasting Co., W. F. Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Millang, Joseph A., New York.
N. Y. Cut Flower Exchange, New York.
Miller & Musser, Chicago.
Neidinger Co., Jos. G., Philadelphia, Pa.
Niessen Co., The Leo, Philadelphia, Pa.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Inc., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust., Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
The Long Island Floral Co., Brooklyn, N. Y.
Tonner, O. A. & L. A., Chicago.
Totty Co., Chas. H., Madison, N. J.
Traendly & Schenck, New York.
Traveling Wholesale Florist, Inc., New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch Co., Chicago.
Wietor Bros., Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., A. L., New York.
Young & Co., John, New York.
Zech & Mann, Chicago.

Greenhouse Construction

BY PROF. L. R. TAFT.

It tells the whole story about how to build and heat a greenhouse, be it large or small, and that, too, in a plain, easily understood, practical way. It has 210 pages and 118 illustrations. PRICE, $1.75.

Greenhouse Management

By the same author. Covers the subject completely. 382 pages. PRICE, $1.75.

American Florist Co., 440 S. Dearborn St., Chicago

FOLEY GREENHOUSES

IRON FRAME
PIPE FRAME

Our Construction is most modern.
Our prices are very reasonable.

THE FOLEY GREENHOUSE MFG. CO.

Designers—Builders—Heating Engineers

Main Office and Factory: 3100 So. Spaulding Ave. **Chicago, Ill.** Downtown Office. State-Lake Building

A PERFECT DUST GUN

FOR ONLY $2.50

Applies, in perfect smoke-like form, Calcium Arsenate, Arsenate of Lead, Paris Green and all other dusting materials. Write today.

THE FEENEY MFG. CO.,
Dept. T., MUNCIE, INDIANA.

Mention the American Florist when writing

WHOLESALE CUT FLOWERS.

Aphine

The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, $1.00 Gallon, $2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, $1.00 Gallon, $3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.
Quart, $1.00 Gallon, $3.00

Sold by Dealers.

APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing

CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

Mention the American Florist when writing

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

THE CUSTOMERS' INTEREST FIRST

This is the basis of the Kroeschell standard. And this principle makes the Kroeschell policy the most liberal of all the Greenhouse Boiler business

NOT CAST IRON

NOT CAST IRON

A KROESCHELL

is the key to fuel economy.

Kroeschell Bros. Co. 452 W. Erie St. CHICAGO

THE KROESCHELL POLICY

We make every kind of boiler, but it is our policy to supply only the type of boiler best suited for the conditions. You get the highest boiler value.

NOT CAST IRON

NOT CAST IRON

Mention the American Florist when writing

IMP SOAP SPRAY

Sure Insect Killer

IMP Soap Spray is a scientifically prepared compound that is destructive to insects without injuring plants or roots. Does not spot leaves, fruit, glass or deface paint work. It is clean and colorless. May be used on fruit trees; shade trees; flowering shrubs; vines; garden truck; and on all sorts of plants, both under glass and out of doors.

It is most effective against rose bug; mill bug; white, black, green and rhododendron fly; red spider; thrips; aphis; fruit pests; elm leaf beetle and moths. Used in country's biggest orchards and estates. Very economical, one gallon is mixed with 25 to 40 gallons of water. Full directions on each can. Genuine can has Ivy Leaf trade mark. Your money back if Imp Soap Spray does not do as claimed. Order direct if your dealer cannot supply.

Pint can	$ .50
Quart "	.75
Gallon can	2.25
5 " "	10.00
10 " "	18.00

Sent by express at purchaser's expense.

F. E. ATTEAUX & CO., Inc., Props.
Eastern Chemical Co.,
176 Purchase St., BOSTON, MASS.
Dealers Wanted.

Mention the American Florist when writing

WE ARE SPECIALISTS IN

GREENHOUSE GLASS

Free From Bubbles—Uniform in Thickness.

PAINTS and PUTTY

Greenhouse White (Semi-Paste.) The Paint Particular Florists Prefer.

It will pay you to get our estimates.

THE DWELLE-KAISER CO.
251 Elm St., - BUFFALO, N. Y.

Mention the American Florist when writing

FOR RESULTS USE MASTER BRAND Prepared Concentrated Manures

They are Nature's Master Soil Builders

They will give lasting results and are perfectly adaptable for both outside and inside growing conditions.

MASTER BRAND

	Guaranteed Analysis Ammonia	Phos. Acid	Potash
PULVERIZED SHEEP MANURE	2.50%	1.50%	2.00%
VINE and PLANT MANURE	5.00%	2.00%	1.00%

Quotations on any quantity and all information furnished upon application.

The Proto-Feed and Guano Company, "Manufacturers and Distributors of Master Brand Products"
4121 S. LaSalle Street, CHICAGO, ILL.

Mention the American Florist when writing

Clay's The World Power in the Soil.

CLAY'S LONDON FERTILIZER TRADE MARK EVERY GENUINE TIN, BAG & SEAL BEARS THIS TRADE MARK

THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

1866-1919

GREENHOUSE LUMBER

"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.
SQUARE RED CEDAR POSTS.

LOCKLAND LUMBER CO., Lockland, O.

ARE YOU USING A

BOILER

That Let's the Florist Sleep

Get Posted! Ask for our catalogue.

GIBLIN & CO., UTICA, N. Y.

Wired Toothpicks

10,000, $2.25; 50,000, $9.75. Manufactured by

W. J. COWEE, Berlin, N. Y.

Sample Free. For sale by Dealers

Index to Advertisers.

Advance Co III
Alfred Lozier Rosery 1168
Allan John H Seed Co 1181
Allen J K 1163
Alpha Floral Co 1167
American Bulb Co ... I II
Amling E C Co 1159
Anderson S A 1167
Angermueller G H Co 1160
Aphine Mfg Co 1190
Astoria Florist 1166
Atascadero Seed Co. 1181
Atteaux F A & Co .. 1191
Avenue Floral Co .. 1168
Baer Julius 1167
Barnard W W Co 1177
Bassett & Washburn 1152
Baumer Aug 1169
Baur Window Glass Co IV
Bayersdorfer H & Co 1161
Begerow's 1166
Berger Bros 1160
Bernard Fils 1177
Berning H G 1160
Blackistone Inc 1169
Bodger J & Sons Co 1179
Boland J B 1169
Bolgiano J & Son .. 1180
Bramley & Son 1169
Braslan Seed Growers Co 1170
Breitmeyer's J Sons 1166
Briggs Floral Co ... 1168
Broadway Florist .. 1167
Brown A J Seed Co. 1170
Brown Bag Filling Machine Co 1179
Bryan Alonzo J 1186
Buchbinder Bros ... 1192
Buckbee H W 1168
Budlong Co J A 1157
Burpee W A Co 1177
California Florists .. 1167
Central Floral Co .. 1169
Chicago Feed & Fertilizer Co 1192
Chicago Flower Growers Assn ... 1159
Clark E B Seed Co. 1180
Clarke's Sons D 1165
Clay & Son 1191
Coan J J 1163
Conard & Jones Co. 1184
Cooke Geo H 1169
Cowee W J 1191
Coy H C Seed Co ... 1177
Craig Robt Co 1183
Danker Fred A 1168
Dards Chas 1165
Dietsch A & Co IV
Dominion Floral Co 1166
Dorner F & Sons Co 1183
Drakos Co 1165
Dreer H A ..... III 1192
Duluth Floral Co .. 1168
Dunlop John H 1166
Dwelle-Kaiser Co .. 1191
Eble Charles 1165
Edwards Fold'g Box 1190
Elm City Nurs Co .. 1184
Erne & Co 1158
Excell Laboratories II
Evres H G 1165
Fallon Florist 1165
Feeney Mfg Co 1190
Ferrell A T & Co .. 1175
Florist Specialty Co III
Foerster Co Joseph 1153
Foley Greenhouse Mfg Co 1190
Ford M C 1163
Ford William P 1163
Fox J M & Son Inc. 1167
Frauenfelder C 1168
Freeman Mrs J B .. 1167
Frey C H 1168
Frey & Frey 1168
Friedman 1169
Froment H E 1163
Futterman Bros 1162
Galvin Thos F 1167
Gasser J M Co 1166
General Bulb Co ... 1180
Giblin & Co 1191
Gnatt Ove Co The .. 1051
Godineau R & M ... 1180
Goldstein I 1163
Gorham Printery Inc III
Grakelow Chas H .. 1166
Grand Rapids Flo Co 1168
Grimm & Gorly 1169
Gude Bros 1165
Habermehl's Sons J J 1165
Hardesty & Co 1167
Hart George B 1163
Hart Henry 1166
Haven Seed Co The 1177
Heacock Jos Co 1181
Heinl John G & Son 1168
Henderson A & Co. I
Henderson Lewis ... 1166
Henry Co The John 1159
Henshaw Floral Co 1163
Hentz & Nash 1162
Herr Albert M 1183
Hess & Swoboda ... 1166
Hession 1167
Hews & Co A H. .. III
Hill D Nursery Co 1184
Hollywood Gardens 1166
Holm & Olson 1166
Holton & Hunkel Co 1161
Hurff Edgar F 1180
Hurst & Son 1180
Ickes-Braun Mill Co IV
Idlewild Greenhs .. 1169
Jahn Hugo 1166
Jones Percy 1154
Joy Floral Co 1165
Kahler Pottery Co . III
Kasting W F Co ... I
Keller Pottery Co Geo III
Keller Sons J B 1167
Kelway & Son 1180
Kennicott Bros Co. 1155
Kervan Co The 1163
Kessler Wm 1163
Kottmiller A 1165
Kroeschell Bros Co 1191
Kruchten John 1159
Kuehn C A 1161
Kuhl Geo A 1181
Lager & Hurrell ... 1183
Landreth Seed Co .. 1180
Lang Flo & Nurs Co 1168
Lange A 1165
Levine & Co 1141
Liggit C U 1183
Littlefield Florist ... 1168
Lockland Lum Co. 1191
Long Island Flo Co 1166
Louise Flower Shop 1167
McCallum Co 1161
McCullough J Chas Seed Co 1181
McGill R C & Co ... 1177
McHutchison & Co 1179
Mackie William 1163
Malandre Bros 1168
Mangel 1169
Matthews the Flo'st 1167
Matthewson J E 1165
May & Co L L 1169
Meconi Paul 1163
Metaire Ridge Nurs 1168
Meyer John C Florist Works 1164
Michell Henry F Co 1181
Michigan Cut Flower Exchange 1159
Millang Joseph A ... 1162
Miller Floral Co ... 1168
Miller & Musser ... 1159
Moninger J C Co ... IV
Morse C C & Co 1171 1177
Murray Samuel 1169
Nat'l Florists' Board of Trade IV
Neidinger Jos G Co 1164
Newell A 1168
N Y Cut Flower Ex 1163
N Y Floral Co 1169
Niemoth Theo 1192
Niessen Leo Co 1160
North Shore Flo Co 1168
Pajan Louis C 1165
Palmer W J & Son. 1167
Pappas D J 1167
Park Floral Co 1167
Peacock Dahlia Fm 1184
Peacock E R Co ... 1171
Pearson E W 1167
Pedrick G R & Son. 1180
Penn the Florist 1169
Peters & Reed Potty III
Philadelphia Wholesale Floral Ex 1161
Philips Bros 1168
Pierce F O Co IV
Pierson F R Co ... I
Pierson A N (Inc) ... I
Pieters-Wheeler Seed Co 1170
Pikes Peak Flo Co. 1168
Pillsbury I L III
Pittsb'rgh Cut Flo Co 1160
Podesta & Baldocchi 1169
Poehlmann Bros Co 1150 1251
Pollworth C C Co .. 1161
Polykranas Geo J .. 1163
Potter Floral Co ... 1165
Pressing Seed Co W C 1170
Proto-Feed & Guano Co 1191
Pulverized Manure Co The 1192
Pyfer A T & Co 1158
Raedlein Basket Co 1152
Randall A L Co ... 1159
Randall's Flo Shop. 1169
Randolph & Mc-Clements 1168
Rawlings Elmer ... 1184
Ready Reference ... 1187
Reed & Keller 1164
Regan Ptg House .. 1192
Reid Edw 1160
Reinberg Geo 1159
Reinberg Peter 1153 1183
Rice Bros 1161
Rice Jerome B Seed Co 1171
Riedel & Meyer 1163
Robinson J C Seed Co 1180
Rock Wm L Flo Co. 1168
Rodgers J W 1165
Rohnert Waldo 1183
Ronsley Florist 1165
Rosery Floral Co .. 1169
Routzahn Seed Co. 1180
Rusch G & Co 1161
Saake O C 1165
Sceery Edw 1167
Schiller the Florist. 1167
Schillo A Lum Co .. IV
Schlatter W & Son. 1167 1192
Schling Max 1169
Schmidt Chas L 1169
Shaffer Geo Co 1169
Sheppard H W 1169
Sharp Partridge & Co 1192
Sheridan Walter F. 1163
Siebrecht George C. 1163
Simon & Son I N ... 1180
Situations & Wants 1141
Skidelsky S S & Co .. I
Smith A W & Co ... 1166
Smith & Co E D . 1183
Smith & Fetters Co 1168
Smith Henry 1168
Society of American Florists 1142 1143 1144 1145 1146 1147 1148 1149
Storrs & Harrison .. 1181
Stumpp G E M 1166
Taylor Edward J 1186
Thorburn J M & Co 1179
Tonner O A & L A. 1154
Totty Chas H 1183
Traendly & Schenck 1163
Traveling Wholesale Florist, ... 1162
Trepel Joseph 1167
United Cut Flo Co. 1163
Upper Columbia Co 1181
Vanderschoot R A . 1181
Vaughan A L Co ... 1155
Vaughan's Seed Store .. I 1171 1173 1183 1186
Vick's Sons Jas 1179
Vincent R Jr & Sons Co I
Walker F Co 1165
Weber F H. 1168
Weiland & Risch .. 1159
Weir James 1165
Weir J Ebb & Co .. 1186
Western Seed & Irrigation Co 1171
Wietor Bros 1154
Williams Mrs E A. 1169
Winterson Co E F. 1158
Wittbold G Co 1165 1186
Wolfskill Bros & Morris Goldenson 1165
Wonder Plant Irrigator Co 1158
Woodruff S D & Sons 1189
Yokohama Nurs Co 1177
Young A L & Co ... 1162
Young John & Co .. 1163
Zech & Mann. 1156 1159

REFRIGERATORS

WRITE FOR CATALOG

Buchbinder Bros.

11 S. La Salle St., Room 731, CHICAGO, ILL.

Magic Fertilizers

"FOR THE FLORIST."

Chicago Feed and Fertilizer Co.

809 Exchange Ave., U. S. Yards, CHICAGO

Bailey's New Standard Cyclopedia of Horticulture

SIX SPLENDID VOLUMES

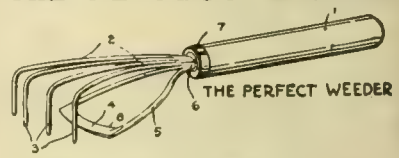
Price, $6.00 Per Volume

Carriage paid to any part of the United States.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO, ILL.

THE PERFECT WEEDER



HERE is a tool that has long been wanted. It will save time and labor. Stirs up the soil and cuts out the weeds at the same time. No greenhouse can afford to be without this wonderful weeder.

By Mail, 60 cents.

Dealers, write for wholesale price. Send all orders to

THEO. NIEMOTH, Estherville, Iowa

Mention the American Florist when writing

The Regan Printing House

LARGE RUNS OF

CATALOGUES

OUR SPECIALTY

WRITE FOR PRICES

523 Plymouth Ct., Chicago

Mention the American Florist when writing

No loss if you mend your split carnations with

Superior Carnation STAPLES

35c per 1000; 3000 for $1.00. Postpaid.

Before **Wm. Schlatter & Son** After

422 Main Street, Springfield, Mass.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c. postpaid. Samples free.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.

Mention the American Florist when writing

USE WIZARD BRAND

CONCENTRATED PULVERIZED

MANURE

Pulverized or Shredded **CATTLE MANURE**

Pulverized **SHEEP MANURE**

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.

No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

GREENHOUSE

GLASS

BEST BRANDS

SHARP, PARTRIDGE & CO.

2263 LUMBER ST. CHICAGO, ILL.